

ESTTA Tracking number: **ESTTA667211**

Filing date: **04/17/2015**

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 parties oppose registration of the indicated application.

Opposers Information

Name	John Zidian Co., Inc.		
Entity	Corporation	Citizenship	Ohio
Address	492 McClurg Rd. Boardman, OH 44512 UNITED STATES		

Name	Zidian Import, Inc.		
Entity	Corporation	Citizenship	Ohio
Address	492 McClurg Rd. Boardman, OH 44512 UNITED STATES		

Attorney information	Edward T. Saadi, Esq. EDWARD T. SAADI, LLC 970 Windham Court Suite 7 Boardman, OH 44512 UNITED STATES EdwardSaadi@aol.com Phone:330-782-1954		
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Applicant Information

Application No	86432930	Publication date	03/31/2015
Opposition Filing Date	04/17/2015	Opposition Period Ends	04/30/2015
Applicant	GIA S.r.l. Via Luneda, 9, San Carlo Sant'Agostino (FE), I-44047 ITALY		

Goods/Services Affected by Opposition

Class 029. First Use: 1998/04/30 First Use In Commerce: 1998/04/30 All goods and services in the class are opposed, namely: anchovy paste; vegetable pastes used as-vegetable-based spreads, namely, hot pepper paste, onion paste and sun dried tomato paste; garlic paste used as a spread
Class 030. First Use: 1998/04/30 First Use In Commerce: 1998/04/30 All goods and services in the class are opposed, namely: garlic paste for use as a seasoning; vegetable pastes used as seasonings, namely, hot pepper paste, onion paste and sundried tomato paste; pesto

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.	2813177	Application Date	03/27/2003
Registration Date	02/10/2004	Foreign Priority Date	NONE
Word Mark	GIA RUSSA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 1998/11/00 First Use In Commerce: 1998/11/00 Alimentary pastes, pasta, tomato sauces, vinegar, noodles, and bread crumbs		

U.S. Registration No.	3212467	Application Date	08/29/2005
Registration Date	02/27/2007	Foreign Priority Date	NONE
Word Mark	GIA RUSSA		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 029. First use: First Use: 1998/11/01 First Use In Commerce: 1998/11/01 Meatballs, processed artichokes, processed artichoke hearts, processed beans, processed olives, processed mushrooms, processed peppers, processed onions, processed pepperoncini, giardiniera, processed hearts of palm, processed garlic, olive oil, vegetable oil, corn oil, cheese, broth, soup, fruit and vegetable salads, stuffed vine leaves, canned processed tomatoes, processed eggplant, processed zucchini, bruschetta toppings, and gift baskets containing a mix of the aforementioned goods</p> <p>Class 030. First use: First Use: 1998/11/01 First Use In Commerce: 1998/11/01 Alimentary paste, pasta, stuffed ravioli, stuffed rigatoni, stuffed pasta shells, cavatelli, tortellini, pasta sauces, tomato sauces, vinegar, noodles, bread crumbs, balsamic glaze, bread, sloppy joesauce, gnocchi, polenta, spaetzle, and gift baskets containing a mix of the aforementioned goods</p>		

U.S. Registration No.	3764808	Application Date	12/03/2008
Registration Date	03/23/2010	Foreign Priority Date	NONE
Word Mark	GIA RUSSA		

Design Mark	GIA RUSSA
Description of Mark	NONE
Goods/Services	Class 033. First use: First Use: 2009/08/21 First Use In Commerce: 2009/11/20 Wine

U.S. Registration No.	3212469	Application Date	08/29/2005
Registration Date	02/27/2007	Foreign Priority Date	NONE

