

ESTTA Tracking number: **ESTTA727203**

Filing date: **02/16/2016**

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	Karisma Hotels & Resorts Corporation, Ltd.		
Entity	Corporation	Citizenship	British Virgin Islands
Address	Av. Lope de Vega #19 Torre Piisa, Suite 301 Ensanche Naco, Santo Domingo, 10205 DOMINICAN REPUBLIC		

Attorney information	J. Michael Hurst Keating Muething & Klekamp PLL One East Fourth Street, Suite 1400 Cincinnati, OH 45202 UNITED STATES mhurst@kmlaw.com Phone:5135621401
----------------------	--

### Applicant Information

Application No	86060907	Publication date	01/19/2016
Opposition Filing Date	02/16/2016	Opposition Period Ends	02/18/2016
International Registration No.	NONE	International Registration Date	NONE
Applicant	Riviera Mi Vida, S. De R.L. Santa Catalina #306, Col. Insurgentes San Borja, Juarez, 03100 MEXICO		

### Goods/Services Affected by Opposition

Class 043. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Restaurant and catering services; hotel and temporary accommodation services

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
--------------------------------------	----------------------------

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4370716	Application Date	02/08/2012
Registration Date	07/23/2013	Foreign Priority Date	NONE
Word Mark	AZUL		

Design Mark	<h1>AZUL</h1>
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2004/00/00 First Use In Commerce: 2004/00/00 Hotel and resort hotel services; travelagency services, namely, arranging temporary accommodation for travel vacations

U.S. Registration No.	4370711	Application Date	02/03/2012
Registration Date	07/23/2013	Foreign Priority Date	NONE

Word Mark	AZUL
-----------	------

Design Mark	 <p>The image shows the word 'AZUL' in a stylized, non-linear font. The letters are composed of thick black lines. The 'A' is a simple triangle with a horizontal base. The 'Z' is a zigzag shape. The 'U' is a U-shape with a horizontal base. The 'L' is a vertical line with a horizontal base. The entire word is enclosed within a thick black square border.</p>
-------------	---

Description of Mark	The mark consists of the stylized word "AZUL", presented in non-linear format, within a square-shaped border.
---------------------	---

Goods/Services	Class 043. First use: First Use: 2004/00/00 First Use In Commerce: 2004/00/00 Hotel and resort hotel services; travelagency services, namely, arranging temporary accommodation for travel vacations
----------------	---

U.S. Registration No.	4267691	Application Date	04/30/2012
Registration Date	01/01/2013	Foreign Priority Date	NONE

Word Mark	AZUL BEACH
Design Mark	<h1>AZUL BEACH</h1>
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2004/11/29 First Use In Commerce: 2004/11/29 Hotel, resort hotel, and restaurant services rendered onsite at hotels and resort hotels; travel agency services, namely, arranging temporary accommodation for-travel vacations

U.S. Registration No.	4267693	Application Date	04/30/2012
Registration Date	01/01/2013	Foreign Priority Date	NONE

Word Mark	AZUL FIVES
Design Mark	<h1>AZUL FIVES</h1>
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2005/07/28 First Use In Commerce: 2005/07/28 Hotel, resort hotel, and restaurant services rendered onsite at hotels and resort hotels; travel agency services, namely, arranging temporary accommodation for-travel vacations

U.S. Registration No.	4146907	Application Date	04/04/2008
Registration Date	05/22/2012	Foreign Priority Date	NONE
Word Mark	AZUL FIVES HOTEL		

Design Mark	<b>AZUL FIVES HOTEL</b>
Description of Mark	NONE
Goods/Services	Class 039. First use: First Use: 2007/10/00 First Use In Commerce: 2007/10/00 Travel services, namely, providing and arranging all-inclusive travel vacations, vacations with optional meal plans, and travel tour packages Class 043. First use: First Use: 2007/10/00 First Use In Commerce: 2007/10/00 Making hotel reservations for others; providing information about hotel resort accommodations and services by means of the global computer network

