

ESTTA Tracking number: **ESTTA683649**

Filing date: **07/15/2015**

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 party opposes registration of the indicated application.

**Opposer Information**

Name	LUMBER LIQUIDATORS SERVICES, LLC
Granted to Date of previous extension	07/15/2015
Address	3000 JOHN DEERE ROAD Toano, VA 23168 UNITED STATES

Attorney information	Austin Padgett Troutman Sanders LLP 600 Peachtree St. NE, Suite 5200 Atlanta, GA 30308 UNITED STATES trademarks@troutmansanders.com,austin.padgett@troutmansanders.com Phone:4048853155
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**Applicant Information**

Application No	86382985	Publication date	03/17/2015
Opposition Filing Date	07/15/2015	Opposition Period Ends	07/15/2015
Applicant	Peter Pandolfi 1007 Tenderfoot Drive Larkspur, CO 80118 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 037. First Use: 2014/01/01 First Use In Commerce: 2014/01/01 All goods and services in the class are opposed, namely: General construction contracting
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
Other	No use in commerce (15 U.S.C. Â§ 1127)

**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	4285071	Application Date	01/23/2012
Registration Date	02/05/2013	Foreign Priority Date	NONE
Word Mark	BELLAWOOD		

Design Mark	<h1>BELLAWOOD</h1>		
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2005/01/05 First Use In Commerce: 2005/01/05 Protective furniture pads Class 021. First use: First Use: 2005/01/05 First Use In Commerce: 2005/01/05 Mops; applicators for cleaning and polishing, namely, applicator pads for cleaning and polishing hardwood floors		

U.S. Registration No.	4285071	Application Date	01/23/2012
Registration Date	02/05/2013	Foreign Priority Date	NONE

Word Mark	BELLAWOOD		
Design Mark	<h1>BELLAWOOD</h1>		
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2005/01/05 First Use In Commerce: 2005/01/05 Protective furniture pads Class 021. First use: First Use: 2005/01/05 First Use In Commerce: 2005/01/05 Mops; applicators for cleaning and polishing, namely, applicator pads for cleaning and polishing hardwood floors		

U.S. Registration No.	2878426	Application Date	10/21/2002
Registration Date	08/31/2004	Foreign Priority Date	NONE
Word Mark	BELLAWOOD		
Design Mark	<h1>BELLAWOOD</h1>		

Description of Mark	NONE
Goods/Services	Class 019. First use: First Use: 2002/12/01 First Use In Commerce: 2002/12/01 Wood flooring products, namely, prefinished hardwood flooring for interior use

U.S. Registration No.	4201871	Application Date	01/23/2012
Registration Date	09/04/2012	Foreign Priority Date	NONE

Word Mark	BELLAWOOD
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Design Mark	
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Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 2005/01/05 First Use In Commerce: 2005/01/05 Cleaner for use on flooring

U.S. Registration No.	4589087	Application Date	08/17/2011
Registration Date	08/19/2014	Foreign Priority Date	NONE

Word Mark	BELLAWOOD HUES
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Design Mark	
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Description of Mark	NONE
Goods/Services	Class 019. First use: First Use: 2014/06/13 First Use In Commerce: 2014/06/13 Wood flooring products, namely, prefinished hardwood flooring for interior use

U.S. Registration No.	4580470	Application Date	08/17/2011
Registration Date	08/05/2014	Foreign Priority Date	NONE

Word Mark	BELLAWOOD HUES
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Design Mark			
Description of Mark	<p>The mark consists of the stylized word "Bellawood" with the "Bella" portion in script and the "wood" portion in plain text, below the word "Hues" in square design boxes. The word "Hues" is located directly above the letters "awood" of "Bellawood".</p>		
Goods/Services	<p>Class 019. First use: First Use: 2014/06/13 First Use In Commerce: 2014/06/13 Wood flooring products, namely, prefinished hardwood flooring for interior use</p>		

U.S. Registration No.	4185193	Application Date	06/15/2011
Registration Date	08/07/2012	Foreign Priority Date	NONE
Word Mark	<p>BELLAWOOD PREFINISHED HARDWOOD FLOORING CERTIFIED 100 YEAR TRANSFERABLE WARRANTY</p>		
Design Mark			
Description of Mark	<p>The mark consists of the stylized word purple "BELLAWOOD" with the "BELLA" portion in script and the "WOOD" portion in plain text, above the purple words "PREFINISHED HARDWOOD FLOORING", which are in turn above the words "CERTIFIED 100 YEAR TRANSFERABLE WARRANTY" in reverse (i.e., white letters on purple background).</p>		
Goods/Services	<p>Class 019. First use: First Use: 2011/06/01 First Use In Commerce: 2011/06/01 Wood flooring products, namely, prefinished hardwood flooring for interior use</p>		

