

ESTTA Tracking number: **ESTTA703757**

Filing date: **10/21/2015**

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	Monster Energy Company
Granted to Date of previous extension	10/21/2015
Address	1 Monster Way Corona, CA 92879 UNITED STATES

Attorney information	Diane M. Reed, Jessica C. Sganga KNOBBE MARTENS OLSON & BEAR LLP 2040 MAIN ST, 14TH FLOOR IRVINE, CA 92614 UNITED STATES efiling@knobbe.com, francie.leonguerrero@knobbe.com Phone:949-760-0404
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Applicant Information

Application No	86580252	Publication date	06/23/2015
Opposition Filing Date	10/21/2015	Opposition Period Ends	10/21/2015
Applicant	Mojo Bowl LLC 1576 East Robinson Way Chandler, AZ 85225 UNITED STATES		

Goods/Services Affected by Opposition

Class 032. First Use: 2012/00/00 First Use In Commerce: 2012/00/00 All goods and services in the class are opposed, namely: smoothies for consumption on and off the premises
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Applicant Information

Application No	86580254	Publication date	06/23/2015
Opposition Filing Date	10/21/2015	Opposition Period Ends	
Applicant	Mojo Bowl LLC 1576 East Robinson Way Chandler, AZ 85225 UNITED STATES		

Goods/Services Affected by Opposition

Class 032. First Use: 2012/00/00 First Use In Commerce: 2012/00/00 All goods and services in the class are opposed, namely: smoothies for consumption on and off the

premises

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Other	common law rights as asserted in the Notice of Opposition

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			
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		
Design Mark			
Description of Mark	NONE		
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		
Design Mark			
Description of Mark	NONE		
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		

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.	4376796	Application Date	07/02/2010
Registration Date	07/30/2013	Foreign Priority Date	NONE
Word Mark	MUSCLE MONSTER		

Design Mark	MUSCLE MONSTER
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

U.S. Registration No.	4716750	Application Date	02/24/2012
Registration Date	04/07/2015	Foreign Priority Date	NONE

Word Mark	JUICE MONSTER
Design Mark	JUICE MONSTER
Description of Mark	NONE
Goods/Services	Class 005. First use: First Use: 2014/06/23 First Use In Commerce: 2014/06/23 Nutritional supplements in liquid form Class 032. First use: First Use: 2014/06/23 First Use In Commerce: 2014/06/23 Non-alcoholic beverages, namely, energydrinks and drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice orsoy

Attachments	77276989#TMSN.png(bytes) 78246567#TMSN.png(bytes) 85078405#TMSN.png(bytes) 85077052#TMSN.png(bytes) 85552165#TMSN.png(bytes)
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	2015-10-21 FINAL NOTICE OF OPPOSITION - 86580252 - HANBEV.3638M, 3639M.pdf(94459 bytes) Exhibit 01 Reg No. 4036681-HANBEV.3638M.pdf(593230 bytes) Exhibit 02 Reg No. 3057061-HANBEV.3638M.pdf(579430 bytes) Exhibit 03 Reg No. 3044314-HANBEV.3638M.pdf(575194 bytes) Exhibit 04 Reg No. 3044315-HANBEV.3638M.pdf(587345 bytes) Exhibit 05 Reg No. 3134841-HANBEV.3638M.pdf(578797 bytes) Exhibit 06 Reg No. 3134842-HANBEV.3638M.pdf(580309 bytes) Exhibit 07 Reg No. 4129288-HANBEV.3638M.pdf(601104 bytes) Exhibit 08 Reg No. 4376796-HANBEV.3638M.pdf(599532 bytes) Exhibit 09 Reg No. 4716750-HANBEV.3638M.pdf(595683 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	/Jessica C. Sganga/
Name	Diane M. Reed, Jessica C. Sganga
Date	10/21/2015

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

MONSTER ENERGY COMPANY, a Delaware
corporation,

Opposer,

v.

MOJO BOWL LLC, an Arizona limited liability
company.

Applicant.

)
) Opposition No.: _____
)
)
) Serial No.: 86/580252
) Mark: ORANGE MONSTER
)
) Serial No.: 86/580254
) Mark: GREEN MONSTER
)
)
)
)
)
)

NOTICE OF OPPOSITION

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

Dear Sir or Madam:

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 Nos. 86/580252 and 86/580254 (“the Applications”) for the marks ORANGE MONSTER and GREEN MONSTER owned by Mojo Bowl LLC (“Applicant”) and therefore opposes the same.

As grounds for opposition, it is alleged:

1. By the Applications filed on March 29, 2015, Applicant seeks to obtain registration on the Principal Register of the trademarks ORANGE MONSTER and GREEN MONSTER for “Smoothies for consumption on and off the premises” in International Class 32.