U.S. Registration No.	4267692	Application Date	04/30/2012
Registration Date	01/01/2013	Foreign Priority Date	NONE

Word Mark	AZUL VILLA CAROLA
Design Mark	<b>AZUL VILLA CAROLA</b>
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2009/05/13 First Use In Commerce: 2009/05/13 Hotel, resort hotel, and restaurant services; travel agency services, namely, arranging temporary accommodation for travel vacations

Related Proceedings	Opposition No. 91216086
---------------------	-------------------------

Attachments	85536726#TMSN.png( bytes ) 85533556#TMSN.png( bytes ) 85611529#TMSN.png( bytes ) 85611536#TMSN.png( bytes ) 77440062#TMSN.png( bytes ) 85611531#TMSN.png( bytes ) Opposition - MI VIDA AT CABO AZUL.pdf(563264 bytes )
-------------	--

## 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	/j. michael hurst/
Name	J. Michael Hurst
Date	02/16/2016

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

<p>Karisma Hotels &amp; Resorts Corporation, Ltd.</p> <p style="text-align: center;">Opposer,</p> <p style="text-align: center;">v.</p> <p>Riviera Mi Vida S. De R.L.</p> <p style="text-align: center;">Applicant.</p>	<p>Opposition No. _____</p> <p>Serial No.: 86/060907 Mark: MI VIDA AT CABO AZUL Filing Date: September 10, 2013 Published: January 19, 2016</p>
---	---

**NOTICE OF OPPOSITION**

Karisma Hotels & Resorts Corporation, Ltd. ("Opposer"), a corporation of the British Virgin Islands, with its principal offices located at Av. Lope de Vega #19, Torre Piisa, Suite 301, Ensanche Naco, Santo Domingo, Dominican Republic, 10205, believes it will be damaged by registration of Serial No. 86/060907, MI VIDA AT CABO AZUL, owned by Riviera Mi Vida S. De R.L. ("Applicant"), with an address of Santa Catalina #306, Col. Insurgentes, Juarez 03100, San Borja, Mexico, and hereby opposes the same. Allegations with respect to Opposer are based on actual knowledge. Allegations with respect to Applicant are based upon information and belief. As grounds for opposition, Opposer alleges as follows:

1. Opposer is a British Virgin Islands corporation with its principal place of business at Av. Lope de Vega #19, Torre Piisa, Suite 301, Ensanche Naco, Santo Domingo, Dominican Republic, 10205.

2. Opposer is a long-established, multi-national company engaged in, among other things, hotel, resort hotel and restaurant management.

3. Since at least as early as 2004, Opposer has offered hotel, resort hotel and restaurant services; travel agency services, namely arranging temporary accommodation and entertainment bookings for travel vacations under the AZUL brand.

4. Opposer owns the following valid and subsisting federal trademark registrations for its AZUL marks (the "AZUL Marks") for the services listed below ("Opposer's Services"). Copies of the registration certificates for each of the following registrations are attached as Exhibit A.

Mark	Goods	Status
AZUL	Hotel and resort hotel services; travel agency services, namely, arranging temporary accommodation for travel vacations	<i>Registered</i> Reg. No. – 4370716 Reg. – 07.23.2013
AZUL & design 	Hotel and resort hotel services; travel agency services, namely, arranging temporary accommodation for travel vacations	<i>Registered</i> Reg. No. – 4370711 Reg. – 07.23.2013
AZUL BEACH	Hotel, resort hotel, and restaurant services rendered onsite at hotels and resort hotels; travel agency services, namely, arranging temporary accommodation for travel vacations	<i>Registered</i> Reg. No. – 4267691 Reg. – 01.01.2013
AZUL FIVES	Hotel, resort hotel, and restaurant services rendered onsite at hotels and resort hotels; travel agency services, namely, arranging temporary accommodation for travel vacations	<i>Registered</i> Reg. No. – 4267693 Reg. – 01.01.2013
AZUL FIVES HOTEL	Travel services, namely, providing and arranging all-inclusive travel vacations, vacations with optional meal plans, and travel tour packages	<i>Registered</i> Reg. No. – 4146907 Reg. – 05.22.2012
AZUL VILLA CAROLA	Hotel, resort hotel, and restaurant services; travel agency services, namely, arranging temporary accommodation for travel vacations	<i>Registered</i> Reg. No. – 4267692 Reg. – 01.01.2013

5. The existence of these valid and subsisting federal trademark registrations constitutes *prima facie* evidence of the ownership and validity of the AZUL Marks.

