

ESTTA Tracking number: **ESTTA570520**

Filing date: **11/12/2013**

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	Monster Energy Company
Granted to Date of previous extension	11/13/2013
Address	1 Monster Way Corona, CA 92879 UNITED STATES

Attorney information	Brigette B. Chaput Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 UNITED STATES efiling@knobbe.com Phone:949-760-0404
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### Applicant Information

Application No	85594244	Publication date	07/16/2013
Opposition Filing Date	11/12/2013	Opposition Period Ends	11/13/2013
Applicant	MONSTER VAPE, LLC 502 EMBASSY OAKS SAN ANTONIO, TX 78216 TX		

### Goods/Services Affected by Opposition

Class 030. First Use: 2012/03/21 First Use In Commerce: 2012/03/21

All goods and services in the class are opposed, namely: Ejuice, namely, chemical flavorings in liquid form used to refill electronic cigarette cartridges

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4036681	Application Date	09/11/2007
Registration Date	10/11/2011	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		

Design Mark	<h1>MONSTER ENERGY</h1>		
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Non-alcoholic beverages, namely, energydrinks, excluding perishable beverage products that contain fruit juice or soy		

U.S. Registration No.	3057061	Application Date	04/18/2002
Registration Date	02/07/2006	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, [ aerated water, soda water and seltzer water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

U.S. Registration No.	3044314	Application Date	05/23/2003
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruitjuice or soy, whether such products arepasteurized or not		

U.S. Registration No.	3044315	Application Date	05/23/2003
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruitjuice or soy, whether such products arepasteurized or not

U.S. Registration No.	3134841	Application Date	05/07/2003
Registration Date	08/29/2006	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Beverages, namely, carbonated soft drinks, carbonated soft drinks enhanced withvitamins, minerals, nutrients, amino acids and/or herbs, carbonated [ and non-carbonated ] energy and sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [ and aerated water, soda water and seltzer water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not
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U.S. Registration No.	3134842	Application Date	05/07/2003
Registration Date	08/29/2006	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [ and non-carbonated ] energy or sports drinks, fruit juice drinks having a juice content of 50%or less by volume that are shelf stable, [ and water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not
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U.S. Registration No.	3852123	Application Date	02/19/2009
Registration Date	09/28/2010	Foreign Priority Date	NONE

Word Mark	MONSTER MIXXD
Design Mark	
Description of Mark	NONE
Goods/Services	Class 005. First use: First Use: 2007/12/00 First Use In Commerce: 2007/12/00 Nutritional Supplements Class 032. First use: First Use: 2007/12/00 First Use In Commerce: 2007/12/00 non-alcoholic beverages, namely, carbonated soft drinks; carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; carbonated energy or sports drinks

U.S. Registration No.	4129288	Application Date	07/06/2010
Registration Date	04/17/2012	Foreign Priority Date	NONE

Word Mark	MONSTER REHAB
Design Mark	
Description of Mark	NONE
Goods/Services	Class 005. First use: First Use: 2011/03/02 First Use In Commerce: 2011/03/02 Nutritional supplements in liquid form Class 032. First use: First Use: 2011/03/02 First Use In Commerce: 2011/03/02 Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not

U.S. Registration No.	4111964	Application Date	08/24/2011
Registration Date	03/13/2012	Foreign Priority	NONE

		Date	
Word Mark	MONSTER REHAB		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2011/02/00 First Use In Commerce: 2011/02/00 Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages		

U.S. Registration No.	4376796	Application Date	07/02/2010
Registration Date	07/30/2013	Foreign Priority Date	NONE
Word Mark	MUSCLE MONSTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Nutritional supplements in liquid form Class 032. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Beverages, namely, soft drinks; non-alcoholic and non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

Attachments	77276989#TMSN.jpeg( bytes ) 78246567#TMSN.gif( bytes ) 77673736#TMSN.jpeg( bytes ) 85078405#TMSN.jpeg( bytes ) 85406210#TMSN.jpeg( bytes )
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	85077052#TMSN.jpeg( bytes ) 2013-11-12-NTC OF OPP-85594244-MONSTER VAPE- HANBEV.2070M.pdf(136397 bytes ) EXHIBIT RE REG NO. 4036681.pdf(292910 bytes ) EXHIBIT RE REG NO. 3057061.PDF(233405 bytes ) EXHIBIT RE REG NO. 3044314.PDF(227873 bytes ) EXHIBIT RE REG NO. 3044315.PDF(227794 bytes ) EXHIBIT RE REG NO. 3134841.PDF(239718 bytes ) EXHIBIT RE REG NO. 3134842.PDF(235504 bytes ) EXHIBIT RE REG NO. 3852123.PDF(241854 bytes ) EXHIBIT RE REG NO. 4129288.PDF(301753 bytes ) EXHIBIT RE REG NO. 4111964.PDF(283278 bytes ) EXHIBIT RE REG NO. 4376796.PDF(299438 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 First Class Mail on this date.