Word Mark	GIA RUSSA
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 029. First use: First Use: 1998/11/01 First Use In Commerce: 1998/11/01 Meatballs, processed artichokes, processed artichoke hearts, processed beans, processed olives, processed mushrooms, processed peppers, processed onions, processed pepperoncini, giardiniera, processed hearts of palm, processed garlic, olive oil, vegetable oil, corn oil, cheese, broth, soup, fruit and vegetable salads, stuffed vine leaves, canned processed tomatoes, processed eggplant, processed zucchini, bruschetta toppings, and gift baskets containing a mix of the aforementioned goods Class 030. First use: First Use: 1998/11/01 First Use In Commerce: 1998/11/01 Alimentary paste, pasta, stuffed ravioli, stuffed rigatoni, stuffed pasta shells, cavatelli, tortellini, pasta sauces, tomato sauces, vinegar, noodles, bread crumbs, balsamic glaze, bread, sloppy joesauce, gnocchi, polenta, spaetzle, and gift baskets containing a mix of the aforementioned goods
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U.S. Registration No.	2306277	Application Date	03/02/1999
Registration Date	01/04/2000	Foreign Priority Date	NONE

Word Mark	GIA RUSSA
Design Mark	
Description of Mark	NONE
Goods/Services	Class 030. First use: First Use: 1998/11/00 First Use In Commerce: 1998/11/00 Alimentary pastes

U.S. Registration No.	4422203	Application Date	03/09/2010
Registration Date	10/22/2013	Foreign Priority Date	NONE
Word Mark	GIA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 033. First use: First Use: 2012/10/02 First Use In Commerce: 2012/11/14 Wines		

Related Proceedings	Opposition No. 91220734
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Attachments	78702906#TMSN.png(bytes) 77626081#TMSN.png(bytes)
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	78702930#TMSN.png(bytes) 75651898#TMSN.png(bytes) 77954946#TMSN.png(bytes) Opposition.pdf(5045242 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	/edward saadi/
Name	Edward T. Saadi, Esq.
Date	04/17/2015

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

3 John Zidian Co., Inc.)
 4 and) **NOTICE OF OPPOSITION**
 5 Zidian Import, Inc.,) Opposition No.:
 6 Opposers,) 
 7 vs.) Mark:
 8 GIA S.r.l.,) Ser. No.: 86/432,930
 9 Applicant.) Filed: October 23, 2014
) Published: March 31, 2015

10 John Zidian Co., Inc. (“Zidian Co.”), a corporation organized and existing under the laws
 11 of the State of Ohio, having a principal place of business at 492 McClurg Road, Boardman, Ohio
 12 44512, and Zidian Import, Inc. (“Zidian Import”), a corporation organized and existing under the
 13 laws of the State of Ohio, having a principal place of business at 492 McClurg Road, Boardman,
 14 Ohio 44512 (collectively “Opposers”), believe that they are being and will be damaged by the

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 16 registration of the mark  shown in Application Serial No. 86/432,930 (the
 17 “Application”) and hereby oppose the same. As grounds for their opposition, Opposers alleges
 18 that, upon actual knowledge with respect to itself and its own acts, and upon information and
 19 belief as to other matters:
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 22
 23 Opposers and their GIA RUSSA, , , and GIA Marks

24
 25 1. Zidian Co. is a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at 492 McClurg Road, Boardman, Ohio 44512.

1 2. Zidian Import is a corporation organized and existing under the laws of the State
2 of Ohio, having a principal place of business at 492 McClurg Road, Boardman, Ohio 44512.

3 3. Since at least as early as November 1998, Zidian Co., itself, or though its
4 predecessors, related companies, and licensees (collectively "Zidian Co."), has used the mark
5 **GIA RUSSA** (standard characters) in commerce in connection with the following goods:

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7 Alimentary pastes, pasta, tomato sauces, vinegar, noodles, bread crumbs,
8 meatballs, processed artichokes, processed artichoke hearts, processed beans,
9 processed olives, processed mushrooms, processed peppers, processed onions,
10 processed pepperoncini, giardiniera, processed hearts of palm, processed
11 garlic, olive oil, vegetable oil, corn oil, cheese, broth, soup, fruit and vegetable
12 salads, stuffed vine leaves, canned processed tomatoes, processed eggplant,
13 processed zucchini, bruschetta toppings, stuffed ravioli, stuffed rigatoni,
14 stuffed pasta shells, cavatelli, tortellini, pasta sauces, balsamic glaze, bread,
15 sloppy joe sauce, gnocchi, polenta, spaetzle, and gift baskets containing a mix
16 of the aforementioned goods.