6. Opposer, has continuously and extensively used the AZUL Marks in commerce in connection with the advertising, promotion and sale of Opposer's Services well prior to September 10, 2013, the filing date of Applicant's Serial No. 86/060907.

7. Opposer has enjoyed substantial sales and has spent vast sums in advertising and promoting Opposer's Services in connection with its AZUL Marks throughout the United States.

8. Opposer's AZUL Marks have achieved such widespread public recognition as to become commercially strong and well-known.

9. Applicant, Riviera Mi Vida S. de R.L., is a limited company of Mexico with an address of Santa Catalina #306, Col. Insurgentes, Juarez 03100, San Borja, Mexico.

10. Applicant is the listed owner of MI VIDA AT CABO AZUL, Serial No. 86/060907, for "*restaurant and catering services; hotel and temporary accommodation services*" in Class 043 ("Applicant's Services").

**Likelihood of Confusion - 15 U.S.C. § 1052(d)**

11. Opposer repeats and realleges each and every allegation set forth in Paragraphs 1 through 10.

12. The services identified in Serial No. 86/060907 are identical, closely related, and/or complementary to Opposer's Services that are advertised and sold in connection with Opposer's AZUL Marks.

13. Applicant's MI VIDA AT CABO AZUL mark so resembles Opposer's previously used AZUL Marks as to be likely to cause confusion, or to cause mistake, or to deceive under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

14. For the foregoing reasons, Opposer is being and will be further damaged by the registration of the mark MI VIDA AT CABO AZUL for Applicant's Goods in Serial No. 86/060907.

WHEREFORE, Opposer respectfully requests that registration of the mark MI VIDA AT CABO AZUL in Serial No. 86/060907 be refused in its entirety and that this opposition be sustained.

Opposer authorizes the Board to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 500735.

Respectfully submitted,



---

Michael Hurst  
KEATING MUETHING & KLEKAMP PLL  
One East Fourth Street, Suite 1400  
Cincinnati, Ohio 45202  
ph: (513) 562-1401  
fx: (513) 579-6457  
[mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)

Attorney for Opposer  
Karisma Hotels & Resorts Corporation, Ltd..

**CERTIFICATE OF SERVICE**

I certify that a true and accurate copy of the foregoing Notice Of Opposition was served by first class mail, postage prepaid, on February 16, 2016 upon Applicant's attorney of record:

Robert A Rivas  
Ropers, Majeski, Kohn & Bentley, PC  
445 South Figueroa Street, Suite 3000  
Los Angeles, California 90071

  
\_\_\_\_\_  
Laura Evans

# **Exhibit A**

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2016-02-16 12:22:29 EST

Mark: AZUL

AZUL

US Serial Number: 85536726

Application Filing Date: Feb. 08, 2012

US Registration Number: 4370716

Registration Date: Jul. 23, 2013

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 23, 2013

Publication Date: May 07, 2013

**Mark Information**

Mark Literal Elements: AZUL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Translation: The English translation of "AZUL" in the mark is "blue".

**Related Properties Information**Claimed Ownership of US [4146907](#)

Registrations:

**Goods and Services****Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Hotel and resort hotel services; travel agency services, namely, arranging temporary accommodation for travel vacations

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: 2004

Use in Commerce: 2004

**Basis Information (Case Level)**

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

**Current Owner(s) Information**

Owner Name: Karisma Hotels &amp; Resorts Corporation, Ltd.