Signature	/Brigette B. Chaput/
Name	Brigette B. Chaput
Date	11/12/2013

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

	)	
	)	
MONSTER ENERGY COMPANY,	)	Opposition No.: _____
	)	
Opposer,	)	
	)	Serial No.: 85/594244
v.	)	
	)	Mark: MONSTER VAPE
MONSTER VAPE, LLC,	)	
	)	
Applicant.	)	
	)	

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**NOTICE OF OPPOSITION**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir:

Monster Energy Company, a Delaware corporation, located and doing business at 1 Monster Way, Corona, California 92879, (“Opposer”) believes that it will be damaged by registration of U.S. Trademark Application Serial No. 85/594244 (“Application”) for the mark MONSTER VAPE owned by Monster Vape, LLC (“Applicant”) and therefore opposes the same.

As grounds for opposition, it is alleged:

1. By the Application filed on April 11, 2012, Applicant seeks to obtain registration on the Principal Register of the trademark MONSTER VAPE for “Ejuice, namely, chemical flavorings in liquid form used to refill electronic cigarette cartridges” in International Class 30, as well as for services in Class 35. This opposition only relates to Applicant’s Class 30 goods.

2. Since at least 2002, long before the filing date of the Application, Opposer has been, and still is, engaged in the development, production, marketing and sale of energy supplement drinks under the mark MONSTER ENERGY and related marks, all containing “MONSTER.”

3. Opposer owns and relies on U.S. Trademark Registration 4,036,681 for the mark MONSTER ENERGY for “Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy” in International Class 32, which registration issued October 11, 2011 and is based on an application filed in the United States Patent and Trademark Office (“PTO”) on September 11, 2007. The filing date of Opposer’s ‘681 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’681 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

4. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,057,061 for the mark MONSTER ENERGY for “Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued February 7, 2006 and is based on an application filed in the PTO on April 18, 2002. The filing date of Opposer’s ‘061 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’061 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

5. Opposer owns and relies on incontestable U.S. Trademark Registration No.

3,044,314 for the mark M MONSTER ENERGY for “nutritional supplements in liquid form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 5, which registration issued January 17, 2006 and is based on an application filed in the PTO on May 23, 2003. The filing date of Opposer’s ‘314 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’314 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

6. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,044,315 for the mark MONSTER ENERGY for “nutritional supplements in liquid form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 5, which registration issued January 17, 2006 and is based on an application filed in the PTO on May 23, 2003. The filing date of Opposer’s ‘315 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’315 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

7. Opposer owns and relies on incontestable U.S. Trademark Registration No.



3,134,841 for the mark  for “Beverages, namely, carbonated soft drinks, carbonated soft drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated energy and sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued August 29, 2006 and is based on an application filed in the PTO on May 7, 2003. The filing date of

Opposer's '841 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '841 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

8. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,134,842 for the mark M MONSTER ENERGY for "Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued August 29, 2006 and is based on an application filed in the PTO on May 7, 2003. The filing date of Opposer's '842 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '842 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

9. Opposer owns and relies on U.S. Trademark Registration No. 3,852,123 for the mark MONSTER MIXXD for "Nutritional supplements" in International Class 5 and for "non-alcoholic beverages, namely, carbonated soft drinks; carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; carbonated energy or sports drinks" in International Class 32, which registration issued September 28, 2010 and is based on an application filed in the PTO on February 19, 2009. The filing date of Opposer's '123 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '123 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.

10. Opposer owns and relies on U.S. Trademark Registration No. 4,129,288 for the

mark MONSTER REHAB for “Nutritional supplements in liquid form” in International Class 5 and for “Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued April 17, 2012 and is based on an application filed in the PTO on July 6, 2010. The filing date of Opposer’s ‘288 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘288 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

11. Opposer owns and relies on U.S. Trademark Registration No. 4,111,964 for the mark MONSTER REHAB for “Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages” in International Class 30, which registration issued March 13, 2012 and is based on an application filed in the PTO on August 24, 2011. The filing date of Opposer’s ‘964 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘964 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto and made of record.