17 4. Since at least as early as August 21, 2009, Zidian Co. has used the mark **GIA**
18 **RUSSA** (standard characters) in commerce in connection with wines.

19 5. Since at least as early as November 1998, Zidian Co. has used the mark



20 in commerce in connection with the following goods:

21 Meatballs, processed artichokes, processed artichoke hearts, processed beans,
22 processed olives, processed mushrooms, processed peppers, processed onions,
23 processed pepperoncini, giardiniera, processed hearts of palm, processed
24 garlic, olive oil, vegetable oil, corn oil, cheese, broth, soup, fruit and vegetable
25 salads, stuffed vine leaves, canned processed tomatoes, processed eggplant,
processed zucchini, bruschetta toppings, alimentary paste, pasta, stuffed
ravioli, stuffed rigatoni, stuffed pasta shells, cavatelli, tortellini, pasta sauces,
tomato sauces, vinegar, noodles, bread crumbs, balsamic glaze, bread, sloppy
joe sauce, gnocchi, polenta, spaetzle, and gift baskets containing a mix of the
aforementioned goods.

1 6. Since at least as early as November 1998, Zidian Co. has used the mark



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3
4 (lined for the color blue) in commerce in connection with alimentary pastes.

5 7. Since at least as early as November 14, 2012, Zidian Import has used the mark

6 **GIA** (standard characters) in commerce in connection with wines.

7 8. Further, Zidian Co. is the owner of the following valid and subsisting United

8
9 States trademark registrations for the **GIA RUSSA**, , and  marks
10 (certificates of registration are attached hereto as Exhibit A):
11

<u>Mark</u>	<u>Reg. No.</u> <u>Reg. Date</u>	<u>Date of First Use</u> <u>Date of First Use in</u> <u>Commerce</u>	<u>Goods</u>
GIA RUSSA	2,813,177 Feb. 10, 2004	November, 1998 November, 1998	Alimentary pastes, pasta, tomato sauces, vinegar, noodles, and bread crumbs.
GIA RUSSA	3,212,467 Feb. 27, 2007	November, 1998 November, 1998	Meatballs, processed artichokes, processed artichoke hearts, processed beans, processed olives, processed mushrooms, processed peppers, processed onions, processed pepperoncini, giardiniera, processed hearts of palm, processed garlic, olive oil, vegetable oil, corn oil, cheese, broth, soup, fruit and vegetable salads, stuffed vine leaves, canned processed tomatoes, processed eggplant, processed zucchini, bruschetta toppings, and gift baskets containing a mix of the aforementioned goods. Alimentary paste, pasta, stuffed ravioli, stuffed rigatoni, stuffed pasta shells, cavatelli, tortellini, pasta sauces, tomato sauces, vinegar, noodles, bread crumbs, balsamic glaze, bread, sloppy joe sauce, gnocchi, polenta, spaetzle, and gift baskets containing a mix of the aforementioned goods.
GIA RUSSA	3,764,808 March 23, 2010	August 21, 2009 November 20, 2009	Wine.