Owner Address: P.O. Box 3175  
Road Town VIRGIN ISLANDS, BRITISH

Legal Entity Type: CORPORATION

State or Country Where VIRGIN ISLANDS, BRITISH  
Organized:**Attorney/Correspondence Information**

**Attorney of Record**

**Attorney Name:** J. Michael Hurst

**Docket Number:** KA6825TM0001

**Attorney Primary Email:** [trademarks@kmklaw.com](mailto:trademarks@kmklaw.com)

**Attorney Email Authorized:** No

**Address:**

**Correspondent**

**Correspondent Name/Address:** J. MICHAEL HURST

KEATING MUETHING & KLEKAMP PLL  
1 E 4TH ST STE 1400  
CINCINNATI, OHIO UNITED STATES 45202-3752

**Phone:** 5135796960

**Fax:** 5135796457

**Correspondent e-mail:** [trademarks@kmklaw.com](mailto:trademarks@kmklaw.com) [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

**Prosecution History**

<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>
Jul. 23, 2013	REGISTERED-PRINCIPAL REGISTER	
May 07, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 07, 2013	PUBLISHED FOR OPPOSITION	
Apr. 17, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 30, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Mar. 27, 2013	EXPARTE APPEAL TERMINATED	536726
Mar. 27, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 26, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	70884
Mar. 26, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	70884
Mar. 25, 2013	ASSIGNED TO LIE	70884
Mar. 22, 2013	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Mar. 22, 2013	EX PARTE APPEAL-INSTITUTED	536726
Mar. 22, 2013	JURISDICTION RESTORED TO EXAMINING ATTORNEY	536726
Mar. 22, 2013	EXPARTE APPEAL RECEIVED AT TTAB	
Oct. 15, 2012	NOTIFICATION OF FINAL REFUSAL EMAILED	
Oct. 15, 2012	FINAL REFUSAL E-MAILED	
Oct. 15, 2012	FINAL REFUSAL WRITTEN	82431
Aug. 28, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 28, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 28, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 22, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION WRITTEN	82431
May 22, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION WRITTEN	82431
May 14, 2012	ASSIGNED TO EXAMINER	82431
Feb. 13, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 11, 2012	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 23, 2013

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

---

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2016-02-16 12:22:51 EST

Mark: AZUL



US Serial Number: 85533556

Application Filing Date: Feb. 03, 2012

US Registration Number: 4370711

Registration Date: Jul. 23, 2013

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 23, 2013

Publication Date: May 07, 2013

**Mark Information**

Mark Literal Elements: AZUL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the stylized word "AZUL", presented in non-linear format, within a square-shaped border.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Translation: The English translation of "AZUL" in the mark is "blue".

Design Search Code(s): 26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders

**Related Properties Information**

Claimed Ownership of US [4146907](#)

Registrations:

**Goods and Services**

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Hotel and resort hotel services; travel agency services, namely, arranging temporary accommodation for travel vacations

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: 2004

Use in Commerce: 2004

**Basis Information (Case Level)**

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

**Current Owner(s) Information**

**Owner Name:** Karisma Hotels & Resorts Corporation, Ltd.  
**Owner Address:** P.O. Box 3175  
 Road Town VIRGIN ISLANDS, BRITISH  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

**Attorney/Correspondence Information**

**Attorney of Record**

**Attorney Name:** J. Michael Hurst **Docket Number:** KA6825TM0001  
**Attorney Primary Email Address:** [trademarks@kmklaw.com](mailto:trademarks@kmklaw.com) **Attorney Email Authorized:** No

**Correspondent**

**Correspondent Name/Address:** J. MICHAEL HURST  
 KEATING MUETHING & KLEKAMP PLL  
 1 E 4TH ST STE 1400  
 CINCINNATI, OHIO UNITED STATES 45202-3752  
**Phone:** 5135621401 **Fax:** 5135796457  
**Correspondent e-mail:** [trademarks@kmklaw.com](mailto:trademarks@kmklaw.com) [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

