

ESTTA Tracking number: **ESTTA737046**

Filing date: **03/31/2016**

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	Warner Bros. Entertainment Inc.
Granted to Date of previous extension	04/03/2016
Address	4000 Warner Boulevard Burbank, CA 91522 UNITED STATES
Attorney information	James D. Weinberger Fross Zelnick Lehrman & Zissu, P.C. 866 United Nations Plaza 6th Floor New York, NY 10017 UNITED STATES jweinberger@fzlj.com, eweiss@fzlj.com Phone:(212) 813-5900

Applicant Information

Application No	86425943	Publication date	10/06/2015
Opposition Filing Date	03/31/2016	Opposition Period Ends	04/03/2016
Applicant	Space Jam Juice, LLC 18001 Mitchell Street Irvine, CA 92614 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Beanies; Hats; Jackets; Pants; Shirts; Shorts; Sweatshirts
Class 034. First Use: 2014/09/01 First Use In Commerce: 2014/09/01 All goods and services in the class are opposed, namely: Cartomizers, namely, combination electronic cigarette refill cartridges sold empty and atomizers, sold as a component of electronic cigarettes; Cases for electronic cigarettes and electronic cigarette accessories; Electronic cigarette lighters; Electronic cigarette refill cartridges sold empty; Electronic cigarettes; Electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form used to refill electronic cigarette cartridges
Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: On-line retail store services featuring smokers' articles, electronic smokers' articles, and apparel

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution by blurring	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2259705	Application Date	09/15/1995
Registration Date	07/06/1999	Foreign Priority Date	NONE
Word Mark	SPACE JAM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1997/03/11 First Use In Commerce: 1997/03/11 motion picture [and television films]comprised of live action and/or animated cartoons; prerecorded goods, namely, [prerecorded records and] prerecorded audioand audio-video tapes, [cassettes]and discs comprised of live action and/or animated cartoons;[film clips within cassettes used with hand-held viewers or projectors; audio,] video, audio and videotape [, cassette, disc playback and re-cording devices; radios; eyeglasses, sunglasses and cases therefor]		

U.S. Registration No.	2252285	Application Date	07/26/1996
Registration Date	06/15/1999	Foreign Priority Date	NONE
Word Mark	SPACE JAM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1996/10/07 First Use In Commerce: 1996/10/07 providing information in the field of entertainment relating specifically to music, movies and television series via a global computer network		

Related Proceedings	Opp. Nos. 91222263, 91226571, 91226773
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Attachments	75140504#TMSN.png(bytes) Notice of Opposition (SPACE JAM 86-425943) (F1912806x96B9E).pdf(121734 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	/s/ James D. Weinberger
Name	James D. Weinberger
Date	03/31/2016

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

In the Matter of Application Serial No. 86/425,943
Published in the *Official Gazette* on October 6, 2015
Mark: SPACE JAM & Design

WARNER BROS. ENTERTAINMENT INC.,

Opposer,

-against-

SPACE JAM JUICE, LLC,

Applicant.

NOTICE OF OPPOSITION

Opposer, Warner Bros. Entertainment Inc., a Delaware corporation located and doing business at 4000 Warner Boulevard, Burbank, California 91522, believes that it would be damaged by the issuance of a registration for the trademark SPACE JAM & Design, as applied for in Application Serial No. 86/425,943, and therefore opposes the same. As grounds for the opposition, Opposer, by its attorneys Fross Zelnick Lehrman & Zissu, P.C., alleges as follows:

1. Opposer is the owner of all rights in the name and trademark SPACE JAM, as used in connection with the motion picture of the same name and the associated merchandise.
2. Opposer is a global leader in the creation, production, distribution, and marketing of movies and television series. In 1996, Opposer released the film *Space Jam*. The film stars the basketball legend Michael Jordan and the Looney Tunes characters. It provides a fictional account of the period between Jordan's initial retirement in 1993 and subsequent comeback in 1995.

3. Opposer for many years has sold and continues to sell home video and streaming versions of the *Space Jam* film in the United States.

4. In addition, consistent with consumers' expectations, Opposer frequently exercises broad merchandising rights in its entertainment products, licensing names, character appearances, and other indicia related to its audio visual products for use with a broad array of consumer products. Consistent with this practice, Opposer has licensed the rights for various merchandise bearing the SPACE JAM mark, including apparel, figurines, toys, video games, and other products.