<u>Mark</u>	<u>Reg. No.</u> <u>Reg. Date</u>	<u>Date of First Use</u> <u>Date of First Use in</u> <u>Commerce</u>	<u>Goods</u>
	3,212,469 Feb. 27, 2007	November 1998 November 1998	Meatballs, processed artichokes, processed artichoke hearts, processed beans, processed olives, processed mushrooms, processed peppers, processed onions, processed pepperoncini, giardiniera, processed hearts of palm, processed garlic, olive oil, vegetable oil, corn oil, cheese, broth, soup, fruit and vegetable salads, stuffed vine leaves, canned processed tomatoes, processed eggplant, processed zucchini, bruschetta toppings, and gift baskets containing a mix of the aforementioned goods. Alimentary paste, pasta, stuffed ravioli, stuffed rigatoni, stuffed pasta shells, cavatelli, tortellini, pasta sauces, tomato sauces, vinegar, noodles, bread crumbs, balsamic glaze, bread, sloppy joe sauce, gnocchi, polenta, spaetzle, and gift baskets containing a mix of the aforementioned goods.
	2,306,277 January 4, 2000	November, 1998 November, 1998	Alimentary pastes

9. Further, Zidian Import is the owner of the following valid and subsisting United States trademark registration for the **GIA** mark (certificate of registration is attached hereto as Exhibit B):

<u>Mark</u>	<u>Reg. No.</u> <u>Reg. Date</u>	<u>Date of First Use</u> <u>Date of First Use in</u> <u>Commerce</u>	<u>Goods</u>
GIA	4,422,203 October 22, 2013	October 2, 2012 November 14, 2012	Wines

APPLICANT'S APPLICATION

10. Applicant, GIA, S.r.l., an Italian company, has an address of Via Luneda, 9, San Carlo I-44047 Sant'Agostino (FE), Italy.

1 11. On October 23, 2014, Applicant filed Application Serial No. 86/432,930 for the



4 mark for use in connection with the following goods:

5 [Class 29]: Anchovy paste; vegetable pastes used as vegetable-based spreads,
6 namely, hot pepper paste, onion paste and sun dried tomato paste; garlic paste
used as a spread.

7 [Class 30]: garlic paste for use as a seasoning; vegetable pastes used as
8 seasonings, namely, hot pepper paste, onion paste and sun dried tomato paste;
pesto.

9 **LIKELIHOOD OF CONFUSION**

10 12. Opposers repeat and reallege each and every allegation set forth in Paragraphs 1
11 through 11.

12 13. Zidian Co. has priority based on its prior valid and subsisting registrations for

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14 The GIA RUSSA logo features the words "GIA RUSSA" in a bold, serif font, enclosed in a decorative, horizontally-oriented oval frame with ornate scrollwork.
15 This is a faded, horizontally-oriented version of the GIA RUSSA logo, appearing as a watermark or background element.
16 GIA RUSSA, , and . Further, Zidian Co. has used its GIA

17
18 The GIA RUSSA logo features the words "GIA RUSSA" in a bold, serif font, enclosed in a decorative, horizontally-oriented oval frame with ornate scrollwork.
19 This is a faded, horizontally-oriented version of the GIA RUSSA logo, appearing as a watermark or background element.
20 RUSSA, , and marks in commerce prior to the filing date of
21 the opposed Application Serial No. 86/432,930.
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23 14. Zidian Import has priority based on its prior valid and subsisting registration for
24 GIA. Further, Zidian Import has used its GIA mark in commerce prior to the filing date of the
25 opposed Application Serial No. 86/432,930.

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15. Applicant's



mark is substantially similar in sound, appearance,

meaning, and overall commercial impression to Opposers' GIA RUSSA,



, and GIA marks. Further, Applicant's goods are identical or closely related to

the goods offered in connection with Opposers' GIA RUSSA,



and GIA marks and covered by Opposers' valid and subsisting registrations.

16. Applicant's



mark so resembles Opposers' previously used and

registered GIA RUSSA,



, and GIA marks as to be likely,

when applied to the identified goods, to cause confusion, or to cause mistake, or to deceive, all in violation of Section 2(d) of the Lanham Act, 15 U.S.C. §1052(d).

