

ESTTA Tracking number: **ESTTA544023**

Filing date: **06/19/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Steve Malnick		
Entity	Individual	Citizenship	UNITED STATES
Address	18 Rhine Ct. clayton, CA 94517 UNITED STATES		

Correspondence information	Steve Malnick Owner Anarchy Sports 18 Rhine Ct. clayton, CA 94517 UNITED STATES smalk75@yahoo.com
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Applicant Information

Application No	85809615	Publication date	05/21/2013
Opposition Filing Date	06/19/2013	Opposition Period Ends	06/20/2013
Applicant	Anderson Silva Enterprises, Inc. 9200 W. Sunset Blvd., Suite 600 Los Angeles, CA 90069 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	4037404	Application Date	09/03/2010
Registration Date	10/11/2011	Foreign Priority Date	NONE
Word Mark	AS		
Design Mark			

Description of Mark	The mark consists of the stacked stylized letters "AS" enclosed in a circle.
Goods/Services	Class 025. First use: First Use: 2010/08/01 First Use In Commerce: 2011/05/15 Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms

Related Proceedings	Mixed Martial Arts and other Adrenaline focused sports where Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms are marketed and sold.
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Attachments	Trademark Opposition Statement.pdf(31300 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by USPS Express Mail Post Office to Addressee on this date.

Signature	/Steve Malnick/
Name	Steve Malnick
Date	06/19/2013

06/19/13

To Whom It May Concern, The opposition being filed today directly relates to the potential for confusion of the Anarchy Sport trademark with the proposed Anderson Silva Enterprise design. Due to the fact that Anarchy Sports has been active for over two years in a similar market space both sponsoring amateur and professional MMA fighters and other athletes under this mark we feel that potential confusion to its customer base due to inevitable similarities between these marks. Additionally, Anarchy Sports feels that the two marks in the same space will ultimately create a dilution of the mark in the same spaces thus turning potential customers away from Anarchy Sports and over to Anderson Silva Enterprises.

Thank you,
Steve Malnick
Anarchy Sports
Owner/Operator