5. Opposer has significantly promoted the *Space Jam* film and has derived substantial revenue from the film and the associated merchandise.

6. As a result of this enormous use and promotion of the SPACE JAM mark and the success of the *Space Jam* film, the SPACE JAM mark has come to be recognized as identifying goods and services of Opposer exclusively and has come to represent enormous goodwill of Opposer.

7. Opposer also owns U.S. trademark registrations for its SPACE JAM mark, including, but not limited to, the following:

- U.S. Registration No. 2,259,705 for the SPACE JAM mark, which registered on July 6, 1999 based on a first use in commerce of March 11, 1997, for use in connection with “motion picture comprised of live action and/or animated cartoons; prerecorded goods, namely, prerecorded audio and audio-video tapes, and discs comprised of live action and/or animated cartoons; video, audio and video tape” in International Class 9; and

- U.S. Registration No. 2,252,285 for the following design mark:



which registered on June 15, 1999 based on a first use in commerce of October 7, 1996, for use in connection with “providing information in the field of entertainment relating specifically to music, movies and television series via a global computer network” in International Class 41.

8. These registrations are valid, subsisting, and in full effect and serve as prima facie evidence of the validity of the marks and of Opposer’s exclusive right to use the marks in connection with the goods and services identified therein, pursuant to Section 33(a) of the Lanham Act, 15 U.S.C. § 1115(a). Additionally, these registrations have become incontestable under Section 15 of the Lanham Act, 15 U.S.C. § 1065, and therefore serve as conclusive proof of Opposer’s exclusive right to use the marks in connection with the goods and services identified therein, as provided by Section 33(b) of the Lanham Act, 15 U.S.C. § 1115(b). Attached hereto as Exhibit A is a printout from the TSDR electronic database records of the U.S. Patent and Trademark Office showing the current status and title of the registrations.

9. Upon information and belief, the owner of the application at issue is Space Jam Juice, LLC (“Applicant”), a California limited liability company with a place of business at 18001 Mitchell Street, Irvine, California 92614.

10. On October 16, 2014, Applicant filed Application Serial No. 86/425,943 (the “Application”) to register the mark SPACE JAM & Design (“Applicant’s Mark”) for use in connection with:

- “beanies; hats; jackets; pants; shirts; shorts; sweatshirts” in International Class 25, based on an intent to use the mark;
- “cartomizers, namely, combination electronic cigarette refill cartridges sold empty and atomizers, sold as a component of electronic cigarettes; cases for electronic cigarettes and electronic cigarette accessories; electronic cigarette lighters; electronic cigarette refill cartridges sold empty; electronic cigarettes; electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form used to refill electronic cigarette cartridges” in International Class 34, based on use in commerce since September 1, 2014; and
- “on-line retail store services featuring smokers’ articles, electronic smokers’ articles, and apparel” in International Class 35, based on an intent to use the mark.

11. Opposer’s SPACE JAM mark has been used continuously and/or registered by Opposer since a date prior to any date on which Applicant can rely.

12. On information and belief, Applicant had actual knowledge of Opposer’s prior rights to and interest in the SPACE JAM mark before seeking to register Applicant’s Mark.

13. The earliest date upon which Applicant can rely is long after the use, registration, and acquisition of the SPACE JAM mark by Opposer or its predecessors-in-interest. As such, Opposer’s rights in its SPACE JAM mark are prior and superior to any rights Applicant may claim in Applicant’s Mark. The registration of Applicant’s Mark is inconsistent with Opposer’s prior rights and statutory grant of exclusivity of use.

14. Applicant’s Mark wholly encompasses Opposer’s SPACE JAM mark, and thus the marks are highly similar in sight, sound, and commercial impression.

15. The goods and services identified in the Application are identical or related to the goods and services offered by Opposer under the SPACE JAM mark.

16. Based on the similarity of the marks and the relatedness of the goods and services, consumers are likely to be deceived into falsely believing that the goods and services offered by Applicant under Applicant's Mark originate from or are otherwise associated with or endorsed by Opposer, or that there is some relationship between Applicant and Opposer or the goods and services of Applicant and Opposer, all to Opposer's injury and harm, including damage to Opposer's enormous goodwill in its SPACE JAM mark.