U.S. Registration No.	4185192	Application Date	06/15/2011
Registration Date	08/07/2012	Foreign Priority Date	NONE
Word Mark	<p>BELLAWOOD PREFINISHED HARDWOOD FLOORING CERTIFIED 100 YEAR TRANSFERABLE WARRANTY</p>		

Design Mark			
Description of Mark	The mark consists of the stylized word "BELLAWOOD", with the "BELLA" portion in script and the "WOOD" portion in plain text, above the words "PREFINISHED HARDWOOD FLOORING", which are in turn above the words "CERTIFIED 100 YEAR TRANSFERABLE WARRANTY" surrounded by a rectangular design.		
Goods/Services	Class 019. First use: First Use: 2011/06/01 First Use In Commerce: 2011/06/01 Wood flooring products, namely, prefinished hardwood flooring for interior use		

U.S. Registration No.	3239164	Application Date	12/20/2005
Registration Date	05/08/2007	Foreign Priority Date	NONE
Word Mark	BELLAWOOD PREFINISHED HARDWOOD FLOORS CERTIFIED 50 YEAR WARRANTY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 019. First use: First Use: 2002/12/01 First Use In Commerce: 2002/12/01 Prefinished hardwood flooring for interior uses		

U.S. Application No.	86379527	Application Date	08/28/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BELLA		

Design Mark	<h1>BELLA</h1>
Description of Mark	NONE
Goods/Services	Class 019. First use: First Use: 2002/12/01 First Use In Commerce: 2002/12/01 Wood flooring products, namely, prefinished hardwood flooring for interior use

Attachments	85523110#TMSN.png( bytes ) 76462845#TMSN.png( bytes ) 85523125#TMSN.png( bytes ) 85400577#TMSN.png( bytes ) 85400592#TMSN.png( bytes ) 85347005#TMSN.png( bytes ) 85346972#TMSN.png( bytes ) 78777489#TMSN.png( bytes ) 86379527#TMSN.png( bytes ) 26300019_1.pdf(144222 bytes ) Exhibit A.pdf(2213301 bytes ) Exhibit B.pdf(244769 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 Overnight Courier on this date.

Signature	/Austin Padgett/
Name	Austin Padgett
Date	07/15/2015

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

LUMBER LIQUIDATORS	)	
SERVICES, LLC	)	
	)	
Opposer,	)	Application Serial No. 86382985
	)	
v.	)	Mark: BELLA BASEMENTS
	)	
PETER PANDOLFI	)	
DBA BELLA BASEMENTS	)	Opposition No. _____
	)	
Applicant.	)	
_____	)	

**NOTICE OF OPPOSITION**

Opposer Lumber Liquidators Services, LLC. (“Opposer”), for its Notice of Opposition against Application Serial No. 86382985 for the mark BELLA BASEMENTS, filed by Peter Pandolfi doing business as Bella Basements (“Applicant”), believes that it will be damaged by and thus opposes registration of the mark which is the subject matter of Application Serial No. 86382985. As grounds for opposition, Opposer alleges as follows:

1. Opposer Lumber Liquidators Services, LLC is a Delaware limited liability company with a principal place of business located at 3000 John Deere Road, Toano, Virginia USA 23168.
2. Upon information and belief, Applicant is an individual with a principal address located at 1007 Tenderfoot Drive, Larkspur, Colorado 80118.
3. Application No. 86382985 was published in the U.S. Patent and Trademark Office’s (“PTO”) *Official Gazette* on March 17, 2015. On April 1, 2015, Opposer requested and

was granted an extension of time to file an opposition. Therefore, this Notice of Opposition is timely filed.

4. Opposer is the owner of the marks BELLA and BELLAWOOD for flooring and flooring-related products, which products are often purchased along with product installation services provided by related companies, affiliates, or contractors, (the “Bella Marks”) and owns the following federal trademark mark registrations incorporating the Bella Marks (hereinafter, collectively, “Opposer’s Marks”). *See Exhibit A.*