**Prosecution History**

Date	Description	Proceeding Number
Jul. 23, 2013	REGISTERED-PRINCIPAL REGISTER	
May 07, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 07, 2013	PUBLISHED FOR OPPOSITION	
Apr. 17, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 30, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Mar. 27, 2013	EXPARTE APPEAL TERMINATED	533556
Mar. 27, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 26, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	70884
Mar. 26, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	70884
Mar. 25, 2013	ASSIGNED TO LIE	70884
Mar. 22, 2013	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Mar. 22, 2013	EX PARTE APPEAL-INSTITUTED	533556
Mar. 22, 2013	JURISDICTION RESTORED TO EXAMINING ATTORNEY	533556
Mar. 22, 2013	EXPARTE APPEAL RECEIVED AT TTAB	
Oct. 15, 2012	NOTIFICATION OF FINAL REFUSAL EMAILED	
Oct. 15, 2012	FINAL REFUSAL E-MAILED	
Oct. 15, 2012	FINAL REFUSAL WRITTEN	82431
Aug. 28, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 28, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 28, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 22, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION WRITTEN	82431
May 22, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION E-MAILED	6325
May 22, 2012	NON-FINAL ACTION WRITTEN	82431
May 14, 2012	ASSIGNED TO EXAMINER	82431
Feb. 10, 2012	NOTICE OF DESIGN SEARCH CODE MAILED	
Feb. 09, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 07, 2012	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 23, 2013

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

---

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2016-02-16 12:23:06 EST

Mark: AZUL BEACH

# AZUL BEACH

US Serial Number: 85611529

Application Filing Date: Apr. 30, 2012

US Registration Number: 4267691

Registration Date: Jan. 01, 2013

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 01, 2013

Publication Date: Oct. 16, 2012

## Mark Information

Mark Literal Elements: AZUL BEACH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BEACH"

Translation: The English translation of "AZUL" in the mark is "blue".

## Related Properties Information

Claimed Ownership of US [4146907](#)

Registrations:

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Hotel, resort hotel, and restaurant services rendered onsite at hotels and resort hotels; travel agency services, namely, arranging temporary accommodation for travel vacations

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 29, 2004

Use in Commerce: Nov. 29, 2004

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: Karisma Hotels & Resorts Corporation, Ltd.

Owner Address: P.O. Box 3175  
Road Town VIRGIN ISLANDS, BRITISH VG1110

Legal Entity Type: CORPORATION

State or Country Where Organized: VIRGIN ISLANDS, BRITISH

**Attorney/Correspondence Information**

**Attorney of Record**

Attorney Name: J. Michael Hurst

Docket Number: KA6825-IP000

Attorney Primary Email [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)

Attorney Email Authorized: No

Address:

**Correspondent**

Correspondent J. MICHAEL HURST

Name/Address: KEATING MUETHING & KLEKAMP PLL  
1 E 4TH ST STE 1400  
CINCINNATI, OHIO UNITED STATES 45202-3752

Phone: 5135621401

Fax: 5135796457

Correspondent e-mail: [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

**Prosecution History**

Date	Description	Proceeding Number
Jan. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 16, 2012	PUBLISHED FOR OPPOSITION	
Sep. 26, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 11, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Sep. 10, 2012	ASSIGNED TO LIE	70138
Aug. 28, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 28, 2012	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 28, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 28, 2012	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 28, 2012	EXAMINERS AMENDMENT -WRITTEN	73372
Aug. 27, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 27, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 27, 2012	NON-FINAL ACTION WRITTEN	73372
Aug. 21, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 21, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 21, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 20, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 20, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 20, 2012	NON-FINAL ACTION WRITTEN	73372
Aug. 20, 2012	ASSIGNED TO EXAMINER	73372
May 04, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 03, 2012	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

TM Staff Information - None

**File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 01, 2013

Assignment Abstract Of Title Information - [Click to Load](#)

Proceedings - [Click to Load](#)

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2016-02-16 12:23:23 EST

Mark: AZUL FIVES

# AZUL FIVES

US Serial Number: 85611536

Application Filing Date: Apr. 30, 2012

US Registration Number: 4267693

Registration Date: Jan. 01, 2013

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 01, 2013

Publication Date: Oct. 16, 2012

## Mark Information

Mark Literal Elements: AZUL FIVES

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Translation: The English translation of "AZUL" in the mark is "blue".