12. Opposer owns and relies on U.S. Trademark Registration No. 4,376,796 for the mark MUSCLE MONSTER for “Nutritional supplements in liquid form” in International Class 5, and for “Beverages, namely, soft drinks; non-alcoholic and non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which

registration issued July 30, 2013 and is based on an application filed in the PTO on July 2, 2010. The filing date of Opposer's '796 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '796 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto and made of record.,

13. Opposer's Registration Nos. 4,036,681, 3,057,061, 3,044,314, 3,044,315, 3,134,841, 3,134,842, 3,852,123, 4,129,288, 4,111,964, and 4,376,796 are valid, subsisting, unrevoked and uncanceled; as such they constitute prima facie evidence of the validity of the registered marks and of the registrations thereof, and of Opposer's ownership of the marks shown therein. Opposer's registrations also constitute notice to Applicant of Opposer's claim of ownership of the marks shown therein as provided in Sections 7(b), 22 and 33(a) of the Trademark Act.

14. Opposer's registrations as specified in Paragraphs 4, 5, 6, 7, and 8 above are incontestable. As such, they constitute conclusive evidence of the validity of the registered marks and of the registration of the marks, of Opposer's ownership of its marks, and of Opposer's exclusive right to use the registered marks in commerce as provided in Section 33 of the Lanham Act, 15 U.S.C. § 1115.

15. Since at least before the filing date of the Application, Opposer has continuously used and promoted the MONSTER ENERGY, M MONSTER ENERGY,  MONSTER REHAB, MONSTER MIXXD, and MUSCLE MONSTER Marks shown in Registration Nos. 4,036,681, 3,057,061, 3,044,314, 3,044,315, 3,134,841, 3,134,842, 3,852,123, 4,129,288, 4,111,964, and 4,376,796 (the "MONSTER Marks") in interstate commerce in connection with its goods, including the goods identified in such Registrations. By virtue of Opposer's continuous and

substantial use, these marks have become famous identifiers of Opposer and its goods, and distinguish Opposer's goods from the goods of others. As a result, Opposer has built up, at great expense and effort, valuable goodwill in the MONSTER Marks.

16. In addition to the protection afforded Opposer by its federal trademark registrations, Opposer has extensive common law rights in its MONSTER Marks throughout the United States, having sold billions of dollars worth of goods under Opposer's MONSTER Marks. Opposer's common law rights in its MONSTER Marks predate the filing date of the Application. Opposer relies on its common law trademark rights in Opposer's MONSTER Marks.

17. Through extensive use and promotion, Opposer's MONSTER Marks have become famous for Opposer's goods since well before the filing date of the Application. Opposer's well-known MONSTER Marks are global brands that have appeared on billions of beverage cans, on clothing, accessories, sports gear, and in extensive nationwide promotions. These include, among other things, sponsorship of music festivals, athletes, and sports events that are televised live nationwide and internationally and prominently feature Opposer's MONSTER Marks.

18. The Application was filed on April 11, 2012, and claims first use of the MONSTER VAPE mark as of March 21, 2012, and a first use in commerce as of March 21, 2012. Opposer's use of its MONSTER Marks predates Applicant's alleged use of its mark.

19. Applicant seeks an unrestricted federal registration for MONSTER VAPE covering the goods in Class 30 set forth in the Application. As such, if a registration issues for the Application, such registration will constitute prima facie evidence of the Applicant's exclusive right to use the registered mark in commerce on or in connection with the listed goods and

services throughout the United States with no limitation thereon.

20. Opposer will be damaged by registration of the Application in that the MONSTER VAPE mark so resembles Opposer's MONSTER Marks registered in the United States Patent and Trademark Office, and in which Opposer owns common law trademark rights, as to be likely, when used on or in connection with the goods as they are identified in the Application, as to cause confusion, or to cause mistake or to deceive within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

21. In view of Opposer's prior rights in its MONSTER Marks, Applicant is not entitled to federal registration of the MONSTER VAPE mark pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

WHEREFORE, Opposer prays that U.S. Trademark Application Serial No. 85/594244 be rejected and stricken, that no registration be issued thereon to Applicant, and that this opposition be sustained in favor of Opposer.