Mark	Ser. No.	Goods/Services
BELLAWOOD	RN: 4285071	(Int'l Class: 20) protective furniture pads (Int'l Class: 21) mops; applicators for cleaning and polishing, namely, applicator pads for cleaning and polishing hardwood floors
BELLAWOOD	RN: 2878426	(Int'l Class: 19) wood flooring products, namely, prefinished hardwood flooring for interior use
BELLAWOOD	RN: 4201871	(Int'l Class: 03) cleaner for use on flooring
BELLAWOOD HUES	RN: 4589087	(Int'l Class: 19) wood flooring products, namely, prefinished hardwood flooring for interior use
	RN: 4580470	(Int'l Class: 19) wood flooring products, namely, prefinished hardwood flooring for interior use
	RN: 4185193	(Int'l Class: 19) wood flooring products, namely, prefinished hardwood flooring for interior use
	RN: 4185192	(Int'l Class: 19) wood flooring products, namely, prefinished hardwood flooring for interior use
	RN: 3239164	(Int'l Class: 19) prefinished hardwood flooring for interior uses

5. By virtue of widespread sales and extensive advertising, promotion, and sale of the products and services identified by Opposer’s Marks, Opposer’s Marks are well-known by and famous among the general public and in the relevant industries, are recognized and relied

upon as identifying Opposer's products and services and as distinguishing them from the products and services of others, and have come to represent and symbolize extremely valuable goodwill belonging exclusively to Opposer.

6. Applicant is the owner of Application Serial No. 86382985 for the mark BELLA BASEMENTS filed with the PTO on September 2, 2015 ("Applicant's Mark"). *See Exhibit B.*

7. Applicant filed the instant application with the PTO on an in-use basis (Section 1(a)) and claimed dates of first use anywhere of January 1, 2014 and dates of use in commerce of January 1, 2014.

8. Upon information and belief, Applicant's use and plans for use of its mark are in the Denver and nearby locations only in the state of Colorado.

9. Upon information and belief, Applicant, as of the filing date of Application Serial No. 86382985, had not used and has not claimed to use Applicant's Mark in any state other than Colorado. As of the filing date of Application Serial No. 86382985, Applicant had not used Applicant's Mark in interstate commerce.

10. Opposer has continuously and exclusively used Opposer's Marks in connection with flooring and related products and services originating from Opposer prior to Applicant's filing date and claimed dates of first use for Applicant's Mark with the PTO.

11. Opposer's rights in Opposer's Marks are superior to Applicant's rights in Applicant's Mark.

### **COUNT I**

12. All previous paragraphs are incorporated as though fully set forth herein.

13. Upon information and belief, Applicant had not used Applicant's mark in commerce that may be regulated by the U.S. Congress as of the filing date of the subject application.

14. Applicant has not established trademark rights in the mark sufficient to obtain a registration.

### **COUNT II**

15. All previous paragraphs are incorporated as though fully set forth herein.

16. Even where Applicant is found to have been using Applicant's Mark in commerce, the use and registration of Applicant's Mark is likely to cause confusion in the minds of the purchasing public and to cause the purchasing public to assume that the products and services identified by Applicant's Mark are sold by Opposer or that such products and services originate with or are in some way connected to Opposer, which they are not, in violation of 15 U.S.C. §§ 1052(d) and 1125(a).

17. Use and registration of Applicant's Mark will be injurious to Opposer in violation of Section 13 of the Trademark Act, 15 U.S.C. § 1063(a).

### **COUNT III**

18. All previous paragraphs are incorporated as though fully set forth herein.

19. The registration of Applicant's Mark would grant Applicant rights to which it is not entitled and would be inconsistent with the prior and established rights of Opposer in Opposer's Marks.

20. The registration of Applicant's Mark is likely to dilute the distinctiveness of the Opposer's Marks by blurring the considerable source-identifying power of Opposer's Marks.

WHEREFORE, Opposer believes that it will be damaged by the registration of Applicant's Mark and prays that Application No. 86382985 be refused, and that no registration be issued thereon to Applicant, and that this Opposition be sustained in favor of Opposer.

This 15th day of July 2015.

Respectfully submitted,

TROUTMAN SANDERS LLP



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Austin Padgett  
Ohio Bar No. 0085368  
TROUTMAN SANDERS LLP  
Bank of America Plaza  
600 Peachtree Street, NE - Suite 5200  
Atlanta, Georgia 30308-2216  
(404) 885-3000 (phone)  
(404) 885-3900 (fax)  
trademarks@troutmansanders.com  
*Attorney for Opposer*

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

LUMBER LIQUIDATORS	)	
SERVICES, LLC	)	
	)	
Opposer,	)	Application Serial No. 86382985
	)	
v.	)	Mark: BELLA BASEMENTS
	)	
PETER PANDOLFI	)	
DBA BELLA BASEMENTS	)	Opposition No. _____
	)	
Applicant.	)	
_____	)	

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION was sent by FedEx courier to the correspondent of record for Applicant as follows:

Peter Pandolfi, dba Bella Basements  
1007 Tenderfoot Drive  
Larkspur, Colorado 80118  
United States  
P: (303) 660-2188

This 15th day of July 2015.