17. Thus, registration of Applicant's Mark in connection with the goods and services set forth in the Application is likely to cause confusion, cause mistake, or to deceive consumers to falsely believe that the goods and services offered by Applicant under Applicant's Mark come from or are otherwise sponsored by or connected with Opposer, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

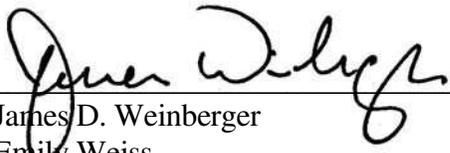
18. In addition, the SPACE JAM mark is a famous mark, and became so prior to the earliest date upon which Applicant can rely. Applicant's use and registration of Applicant's Mark will damage Opposer by trading on the enormous goodwill associated with the famous SPACE JAM mark, and thus diminishing the goodwill that Opposer has built up in its SPACE JAM mark and diluting its distinctiveness. As such, Applicant's use and registration of Applicant's Mark in connection with the goods and services identified in the Application are likely to cause dilution by blurring of Opposer's famous SPACE JAM mark, in violation of Sections 13(a) and 43(c) of the Lanham Act, 15 U.S.C. §§ 1063(a), 1125(c).

19. By reason of the foregoing, Opposer is likely to be harmed by the registration of Application Serial No. 86/425,943 for Applicant's Mark.

WHEREFORE, it is respectfully requested that this opposition be sustained and that the registration sought by Application Serial No. 86/425,943 be denied.

Dated: March 31, 2016
New York, New York

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: 
James D. Weinberger
Emily Weiss
866 United Nations Plaza
New York, New York 10017
Tel: (212) 813-5900
Email: jweinberger@frosszelnick.com
eweiss@frosszelnick.com

Attorneys for Opposer

EXHIBIT A

Generated on: This page was generated by TSDR on 2016-03-31 14:32:24 EDT

Mark: SPACE JAM

US Serial Number: 74729987

Application Filing Date: Sep. 15, 1995

US Registration Number: 2259705

Registration Date: Jul. 06, 1999

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Mar. 03, 2009

Publication Date: Jul. 16, 1996

Notice of Allowance Date: Oct. 08, 1996

Date Abandoned: Oct. 09, 1998

Mark Information

Mark Literal Elements: SPACE JAM

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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: motion picture [and television films] comprised of live action and/or animated cartoons; prerecorded goods, namely, [prerecorded records and] prerecorded audio and audio-video tapes, [cassettes] and discs comprised of live action and/or animated cartoons; [film clips within cassettes used with hand-held viewers or projectors; audio,] video, audio and video tape [, cassette, disc playback and recording devices; radios; eyeglasses, sunglasses and cases therefor]

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 11, 1997

Use in Commerce: Mar. 11, 1997

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: WARNER BROS. ENTERTAINMENT INC.

Owner Address: 400 WARNER BOULEVARD
BURBANK, CALIFORNIA 91522
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JANET A KOBRIN

Correspondent

Correspondent Name/Address: JANET A KOBRIN
WARNER BROS.
4000 WARNER BOULEVARD
Bridge Building North, 5th Floor
BURBANK, CALIFORNIA 91522
UNITED STATES

Phone: 8189545687

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 03, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
Mar. 03, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 02, 2009	ASSIGNED TO PARALEGAL	66607
Jan. 12, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jul. 12, 2007	CASE FILE IN TICRS	
Nov. 05, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 04, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 04, 2004	TEAS SECTION 8 & 15 RECEIVED	
Jul. 06, 1999	REGISTERED-PRINCIPAL REGISTER	
May 19, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 18, 1999	ASSIGNED TO EXAMINER	74668
May 18, 1999	ASSIGNED TO EXAMINER	61638
May 05, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Sep. 01, 1998	USE AMENDMENT FILED	
Jan. 20, 1999	ABANDONMENT - NO USE STATEMENT FILED	
Apr. 09, 1998	EXTENSION 3 GRANTED	
Feb. 24, 1998	EXTENSION 3 FILED	
Sep. 04, 1997	EXTENSION 2 GRANTED	
Aug. 18, 1997	EXTENSION 2 FILED	
Mar. 27, 1997	EXTENSION 1 GRANTED	
Feb. 13, 1997	EXTENSION 1 FILED	
Oct. 08, 1996	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 16, 1996	PUBLISHED FOR OPPOSITION	
Jun. 14, 1996	NOTICE OF PUBLICATION	
May 13, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 14, 1996	NON-FINAL ACTION MAILED	
Feb. 27, 1996	ASSIGNED TO EXAMINER	71998