17. Still further, any negative opinions, objections, violations of Food and Drug labeling laws and regulations, or quality issues found with any of Applicant's products under the



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2 designation  will injure the valuable reputation and goodwill that Opposers have
3 established for their goods.
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5 WHEREFORE, Opposers believe that they are being and will continue to be damaged by



6 the mark  shown in Application Serial No. 86/432,930, and requests that the
7
8 Notice of Opposition be sustained, and that the application for registration be refused.
9

10 Dated: April 17, 2015

11 By: 

12 Edward T. Saadi, Esq.

13 **EDWARD T. SAADI, LLC**

14 970 Windham Court, Suite 7

15 Boardman, OH 44512

16 (330) 782-1954

17 (330) 266-7489 (fax)

18 EdwardSaadi@aol.com

19 *Attorney for Opposers John Zidian Co., Inc., and*
20 *Zidian Import, Inc.*
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4 **CERTIFICATE OF SERVICE**

5 I certify that a true and accurate copy of the foregoing **NOTICE OF OPPOSITION** was
6 served by first class U.S. mail, postage prepaid, on this 17 day of April, 2015, upon Applicant
7 at the following address:

8 WILLIAM J. SAPONE, ESQ.
9 WARE FRESSOLA MAGUIRE & BARBER, LLP
10 755 MAIN STREET
11 P.O. BOX 224, BUILDING 5
12 MONROE, CONNECTICUT 06468



13 Edward T. Saadi, Esq.
14 **EDWARD T. SAADI, LLC**
15 970 Windham Court, Suite 7
16 Boardman, OH 44512
17 (330) 782-1954
18 (330) 266-7489 (fax)
19 EdwardSaadi@aol.com
20 *Attorney for Opposers John Zidian Co., Inc., and*
21 *Zidian Import, Inc.*
22
23
24
25

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,813,177

Registered Feb. 10, 2004

**TRADEMARK
PRINCIPAL REGISTER**

GIA RUSSA

JOHN ZIDIAN COMPANY, INC. (OHIO CORPORATION)
65 COITSVILLE-HUBBARD ROAD
YOUNGSTOWN, OH 44505

FOR: ALIMENTARY PASTES, PASTA, TOMATO SAUCES, VINEGAR, NOODLES, AND BREAD CRUMBS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-0-1998; IN COMMERCE 11-0-1998.

OWNER OF U.S. REG. NO. 2,306,277.

THE NAME "GIA RUSSA" SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

THE ENGLISH TRANSLATION OF THE WORD "GIA RUSSA" IN THE MARK IS "ALREADY RUSSIAN".

SER. NO. 78-230,593, FILED 3-27-2003.

MARC LEIPZIG, EXAMINING ATTORNEY



Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,813,177

Registered Feb. 10, 2004

**TRADEMARK
PRINCIPAL REGISTER**

GIA RUSSA

JOHN ZIDIAN COMPANY, INC. (OHIO CORPORATION)
65 COITSVILLE-HUBBARD ROAD
YOUNGSTOWN, OH 44505

FOR: ALIMENTARY PASTES, PASTA, TOMATO SAUCES, VINEGAR, NOODLES, AND BREAD CRUMBS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-0-1998; IN COMMERCE 11-0-1998.

OWNER OF U.S. REG. NO. 2,306,277.

THE NAME "GIA RUSSA" SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

THE ENGLISH TRANSLATION OF THE WORD "GIA RUSSA" IN THE MARK IS "ALREADY RUSSIAN".

SER. NO. 78-230,593, FILED 3-27-2003.

MARC LEIPZIG, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

GIA RUSSA

Reg. No. 3,764,808 JOHN ZIDIAN CO., INC. (OHIO CORPORATION)
Registered Mar. 23, 2010 492 MCCLURG ROAD
BOARDMAN, OH 44512

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

TRADEMARK FIRST USE 8-21-2009; IN COMMERCE 11-20-2009.
PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

THE ENGLISH TRANSLATION OF "GIA RUSSA" IN THE MARK IS "ALREADY RUSSIAN".