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# BELLAWOOD

**Word Mark** BELLAWOOD  
**Goods and Services** IC 020. US 002 013 022 025 032 050. G & S: Protective furniture pads. FIRST USE: 20050105. FIRST USE IN COMMERCE: 20050105  
 IC 021. US 002 013 023 029 030 033 040 050. G & S: Mops; applicators for cleaning and polishing, namely, applicator pads for cleaning and polishing hardwood floors. FIRST USE: 20050105. FIRST USE IN COMMERCE: 20050105  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 85523110  
**Filing Date** January 23, 2012  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** November 20, 2012  
**Registration Number** **4285071**  
**Registration Date** February 5, 2013  
**Owner** (REGISTRANT) Lumber Liquidators Services, LLC LIMITED LIABILITY COMPANY DELAWARE 3000

John Deere Road Toano VIRGINIA 23168

**Attorney of Record**

Matthew C. Osborne

**Prior Registrations**

2878426;3239164

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# BELLAWOOD

**Word Mark** BELLAWOOD

**Goods and Services** IC 019. US 001 012 033 050. G & S: Wood flooring products, namely, prefinished hardwood flooring for interior use. FIRST USE: 20021201. FIRST USE IN COMMERCE: 20021201

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

**Serial Number** 76462845

**Filing Date** October 21, 2002

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** October 21, 2003

**Registration Number** 2878426

**Registration Date** August 31, 2004

**Owner** (REGISTRANT) Lumber Liquidators, Inc. CORPORATION MASSACHUSETTS 3000 John Deere Road Toano VIRGINIA 23168  
(LAST LISTED OWNER) LUMBER LIQUIDATORS SERVICES, LLC LIMITED LIABILITY COMPANY DELAWARE 3000 JOHN DEERE ROAD TOANO VIRGINIA 23168

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Anne Hampton Andrews

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140509.

**Renewal** 1ST RENEWAL 20140509

**Live/Dead Indicator** LIVE

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# BELLAWOOD

**Word Mark** BELLAWOOD

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Cleaner for use on flooring. FIRST USE: 20050105. FIRST USE IN COMMERCE: 20050105

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85523125

**Filing Date** January 23, 2012

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** June 19, 2012

**Registration Number** **4201871**

**Registration Date** September 4, 2012

**Owner** (REGISTRANT) Lumber Liquidators Services, LLC LIMITED LIABILITY COMPANY DELAWARE  
3000 John Deere Road Toano VIRGINIA 23168

**Attorney of Record** Matthew C. Osborne, Esq.

**Prior Registrations** 2878426;3239164

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# BELLAWOOD HUES

<b>Word Mark</b>	BELLAWOOD HUES
<b>Goods and Services</b>	IC 019. US 001 012 033 050. G & S: Wood flooring products, namely, prefinished hardwood flooring for interior use. FIRST USE: 20140613. FIRST USE IN COMMERCE: 20140613
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85400577
<b>Filing Date</b>	August 17, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 8, 2011
<b>Registration Number</b>	<b>4589087</b>
<b>Registration Date</b>	August 19, 2014
<b>Owner</b>	(REGISTRANT) Lumber Liquidators Services, LLC LIMITED LIABILITY COMPANY DELAWARE 3000 John Deere Road Toano VIRGINIA 23168
<b>Attorney of Record</b>	Robert L Brooke
<b>Prior Registrations</b>	2878426;3239164
<b>Type of Mark</b>	TRADEMARK

**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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The logo features the word "Bella" in a large, elegant, black cursive script. To its right, the word "WOOD" is written in a bold, black, sans-serif font. Above "WOOD", the word "HUES" is written in a bold, black, sans-serif font, with each letter contained within a separate black square.

**Word Mark** BELLAWOOD HUES

**Goods and Services** IC 019. US 001 012 033 050. G & S: Wood flooring products, namely, prefinished hardwood flooring for interior use. FIRST USE: 20140613. FIRST USE IN COMMERCE: 20140613

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.09.14 - Squares, three or more; Three or more squares  
26.09.21 - Squares that are completely or partially shaded

**Serial Number** 85400592

**Filing Date** August 17, 2011

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** May 22, 2012

**Registration Number** 4580470

**Registration Date** August 5, 2014

**Owner** (REGISTRANT) Lumber Liquidators Services, LLC LIMITED LIABILITY COMPANY DELAWARE 3000 John Deere Road Toano VIRGINIA 23168

**Attorney of Record** Robert L Brooke

**Prior**

**Registrations** 2878426;3239164

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the stylized word "Bellawood" with the "Bella" portion in script and the "wood" portion in plain text, below the word "Hues" in square design boxes. The word "Hues" is located directly above the letters "awood" of "Bellawood".