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Section 15 - Accepted
Incontestability:

Renewal Date: Jul. 06, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Mar. 03, 2009

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: Time Warner Entertainment Company, L P.

Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [2641/0744](#)

Pages: 30

Date Recorded: Apr. 08, 2003

Supporting Documents: [assignment-tm-2641-0744.pdf](#)

Assignor

Name: [TIME WARNER ENTERTAINMENT COMPANY, L.P.](#)

Execution Date: Mar. 31, 2003

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where Organized: DELAWARE

Assignee

Name: [WARNER COMMUNICATIONS INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 75 ROCKEFELLER PLAZA
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: JANET A. KOBRIN

Correspondent Address: 4000 WARNER BOULEVARD
BUILDING 156 NORTH, ROOM 5078
BURBANK, CA 91522

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [2641/0774](#)

Pages: 30

Date Recorded: Apr. 08, 2003

Supporting Documents: [assignment-tm-2641-0774.pdf](#)

Assignor

Name: [WARNER COMMUNICATIONS INC.](#)

Execution Date: Mar. 31, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [WARNER BROS. ENTERTAINMENT INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4000 WARNER BOULEVARD
BURBANK, CALIFORNIA 91522

Correspondent

Correspondent Name: JANET A. KOBRIN

Correspondent 4000 WARNER BOULEVARD
Address: BUILDING 156 NORTH, ROOM 5078
BURBANK, CA 91522

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91226773](#)

Filing Date: Mar 09, 2016

Status: Pending

Status Date: Mar 09, 2016

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Space Jam Juice, LLC

Correspondent Address: LINDSAY J. HULLEY
RUTAN & TUCKER, LLP
611 ANTON BLVD FL 14
COSTA MESA CA , 92626-7681

Correspondent e-mail: trademarks@rutan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Opposition Pending	86425927	

Plaintiff(s)

Name: Warner Bros. Entertainment Inc.

Correspondent Address: James D. Weinberger
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza6th Floor
New York NY , 10017
UNITED STATES

Correspondent e-mail: jweinberger@fzlz.com , eweiss@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Renewed	74729987	2259705
SPACE JAM	Renewed	75140504	2252285

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2016	Apr 18, 2016
3	PENDING, INSTITUTED	Mar 09, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91226571](#)

Filing Date: Feb 26, 2016

Status: Pending

Status Date: Feb 26, 2016

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Space Jam Juice, LLC

Correspondent Address: LINDSAY J. HULLEY
Rutan & Tucker LLP
611 Anton Blvd Fl 14
Costa Mesa CA , 92626-7681

Correspondent e-mail: trademarks@rutan.com

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Opposition Pending	86639857	

Plaintiff(s)

Name: Warner Bros. Entertainment Inc.

Correspondent Address: James D. Weinberger
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza6th Floor
New York NY , 10017
UNITED STATES

Correspondent e-mail: jweinberger@fzlz.com , eweiss@fzlz.com

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Renewed	74729987	2259705
SPACE JAM	Renewed	75140504	2252285

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 26, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 26, 2016	Apr 06, 2016
3	PENDING, INSTITUTED	Feb 26, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91222263](#) **Filing Date:** Jun 08, 2015
Status: Pending **Status Date:** Jun 08, 2015
Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Space Jam Juice, LLC

Correspondent Address: LINDSAY J. HULLEY
RUTAN & TUCKER, LLP
611 ANTON BLVD FL 14
COSTA MESA CA , 92626-7681

Correspondent e-mail: lhulley@rutan.com , kgalligan@rutan.com , trademarks@rutan.com

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Opposition Pending	86424744	

Plaintiff(s)

Name: Warner Bros. Entertainment Inc.