Please charge Deposit Account No. 11-1410 to cover the opposition fee and any additional fees which may be required, or credit any overpayment to this account.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP



Dated: November 12, 2013

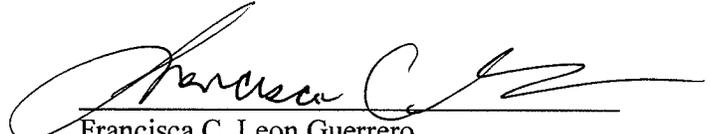
By: \_\_\_\_\_

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(949) 760-0404  
efiling@knobbe.com  
Attorneys for Opposer,  
MONSTER ENERGY COMPANY

CERTIFICATE OF SERVICE

I hereby certify that I served a copy of the foregoing NOTICE OF OPPOSITION upon Applicant's counsel by depositing one copy thereof in the United States Mail, first-class postage prepaid, on November 12, 2013, addressed as follows:

John A. Tang  
Strasburger & Price, LLP  
909 Fannin Street, Suite 2300  
Houston, TX 77010

  
Francisca C. Leon Guerrero

16654860/flg/111213



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## Trademarks > Trademark Electronic Search System (TESS)

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### Record 1 out of 1

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# MONSTER ENERGY

<b>Word Mark</b>	MONSTER ENERGY
<b>Goods and Services</b>	IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77276989
<b>Filing Date</b>	September 11, 2007
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 26, 2011
<b>Registration Number</b>	<b>4036681</b>
<b>Registration Date</b>	October 11, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED

**Attorney of Record** Diane M. Reed  
**Prior Registrations** 3044314;3044315;3057061;3134841;3134842  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [77276989](#)**Filing Dt:** 09/11/2007**Reg #:** [4036681](#)**Reg. Dt:** 10/11/2011**Registrant:** Hansen Beverage Company**Mark:** MONSTER ENERGY**Assignment: 1****Reel/Frame:** [4699/0063](#)**Recorded:** 01/13/2012**Pages:** 10**Conveyance:** CHANGE OF NAME**Assignor:** [HANSEN BEVERAGE COMPANY](#)**Exec Dt:** 01/05/2012**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY

**Reg. No. 4,036,681**

**Registered Oct. 11, 2011**

**Int. Cl.: 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

IIANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE  
SUITE 201  
CORONA, CA 92880

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 77-276,989, FILED 9-11-2007.

MICHAEL WIENER, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

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### Typed Drawing

**Word Mark** MONSTER ENERGY

**Goods and Services** IC 032. US 045 046 048. G & S: Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, [ aerated water, soda water and seltzer water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 78122679

**Filing Date** April 18, 2002

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** March 11, 2003

**Registration Number** 3057061

**Registration Date** February 7, 2006

**Owner** (REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880

(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Diane M. Reed

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [78122679](#)**Filing Dt:** 04/18/2002**Reg #:** [3057061](#)**Reg. Dt:** 02/07/2006**Registrant:** Hansen Beverage Company**Mark:** MONSTER ENERGY**Assignment: 1****Reel/Frame:** [4699/0063](#)**Recorded:** 01/13/2012**Pages:** 10**Conveyance:** CHANGE OF NAME**Assignor:** [HANSEN BEVERAGE COMPANY](#)**Exec Dt:** 01/05/2012**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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**Int. Cl.: 32**

**Prior U.S. Cls.: 45, 46 and 48**

**Reg. No. 3,057,061**

**United States Patent and Trademark Office**

**Registered Feb. 7, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE  
CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FOR: FRUIT JUICE DRINKS HAVING A JUICE  
CONTENT OF 50% OR LESS BY VOLUME THAT  
ARE SHELF STABLE, CARBONATED SOFT  
DRINKS, CARBONATED DRINKS ENHANCED  
WITH VITAMINS, MINERALS, NUTRIENTS, AMI-  
NO ACIDS AND/OR HERBS, AERATED WATER,  
SODA WATER AND SELTZER WATER, BUT EX-  
CLUDING PERISHABLE BEVERAGE PRODUCTS  
THAT CONTAIN FRUIT JUICE OR SOY, WHETHER

SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN  
CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

SER. NO. 78-122,679, FILED 4-18-2002.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY