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	BELLAWOOD PREFINISHED HARDWOOD FLOORING CERTIFIED 100 YEAR TRANSFERABLE WARRANTY
<b>Goods and Services</b>	IC 019. US 001 012 033 050. G & S: Wood flooring products, namely, prefinished hardwood flooring for interior use. FIRST USE: 20110601. FIRST USE IN COMMERCE: 20110601
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.11.21 - Rectangles that are completely or partially shaded
<b>Serial Number</b>	85347005
<b>Filing Date</b>	June 15, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	May 22, 2012
<b>Registration Number</b>	<b>4185193</b>
<b>Registration Date</b>	August 7, 2012
<b>Owner</b>	(REGISTRANT) Lumber Liquidators Services, LLC LIMITED LIABILITY COMPANY DELAWARE 3000 John Deere Road Toano VIRGINIA 23168
<b>Attorney of Record</b>	Robert L Brooke

**Prior Registrations** 2878426;3239164

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PREFINISHED HARDWOOD FLOORING CERTIFIED 100 YEAR TRANSFERABLE WARRANTY" APART FROM THE MARK AS SHOWN

**Description of Mark** The color(s) purple and white is/are claimed as a feature of the mark. The mark consists of the stylized word purple "BELLAWOOD" with the "BELLA" portion in script and the "WOOD" portion in plain text, above the purple words "PREFINISHED HARDWOOD FLOORING", which are in turn above the words "CERTIFIED 100 YEAR TRANSFERABLE WARRANTY" in reverse (i.e., white letters on purple background).

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	BELLAWOOD PREFINISHED HARDWOOD FLOORING CERTIFIED 100 YEAR TRANSFERABLE WARRANTY
<b>Goods and Services</b>	IC 019. US 001 012 033 050. G & S: Wood flooring products, namely, prefinished hardwood flooring for interior use. FIRST USE: 20110601. FIRST USE IN COMMERCE: 20110601
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.11.21 - Rectangles that are completely or partially shaded
<b>Serial Number</b>	85346972
<b>Filing Date</b>	June 15, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	May 22, 2012
<b>Registration Number</b>	<b>4185192</b>
<b>Registration Date</b>	August 7, 2012
<b>Owner</b>	(REGISTRANT) Lumber Liquidators Services, LLC LIMITED LIABILITY COMPANY DELAWARE 3000 John Deere Road Toano VIRGINIA 23168
<b>Attorney of Record</b>	Robert L Brooke

**Prior Registrations** 2878426;3239164

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PREFINISHED HARDWOOD FLOORING CERTIFIED 100 YEAR TRANSFERABLE WARRANTY" APART FROM THE MARK AS SHOWN

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the stylized word "BELLAWOOD", with the "BELLA" portion in script and the "WOOD" portion in plain text, above the words "PREFINISHED HARDWOOD FLOORING", which are in turn above the words "CERTIFIED 100 YEAR TRANSFERABLE WARRANTY" surrounded by a rectangular design.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Word Mark** BELLAWOOD PREFINISHED HARDWOOD FLOORS CERTIFIED 50 YEAR WARRANTY  
**Translations** The foreign wording in the mark translates into English as BEAUTIFUL.  
**Goods and Services** IC 019. US 001 012 033 050. G & S: Prefinished hardwood flooring for interior uses. FIRST USE: 20021201. FIRST USE IN COMMERCE: 20021201  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
**Serial Number** 78777489  
**Filing Date** December 20, 2005  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** February 20, 2007  
**Registration Number** 3239164  
**Registration Date** May 8, 2007  
**Owner** (REGISTRANT) Lumber Liquidators, Inc. CORPORATION MASSACHUSETTS 3000 John Deere Road Toano VIRGINIA 23168  
  
(LAST LISTED OWNER) LUMBER LIQUIDATORS SERVICES, LLC LIMITED LIABILITY COMPANY DELAWARE 3000 JOHN DEERE ROAD TOANO VIRGINIA 23168  
  
**Assignment** ASSIGNMENT RECORDED

**Recorded****Attorney of Record** Matthew C. Osborne**Prior Registrations** 2878426**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WOOD PREFINISHED HARDWOOD FLOORS CERTIFIED 50 YEAR WARRANTY" 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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