2. The Applications are based on Applicant's use of the marks in commerce since 2012.

3. Since at least 2002, long before the filing date of the Applications, Opposer has been, and still is, engaged in the development, licensing, marketing, and sale of energy supplement drinks, soft drinks, fruit juice drinks, and other products bearing Opposer's MONSTER ENERGY and related "MONSTER" marks.

4. 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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the '681 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 1 and made of record.

5. 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 Applications and prior to any common law rights Applicant may have acquired.

True and correct copies of the specifics of the '061 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 2 and made of record.

6. 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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the '314 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 3 and made of record.

7. 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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the '315 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 4 and made of record.

8. 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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the ’841 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 5 and made of record.

9. 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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the ’842 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 6 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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the ’288 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 7 and made of record.

11. 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 “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 Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the ’796 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 8 and made of record.

12. Opposer owns and relies on U.S. Trademark Registration No. 4,716,750 for the mark JUICE MONSTER for “Nutritional supplements in liquid form” in International Class 5 and “Non-alcoholic beverages, namely, energy drinks and drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit

juice or soy” in International Class 32, which registration issued April 7, 2015 and is based on an application filed in the PTO on February 24, 2012. The filing date of Opposer’s ’750 Registration is prior to the filing date of the Applications and prior to any common law rights Applicant may have acquired. True and correct copies of the specifics of the ’750 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 9 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, 4,129,288, 4,376,796, and 4,716,750 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 5, 6, 7, 8, and 9 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 Applications, Opposer has continuously used and promoted the MONSTER ENERGY, M MONSTER ENERGY, , MONSTER REHAB, MUSCLE MONSTER, and JUICE MONSTER Marks shown in Registration Nos. 4,036,681, 3,057,061, 3,044,314, 3,044,315, 3,134,841, 3,134,842, 4,129,288, 4,376,796, and 4,716,750 (the “MONSTER Marks”) in interstate commerce in connection with its goods, including the goods identified in such Registrations.

16. By virtue of Opposer's continuous and substantial use of the MONSTER Marks, 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.

17. Opposer's MONSTER Marks have become famous for Opposer's goods since well before the filing date of the Applications. Opposer's famous 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 nationwide and prominently feature Opposer's MONSTER Marks.

18. 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 Applications. Opposer relies on its common law trademark rights in Opposer's MONSTER Marks.

19. Applicant seeks unrestricted federal registrations for ORANGE MONSTER and GREEN MONSTER covering the goods listed in in International Class 32 set forth in the Applications. As such, if registrations issue for the Applications, such registrations will constitute prima facie evidence of the Applicant's exclusive right to use the registered marks in commerce on or in connection with the listed goods throughout the United States with no limitation thereon.

20. Opposer will be damaged by registration of the Applications in that the ORANGE MONSTER and GREEN MONSTER marks so resemble 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 Applications, 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 registrations of the ORANGE MONSTER and GREEN MONSTER marks pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

WHEREFORE, Opposer prays that U.S. Trademark Application Serial Nos. 86/580252 and 86/580254 be rejected and stricken, that no registrations 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: October 21, 2015

By: /Jessica C. Sganga/
Steven J. Nataupsky
Diane M. Reed
Jonathan A. Menkes
Jessica C. Sganga
2040 Main Street, Fourteenth Floor
Irvine, CA 92614
(949) 760-0404
efiling@knobbe.com
Attorneys for Opposer,
MONSTER ENERGY COMPANY

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing **NOTICE OF OPPOSITION** has been served on Daniel E. Kattman, Applicant's Attorney of record by mailing said copy on October 21, 2015, via First Class Mail to:

Daniel E. Kattman
REINHART BOERNER VAN DEUREN S C
1000 N Water Street, Suite 1900
Milwaukee, WI 53202-6648
tmadmin@reinhartlaw.com

Signature: 

Name: Doreen P. Buluran

Date: October 21, 2015

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 1



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MONSTER ENERGY

Word Mark	MONSTER ENERGY
Goods and Services	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
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77276989
Filing Date	September 11, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 26, 2011
Registration Number	4036681
Registration Date	October 11, 2011
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

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](#)

Entity Type: CORPORATION

Citizenship: DELAWARE

550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

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

HANSEN 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. Kyffos

Director of the United States Patent and Trademark Office

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 2



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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). SECTION 8(10-YR) 20150305.

Renewal 1ST RENEWAL 20150305

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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

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 3



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Typed Drawing

Word Mark	M MONSTER ENERGY
Goods and Services	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
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78253930
Filing Date	May 23, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 31, 2004
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3044314
Registration Date	January 17, 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 8 (6-YR). SECTION 8(10-YR) 20150221.