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### Typed Drawing

<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78253930
<b>Filing Date</b>	May 23, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	August 31, 2004
<b>Change In Registration</b>	CHANGE IN REGISTRATION HAS OCCURRED
<b>Registration Number</b>	<b>3044314</b>
<b>Registration Date</b>	January 17, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	DIANE M. REED
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark Register</b>	TRADEMARK PRINCIPAL

**Affidavit Text**    SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator**    LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [78253930](#)**Filing Dt:** 05/23/2003**Reg #:** [3044314](#)**Reg. Dt:** 01/17/2006**Registrant:** Hansen Beverage Company**Mark:** M MONSTER ENERGY**Assignment: 1****Reel/Frame:** [4699/0063](#)**Recorded:** 01/13/2012**Pages:** 10**Conveyance:** CHANGE OF NAME**Assignor:** [HANSEN BEVERAGE COMPANY](#)**Exec Dt:** 01/05/2012**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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**Int. Cl.: 5**

**Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52**

**Reg. No. 3,044,314**

**United States Patent and Trademark Office**

**Registered Jan. 17, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**M MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE  
CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID  
AND NON-LIQUID FORM, BUT EXCLUDING PER-  
ISHABLE BEVERAGE PRODUCTS THAT CONTAIN  
FRUIT JUICE OR SOY, WHETHER SUCH PRO-  
DUCTS ARE PASTEURIZED OR NOT, IN CLASS 5  
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

SER. NO. 78-253,930, FILED 5-23-2003.

SUSAN HAYASH, EXAMINING ATTORNEY



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**Record 1 out of 1**[TSDR](#)[Available Status](#)[Final Status](#)*( Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing**

<b>Word Mark</b>	MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78253933
<b>Filing Date</b>	May 23, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	September 7, 2004
<b>Change In Registration</b>	CHANGE IN REGISTRATION HAS OCCURRED
<b>Registration Number</b>	<b>3044315</b>
<b>Registration Date</b>	January 17, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark Register</b>	TRADEMARK PRINCIPAL

**Affidavit Text**    SECT 15. SECT 8 (6-YR).

**Live/Dead  
Indicator**        LIVE

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## Trademark Assignment Abstract of Title

### Total Assignments: 1

**Serial #:** [78253933](#)

**Filing Dt:** 05/23/2003

**Reg #:** [3044315](#)

**Reg. Dt:** 01/17/2006

**Registrant:** Hansen Beverage Company

**Mark:** MONSTER ENERGY

### Assignment: 1

**Reel/Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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**Int. Cl.: 5**

**Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52**

**Reg. No. 3,044,315**

**United States Patent and Trademark Office**

**Registered Jan. 17, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE  
CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID  
AND NON-LIQUID FORM, BUT EXCLUDING PER-  
ISHABLE BEVERAGE PRODUCTS THAT CONTAIN  
FRUIT JUICE OR SOY, WHETHER SUCH PRO-  
DUCTS ARE PASTEURIZED OR NOT, IN CLASS 5  
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

SER. NO. 78-253,933, FILED 5-23-2003.

SUSAN HAYASH, EXAMINING ATTORNEY



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MONSTER  
ENERGY

**Word Mark** M MONSTER ENERGY  
**Goods and Services** IC 032. US 045 046 048. G & S: Beverages, namely, carbonated soft drinks, carbonated soft drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [ and non-carbonated ] energy and sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [ and aerated water, soda water and seltzer water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418  
**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM  
**Serial Number** 78246567  
**Filing Date** May 7, 2003  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** June 6, 2006  
**Registration Number** 3134841  
**Registration Date** August 29, 2006  
**Owner** (REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  
(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879  
**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Steven J. Nataupsky  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark.  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [78246567](#)**Filing Dt:** 05/07/2003**Reg #:** [3134841](#)**Reg. Dt:** 08/29/2006**Registrant:** Hansen Beverage Company**Mark:** M MONSTER ENERGY**Assignment: 1****Reel/Frame:** [4699/0063](#)**Recorded:** 01/13/2012**Pages:** 10**Conveyance:** CHANGE OF NAME**Assignor:** [HANSEN BEVERAGE COMPANY](#)**Exec Dt:** 01/05/2012**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [MONSTER ENERGY COMPANY](#)550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,134,841

United States Patent and Trademark Office

Registered Aug. 29, 2006

TRADEMARK  
PRINCIPAL REGISTER



HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FOR: BEVERAGES, NAMELY, CARBONATED SOFT DRINKS, CARBONATED SOFT DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, CARBONATED AND NON-CARBONATED ENERGY AND SPORTS DRINKS, FRUIT JUICE DRINKS HAVING A JUICE CONTENT OF 50% OR LESS BY VOLUME THAT ARE SHELF STABLE, AND AERATED WATER, SODA WATER AND SELTZER WATER, BUT EXCLUDING PERISHABLE BEVERAGE

PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 78-246,567, FILED 5-7-2003.