## Related Properties Information

Claimed Ownership of US [4146907](#)

Registrations:

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Hotel, resort hotel, and restaurant services rendered onsite at hotels and resort hotels; travel agency services, namely, arranging temporary accommodation for travel vacations

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 28, 2005

Use in Commerce: Jul. 28, 2005

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: Karisma Hotels & Resorts Corporation, Ltd.

Owner Address: P.O. Box 3175  
Road Town VIRGIN ISLANDS, BRITISH VG1110

Legal Entity Type: CORPORATION

State or Country Where Organized: VIRGIN ISLANDS, BRITISH

**Attorney/Correspondence Information**

**Attorney of Record**

Attorney Name: J. Michael Hurst

Docket Number: KA6825-IP000

Attorney Primary Email [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)  
Address:

Attorney Email Authorized: No

**Correspondent**

Correspondent J. MICHAEL HURST  
Name/Address: KEATING MUETHING & KLEKAMP PLL  
1 E 4TH ST STE 1400  
CINCINNATI, OHIO UNITED STATES 45202-3752

Phone: 5135621401

Fax: 5135796457

Correspondent e-mail: [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

**Prosecution History**

Date	Description	Proceeding Number
Jan. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 16, 2012	PUBLISHED FOR OPPOSITION	
Sep. 26, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 11, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Sep. 10, 2012	ASSIGNED TO LIE	70138
Aug. 28, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 28, 2012	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 28, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 28, 2012	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 28, 2012	EXAMINERS AMENDMENT -WRITTEN	73372
Aug. 27, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 27, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 27, 2012	NON-FINAL ACTION WRITTEN	73372
Aug. 21, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 21, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 21, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 21, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2012	NON-FINAL ACTION WRITTEN	73372
Aug. 20, 2012	ASSIGNED TO EXAMINER	73372
May 04, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 03, 2012	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

TM Staff Information - None

**File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 01, 2013

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2016-02-16 12:23:41 EST

Mark: AZUL FIVES HOTEL

## AZUL FIVES HOTEL

US Serial Number: 77440062

Application Filing Date: Apr. 04, 2008

US Registration Number: 4146907

Registration Date: May 22, 2012

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 22, 2012

Publication Date: Jul. 12, 2011

Notice of Allowance Date: Sep. 06, 2011

### Mark Information

Mark Literal Elements: AZUL FIVES HOTEL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "HOTEL"

Translation: The English translation of the word "AZUL" in the mark is BLUE.

### Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Travel services, namely, providing and arranging all-inclusive travel vacations, vacations with optional meal plans, and travel tour packages

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2007

Use in Commerce: Oct. 2007

For: Making hotel reservations for others; providing information about hotel resort accommodations and services by means of the global computer network

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2007

Use in Commerce: Oct. 2007

### Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

### Current Owner(s) Information

Owner Name: KARISMA HOTELS & RESORTS CORPORATION, LTD.

Owner Address: P.O. BOX 3175  
ROAD TOWN VIRGIN ISLANDS, BRITISH

Legal Entity Type: CORPORATION

State or Country Where Organized: VIRGIN ISLANDS, BRITISH

**Attorney/Correspondence Information****Attorney of Record**

Attorney Name: J. Michael Hurst

Attorney Primary Email [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)  
Address:

Attorney Email Authorized: No

**Correspondent**

Correspondent J. Michael Hurst

Name/Address: Keating Muething & Klekamp PLL  
One East Fourth Street  
Suite 1400  
Cincinnati, OHIO UNITED STATES 45202