SN 77-626,081, FILED 12-3-2008.

SALLY SHIH, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Int. Cls.: 29 and 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,212,469

Registered Feb. 27, 2007

**TRADEMARK
PRINCIPAL REGISTER**



JOHN ZIDIAN CO., INC. (OHIO CORPORATION)
65 COITSVILLE-HUBBARD RD.
YOUNGSTOWN, OH 44505

FOR: MEATBALLS, PROCESSED ARTICHOKE, PROCESSED ARTICHOKE HEARTS, PROCESSED BEANS, PROCESSED OLIVES, PROCESSED MUSHROOMS, PROCESSED PEPPERS, PROCESSED ONIONS, PROCESSED PEPPERONCINI, GIARDINIERA, PROCESSED HEARTS OF PALM, PROCESSED GARLIC, OLIVE OIL, VEGETABLE OIL, CORN OIL, CHEESE, BROTH, SOUP, FRUIT AND VEGETABLE SALADS, STUFFED VINE LEAVES, CANNED PROCESSED TOMATOES, PROCESSED EGGPLANT, PROCESSED ZUCCHINI, BRUSCHETTA TOPPINGS, AND GIFT BASKETS CONTAINING A MIX OF THE AFOREMENTIONED GOODS, IN CLASS 29 (U.S. CL. 46).

FIRST USE 11-1-1998; IN COMMERCE 11-1-1998.

FOR: ALIMENTARY PASTE, PASTA, STUFFED RAVIOLI, STUFFED RIGATONI, STUFFED PASTA SHELLS, CAVATELLI, TORTELLINI, PASTA SAUCES, TOMATO SAUCES, VINEGAR, NOODLES, BREAD CRUMBS, BALSAMIC GLAZE, BREAD, SLOPPY JOE SAUCE, GNOCCHI, POLENTA, SPAETZLE, AND GIFT BASKETS CONTAINING A MIX OF THE AFOREMENTIONED GOODS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-1-1998; IN COMMERCE 11-1-1998.

OWNER OF U.S. REG. NOS. 2,306,277 AND 2,813,177.

THE FOREIGN WORDING IN THE MARK TRANSLATES INTO ENGLISH AS ALREADY RUSSIAN.

SER. NO. 78-702,930, FILED 8-29-2005.

CURTIS FRENCH, EXAMINING ATTORNEY

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,306,277

Registered Jan. 4, 2000

**TRADEMARK
PRINCIPAL REGISTER**



JOHN ZIDIAN COMPANY, INC. (OHIO CORPORATION)
65 COITSVILLE-HUBBARD ROAD
YOUNGSTOWN, OH 44505

FOR: ALIMENTARY PASTES, IN CLASS 30
(U.S. CL. 46).

FIRST USE 11-0-1998; IN COMMERCE
11-0-1998.

THE DRAWING IS LINED FOR THE COLOR
BLUE.

THE ENGLISH TRANSLATION OF "GIA
RUSSA" IS "ALREADY RUSSIAN".

SER. NO. 75-651,898, FILED 3-2-1999.

CHRISTOPHER ADKINS, EXAMINING AT-
TORNEY

United States of America
United States Patent and Trademark Office

GIA

Reg. No. 4,422,203

Registered Oct. 22, 2013

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

ZIDIAN IMPORT, INC. (OHIO CORPORATION)
492 MCCLURG RD.
BOARDMAN, OH 44512

FOR: WINES, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 10-2-2012; IN COMMERCE 11-14-2012.

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

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

THE ENGLISH TRANSLATION OF "GIA" IN THE MARK IS ALREADY.

SN 77-954,946, FILED 3-9-2010.

MIDGE BUTLER, EXAMINING ATTORNEY



Lisa Street Keu

Deputy Director of the United States Patent and Trademark Office