AMY HELLA, EXAMINING ATTORNEY



United States Patent and Trademark Office

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**Record 1 out of 1**[TSDR](#)[Available Status](#)[Final Status](#)*( Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing**

<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 032. US 045 046 048. G & S: Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [ and non-carbonated ] energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [ and water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78246573
<b>Filing Date</b>	May 7, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 6, 2006
<b>Registration Number</b>	3134842
<b>Registration Date</b>	August 29, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Steven J. Nataupsky
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK

**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

### Total Assignments: 1

**Serial #:** [78246573](#)

**Filing Dt:** 05/07/2003

**Reg #:** [3134842](#)

**Reg. Dt:** 08/29/2006

**Registrant:** Hansen Beverage Company

**Mark:** M MONSTER ENERGY

### Assignment: 1

**Reel/Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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**Int. Cl.: 32**

**Prior U.S. Cls.: 45, 46 and 48**

**Reg. No. 3,134,842**

**United States Patent and Trademark Office**

**Registered Aug. 29, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**M MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FOR: BEVERAGES, NAMELY, CARBONATED SOFT DRINKS, CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, CARBONATED AND NON-CARBONATED ENERGY OR SPORTS DRINKS, FRUIT JUICE DRINKS HAVING A JUICE CONTENT OF 50% OR LESS BY VOLUME THAT ARE SHELF STABLE, AND WATER, BUT EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR

SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 78-246,573, FILED 5-7-2003.

AMY HELLA, EXAMINING ATTORNEY



United States Patent and Trademark Office

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<b>Word Mark</b>	MONSTER MIXXD
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional Supplements. FIRST USE: 20071200. FIRST USE IN COMMERCE: 20071200
	IC 032. US 045 046 048. G & S: non-alcoholic beverages, namely, carbonated soft drinks; carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; carbonated energy or sports drinks. FIRST USE: 20071200. FIRST USE IN COMMERCE: 20071200
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETTER-3-OR-MORE MIXXD Combination of three or more letters as part of the mark
<b>Serial Number</b>	77673736
<b>Filing Date</b>	February 19, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 23, 2009
<b>Registration Number</b>	<b>3852123</b>
<b>Registration</b>	

**Date** September 28, 2010  
**Owner** (REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE Suite 201 550 Monica Circle Corona CALIFORNIA 92880  
  
(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1  
Monster Way Corona CALIFORNIA 92879  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Diane M. Reed  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

### Total Assignments: 1

**Serial #:** [77673736](#)

**Filing Dt:** 02/19/2009

**Reg #:** [3852123](#)

**Reg. Dt:** 09/28/2010

**Registrant:** Hansen Beverage Company

**Mark:** MONSTER MIXXD

### Assignment: 1

**Reel/Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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Web interface last modified: Jul 8, 2013 v.2.3.4

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# United States of America

United States Patent and Trademark Office

## MONSTER MIXXD

**Reg. No. 3,852,123**

**Registered Sep. 28, 2010**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
SUITE 201  
550 MONICA CIRCLE  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 12-0-2007; IN COMMERCE 12-0-2007.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, CARBONATED SOFT DRINKS; CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS; CARBONATED ENERGY OR SPORTS DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 12-0-2007; IN COMMERCE 12-0-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-673,736, FILED 2-19-2009.