Phone: (513) 562-1401

Fax: (513) 579-6457

Correspondent e-mail: [mhurst@kmklaw.com](mailto:mhurst@kmklaw.com)Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

**Prosecution History**

<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>
Aug. 08, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 22, 2012	REGISTERED-PRINCIPAL REGISTER	
Apr. 14, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 13, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	70468
Apr. 12, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 26, 2012	STATEMENT OF USE PROCESSING COMPLETE	76874
Feb. 29, 2012	USE AMENDMENT FILED	76874
Mar. 26, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Feb. 29, 2012	TEAS STATEMENT OF USE RECEIVED	
Sep. 06, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 12, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 12, 2011	PUBLISHED FOR OPPOSITION	
Jun. 09, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Jun. 06, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 31, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jul. 30, 2010	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70468
Jan. 29, 2010	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70468
Jan. 14, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Jan. 14, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 29, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70468
Jul. 29, 2009	ASSIGNED TO LIE	70468
Apr. 30, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 29, 2009	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jan. 29, 2009	LETTER OF SUSPENSION E-MAILED	6332
Jan. 29, 2009	SUSPENSION LETTER WRITTEN	74782
Jan. 06, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 06, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 06, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 22, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 18, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 18, 2008	NON-FINAL ACTION E-MAILED	6325

Jul. 18, 2008	NON-FINAL ACTION WRITTEN	74782
Jul. 16, 2008	ASSIGNED TO EXAMINER	74782
Apr. 08, 2008	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 13, 2012

**Assignment Abstract Of Title Information - [Click to Load](#)**

**Proceedings - [Click to Load](#)**

---

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2016-02-16 12:24:01 EST

Mark: AZUL VILLA CAROLA

## AZUL VILLA CAROLA

US Serial Number: 85611531

Application Filing Date: Apr. 30, 2012

US Registration Number: 4267692

Registration Date: Jan. 01, 2013

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 01, 2013

Publication Date: Oct. 16, 2012

### Mark Information

Mark Literal Elements: AZUL VILLA CAROLA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "VILLA"

Translation: The English translation of "AZUL" in the mark is "blue".

### Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Hotel, resort hotel, and restaurant services; travel agency services, namely, arranging temporary accommodation for travel vacations

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 13, 2009

Use in Commerce: May 13, 2009

### Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

### Current Owner(s) Information

Owner Name: Karisma Hotels & Resorts Corporation, Ltd.

Owner Address: P.O. Box 3175  
Road Town VIRGIN ISLANDS, BRITISH VG1110

Legal Entity Type: CORPORATION

State or Country Where Organized: VIRGIN ISLANDS, BRITISH

### Attorney/Correspondence Information

**Attorney of Record**

Attorney Name: J. Michael Hurst

Docket Number: KA6825-IP000

Attorney Primary Email [mhurst@kmlaw.com](mailto:mhurst@kmlaw.com)  
 Address:

Attorney Email Authorized: No

**Correspondent**

Correspondent J. MICHAEL HURST  
 Name/Address: KEATING MUETHING & KLEKAMP PLL  
 1 E 4TH ST STE 1400  
 CINCINNATI, OHIO UNITED STATES 45202-3752

Phone: 5135621401

Fax: 5135796457

Correspondent e-mail: [mhurst@kmlaw.com](mailto:mhurst@kmlaw.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

**Prosecution History**

Date	Description	Proceeding Number
Jan. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 16, 2012	PUBLISHED FOR OPPOSITION	
Sep. 26, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 12, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Sep. 11, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 10, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Sep. 10, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Aug. 28, 2012	ASSIGNED TO LIE	68552
Aug. 24, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 21, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2012	NON-FINAL ACTION WRITTEN	73372
Aug. 21, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2012	NON-FINAL ACTION WRITTEN	73372
Aug. 20, 2012	ASSIGNED TO EXAMINER	73372
May 04, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 03, 2012	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

TM Staff Information - None

**File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 01, 2013

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**