Renewal 1ST RENEWAL 20150221
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](#)

Entity Type: CORPORATION

Citizenship: DELAWARE

550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

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

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).

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. 78-253,930, FILED 5-23-2003.

SUSAN HAYASH, EXAMINING ATTORNEY

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 4



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Typed Drawing

Word Mark	MONSTER ENERGY
Goods and Services	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
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78253933
Filing Date	May 23, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 7, 2004
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3044315
Registration Date	January 17, 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). SECTION 8(10-YR) 20150221.

Renewal 1ST RENEWAL 20150221
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](#)

Entity Type: CORPORATION

Citizenship: DELAWARE

550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

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. 3,044,315

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)

Registered Jan. 17, 2006

1 MONSTER WAY
CORONA, CA 92879

Amended Sep. 24, 2013

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

Int. Cl.: 5

TRADEMARK

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

PRINCIPAL REGISTER

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.



Debra Street-Klein

Deputy Director of the United States Patent and Trademark Office

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 5



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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 EN-
HANCED WITH VITAMINS, MINERALS, NUTRI-
ENTS, AMINO ACIDS AND/OR HERBS,
CARBONATED AND NON-CARBONATED ENER-
GY AND SPORTS DRINKS, FRUIT JUICE DRINKS
HAVING A JUICE CONTENT OF 50% OR LESS BY
VOLUME THAT ARE SHELF STABLE, AND AERA-
TED WATER, SODA WATER AND SELTZER WA-
TER, BUT EXCLUDING PERISHABLE BEVERAGE

PRODUCTS THAT CONTAIN FRUIT JUICE OR
SOY, WHETHER SUCH PRODUCTS ARE PASTEUR-
IZED 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

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 6



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Typed Drawing

Word Mark M MONSTER ENERGY

Goods and Services 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

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78246573

Filing Date May 7, 2003

Current Basis 1A

Original Filing Basis 1A

Published for Opposition June 6, 2006

Registration Number 3134842

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

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 #: [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](#)

Entity Type: CORPORATION

Citizenship: DELAWARE

550 MONICA CIRCLE, SUITE 201
CORONA, CALIFORNIA 92880

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 EN-
HANCED WITH VITAMINS, MINERALS, NUTRI-
ENTS, AMINO ACIDS AND/OR HERBS,
CARBONATED AND NON-CARBONATED ENER-
GY OR SPORTS DRINKS, FRUIT JUICE DRINKS
HAVING A JUICE CONTENT OF 50% OR LESS BY
VOLUME THAT ARE SHELF STABLE, AND WA-
TER, BUT EXCLUDING PERISHABLE BEVERAGE
PRODUCTS THAT CONTAIN FRUIT JUICE OR

SOY, WHETHER SUCH PRODUCTS ARE PASTEUR-
IZED 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

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 7



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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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MONSTER REHAB

Reg. No. 4,129,288

Registered Apr. 17, 2012

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

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. Kyffos

Director of the United States Patent and Trademark Office

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 8



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MUSCLE MONSTER

Word Mark	MUSCLE MONSTER
Goods and Services	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
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85077052
Filing Date	July 2, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 19, 2011
Registration Number	4376796
International Registration Number	1209858
Registration Date	July 30, 2013

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 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

TTAB Opposition No. _____
Monster Energy Company v. Mojo Bowl LLC

EXHIBIT 9



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JUICE MONSTER

Word Mark	JUICE MONSTER
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20140623. FIRST USE IN COMMERCE: 20140623 IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks and drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice or soy. FIRST USE: 20140623. FIRST USE IN COMMERCE: 20140623
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85552165
Filing Date	February 24, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 20, 2012
Registration Number	4716750
Registration Date	April 7, 2015
Owner	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
Attorney of Record	Diane M. Reed
Prior Registrations	3936161;3939395

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JUICE" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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No assignment has been recorded at the USPTO

For Serial Number: 85552165

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Web interface last modified: July 25, 2014 v.2.5

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United States of America

United States Patent and Trademark Office

JUICE MONSTER

Reg. No. 4,716,750

Registered Apr. 7, 2015

Int. Cls.: 5 and 32

TRADEMARK

PRINCIPAL REGISTER

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)
1 MONSTER WAY
CORONA, CA 92879

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

FIRST USE 6-23-2014; IN COMMERCE 6-23-2014.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS AND DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, BUT EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-23-2014; IN COMMERCE 6-23-2014.

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

OWNER OF U.S. REG. NOS. 3,936,161 AND 3,939,395.

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

SN 85-552,165, FILED 2-24-2012.

GEOFFREY FOSDICK, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office