JILL PRATER, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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**Record 1 out of 1**[TSDR](#)[Available Status](#)[Final Status](#)*( Use the "Back" button of the Internet Browser to return to TESS)*

# MONSTER REHAB

**Word Mark** MONSTER REHAB  
**Goods and Services** IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20110302. FIRST USE IN COMMERCE: 20110302

IC 032. US 045 046 048. G & S: Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20110302. FIRST USE IN COMMERCE: 20110302

**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85078405**Filing Date** July 6, 2010**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** November 29, 2011**Registration Number** 4129288**Registration Date** April 17, 2012**Owner** (REGISTRANT) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way

Corona CALIFORNIA 92879  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Alina S. Morris  
**Prior Registrations** 3057061;3134842;3353473;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

### Total Assignments: 1

**Serial #:** [85078405](#)

**Filing Dt:** 07/06/2010

**Reg #:** [4129288](#)

**Reg. Dt:** 04/17/2012

**Registrant:** MONSTER ENERGY COMPANY

**Mark:** MONSTER REHAB

### Assignment: 1

**Reel/Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## MONSTER REHAB

**Reg. No. 4,129,288**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

**Registered Apr. 17, 2012**

**Int. Cls.: 5 and 32**

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

**TRADEMARK**

FIRST USE 3-2-2011; IN COMMERCE 3-2-2011.

**PRINCIPAL REGISTER**

FOR: BEVERAGES, NAMELY, NON-ALCOHOLIC NON-CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, PROTEINS, AMINO ACIDS AND/OR HERBS; NON-CARBONATED ENERGY OR SPORTS DRINKS, FRUIT JUICE DRINKS HAVING A JUICE CONTENT OF 50% OR LESS BY VOLUME THAT ARE SHELF-STABLE; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-2-2011; IN COMMERCE 3-2-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,057,061, 3,353,473, AND OTHERS.

SN 85-078,405, FILED 7-6-2010.

GEOFFREY FOSDICK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**



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# MONSTER REHAB

<b>Word Mark</b>	MONSTER REHAB
<b>Goods and Services</b>	IC 030. US 046. G & S: Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages. FIRST USE: 20110200. FIRST USE IN COMMERCE: 20110200
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85406210
<b>Filing Date</b>	August 24, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	December 27, 2011
<b>Registration Number</b>	<b>4111964</b>
<b>Registration Date</b>	March 13, 2012
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL

Live/Dead Indicator LIVE

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### Total Assignments: 1

**Serial #:** [85406210](#)

**Filing Dt:** 08/24/2011

**Reg #:** [4111964](#)

**Reg. Dt:** 03/13/2012

**Registrant:** Hansen Beverage Company

**Mark:** MONSTER REHAB

### Assignment: 1

**Reel/Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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**United States of America**  
United States Patent and Trademark Office

**MONSTER REHAB**

**Reg. No. 4,111,964**

**Registered Mar. 13, 2012**

**Int. Cl.: 30**

**TRADEMARK**

**PRINCIPAL REGISTER**

IIANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
SUITE 201  
550 MONICA CIRCLE  
CORONA, CA 92880

FOR: READY TO DRINK TEA, ICED TEA AND TEA BASED BEVERAGES; READY TO DRINK FLAVORED TEA, ICED TEA AND TEA BASED BEVERAGES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 2-0-2011; IN COMMERCE 2-0-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-406,210, FILED 8-24-2011.

RONALD DELGIZZI, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**



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# MUSCLE MONSTER

<b>Word Mark</b>	MUSCLE MONSTER
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318
	IC 032. US 045 046 048. G & S: Beverages, namely, soft drinks; non-alcoholic and non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85077052
<b>Filing Date</b>	July 2, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 19, 2011
<b>Registration Number</b>	4376796
<b>Registration Date</b>	July 30, 2013
<b>Owner</b>	(REGISTRANT) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879

**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Alina S. Morris  
**Prior Registrations** 3044314;3057061;3134842;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

### Total Assignments: 1

**Serial #:** [85077052](#)

**Filing Dt:** 07/02/2010

**Reg #:** [4376796](#)

**Reg. Dt:** 07/30/2013

**Registrant:** MONSTER ENERGY COMPANY

**Mark:** MUSCLE MONSTER

### Assignment: 1

**Reel/Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## MUSCLE MONSTER

**Reg. No. 4,376,796**

**Registered July 30, 2013**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

FOR: BEVERAGES, NAMELY, SOFT DRINKS; NON-ALCOHOLIC AND NON-CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, PROTEINS, AMINO ACIDS AND/OR HERBS; NON-CARBONATED ENERGY OR SPORTS DRINKS; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

SN 85-077,052, FILED 7-2-2010.

GRETCHEN ULRICH, EXAMINING ATTORNEY



*Lisa Street Lee*

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**