Correspondent Address: James D. Weinberger
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza6th Floor
New York NY , 10017
UNITED STATES

Correspondent e-mail: jweinberger@frosszelnick.com , eweiss@frosszelnick.com

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Renewed	74729987	2259705
SPACE JAM	Renewed	75140504	2252285

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Jun 08, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 08, 2015	Jul 18, 2015
3	PENDING, INSTITUTED	Jun 08, 2015	
4	STIP FOR EXT	Jul 17, 2015	
5	EXTENSION OF TIME GRANTED	Jul 17, 2015	
6	STIP FOR EXT	Oct 14, 2015	
7	EXTENSION OF TIME GRANTED	Oct 14, 2015	
8	STIP FOR EXT	Dec 15, 2015	
9	EXTENSION OF TIME GRANTED	Dec 15, 2015	
10	STIP FOR EXT	Feb 11, 2016	
11	EXTENSION OF TIME GRANTED	Feb 11, 2016	
12	STIP FOR EXT	Mar 14, 2016	
13	EXTENSION OF TIME GRANTED	Mar 14, 2016	

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Mark: SPACE JAM



US Serial Number: 75140504

Application Filing Date: Jul. 26, 1996

US Registration Number: 2252285

Registration Date: Jun. 15, 1999

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Jan. 03, 2009

Publication Date: Mar. 23, 1999

Notice of Allowance Date: Jul. 15, 1997

Mark Information

Mark Literal Elements: SPACE JAM

Standard Character Claim: No

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

Design Search Code(s): 01.09.03 - Moons (orbiting a planet); Solar system; Planetary Rings

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: providing information in the field of entertainment relating specifically to music, movies and television series via a global computer network

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 07, 1996

Use in Commerce: Oct. 07, 1996

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: WARNER BROS. ENTERTAINMENT INC.

Owner Address: 4000 WARNER BOULEVARD
BURBANK, CALIFORNIA 91522
UNITED STATES

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JANET A KOBRIN

Correspondent

Correspondent Name/Address: JANET A KOBRIN
WARNER BROS.
4000 WARNER BOULEVARD
Bridge Building North, 5th Floor
BURBANK, CALIFORNIA 91522
UNITED STATES

Phone: 8189545687

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 14, 2011	CASE FILE IN TICRS	
Apr. 11, 2011	CASE FILE IN TICRS	
Jan. 03, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67603
Jan. 03, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 19, 2008	ASSIGNED TO PARALEGAL	67603
Dec. 17, 2008	TEAS SECTION 8 & 9 RECEIVED	
Aug. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 12, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jun. 15, 1999	REGISTERED-PRINCIPAL REGISTER	
Mar. 23, 1999	PUBLISHED FOR OPPOSITION	
Feb. 19, 1999	NOTICE OF PUBLICATION	
Jan. 14, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 16, 1998	ASSIGNED TO EXAMINER	73706
Oct. 14, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 14, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Aug. 07, 1998	NON-FINAL ACTION MAILED	
Aug. 06, 1998	ASSIGNED TO EXAMINER	73706
Jul. 30, 1998	STATEMENT OF USE PROCESSING COMPLETE	
Jul. 14, 1998	USE AMENDMENT FILED	
Feb. 05, 1998	EXTENSION 1 GRANTED	
Dec. 15, 1997	EXTENSION 1 FILED	
Jul. 15, 1997	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 22, 1997	PUBLISHED FOR OPPOSITION	
Mar. 21, 1997	NOTICE OF PUBLICATION	
Feb. 14, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 1997	ASSIGNED TO EXAMINER	73706
Jan. 28, 1997	ASSIGNED TO EXAMINER	71998
Dec. 27, 1996	ASSIGNED TO EXAMINER	73362

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jun. 15, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Apr. 14, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: Time Warner Entertainment Company, L.P.

Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [2641/0744](#)

Pages: 30

Date Recorded: Apr. 08, 2003

Supporting Documents: [assignment-tm-2641-0744.pdf](#)

Assignor

Name: [TIME WARNER ENTERTAINMENT COMPANY, L.P.](#)

Execution Date: Mar. 31, 2003

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where Organized: DELAWARE

Assignee

Name: [WARNER COMMUNICATIONS INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 75 ROCKEFELLER PLAZA
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: JANET A. KOBRIN

Correspondent Address: 4000 WARNER BOULEVARD
BUILDING 156 NORTH, ROOM 5078
BURBANK, CA 91522

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [2641/0774](#)

Pages: 30

Date Recorded: Apr. 08, 2003

Supporting Documents: [assignment-tm-2641-0774.pdf](#)

Assignor

Name: [WARNER COMMUNICATIONS INC.](#)

Execution Date: Mar. 31, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [WARNER BROS. ENTERTAINMENT INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4000 WARNER BOULEVARD
BURBANK, CALIFORNIA 91522

Correspondent

Correspondent Name: JANET A. KOBRIN

Correspondent Address: 4000 WARNER BOULEVARD
BUILDING 156 NORTH, ROOM 5078
BURBANK, CA 91522

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91226773](#) Filing Date: Mar 09, 2016
 Status: Pending Status Date: Mar 09, 2016
 Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Space Jam Juice, LLC
 Correspondent Address: LINDSAY J. HULLEY
 RUTAN & TUCKER, LLP
 611 ANTON BLVD FL 14
 COSTA MESA CA , 92626-7681
 Correspondent e-mail: trademarks@rutan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Opposition Pending	86425927	

Plaintiff(s)

Name: Warner Bros. Entertainment Inc.
 Correspondent Address: James D. Weinberger
 Fross Zelnick Lehrman & Zissu, P.C.
 866 United Nations Plaza6th Floor
 New York NY , 10017
 UNITED STATES
 Correspondent e-mail: jweinberger@fzlz.com , eweiss@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Renewed	74729987	2259705
SPACE JAM	Renewed	75140504	2252285

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2016	Apr 18, 2016
3	PENDING, INSTITUTED	Mar 09, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91226571](#) Filing Date: Feb 26, 2016
 Status: Pending Status Date: Feb 26, 2016
 Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Space Jam Juice, LLC
 Correspondent Address: LINDSAY J. HULLEY
 Rutan & Tucker Llp
 611 Anton Blvd Fl 14
 Costa Mesa CA , 92626-7681
 Correspondent e-mail: trademarks@rutan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Opposition Pending	86639857	

Plaintiff(s)

Name: Warner Bros. Entertainment Inc.

Correspondent Address: James D. Weinberger
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza6th Floor
New York NY , 10017
UNITED STATES

Correspondent e-mail: jweinberger@fzlz.com , eweiss@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Renewed	74729987	2259705
SPACE JAM	Renewed	75140504	2252285

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 26, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 26, 2016	Apr 06, 2016
3	PENDING, INSTITUTED	Feb 26, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91222263](#) **Filing Date:** Jun 08, 2015

Status: Pending **Status Date:** Jun 08, 2015

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Space Jam Juice, LLC

Correspondent Address: LINDSAY J. HULLEY
RUTAN & TUCKER, LLP
611 ANTON BLVD FL 14
COSTA MESA CA , 92626-7681

Correspondent e-mail: lhulley@rutan.com , kgalligan@rutan.com , trademarks@rutan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Opposition Pending	86424744	

Plaintiff(s)

Name: Warner Bros. Entertainment Inc.

Correspondent Address: James D. Weinberger
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza6th Floor
New York NY , 10017
UNITED STATES

Correspondent e-mail: jweinberger@frosszelnick.com , eweiss@frosszelnick.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SPACE JAM	Renewed	74729987	2259705
SPACE JAM	Renewed	75140504	2252285

Prosecution History

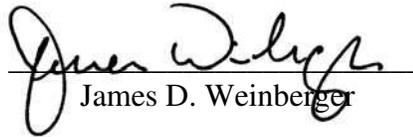
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 08, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 08, 2015	Jul 18, 2015
3	PENDING, INSTITUTED	Jun 08, 2015	

4	STIP FOR EXT	Jul 17, 2015
5	EXTENSION OF TIME GRANTED	Jul 17, 2015
6	STIP FOR EXT	Oct 14, 2015
7	EXTENSION OF TIME GRANTED	Oct 14, 2015
8	STIP FOR EXT	Dec 15, 2015
9	EXTENSION OF TIME GRANTED	Dec 15, 2015
10	STIP FOR EXT	Feb 11, 2016
11	EXTENSION OF TIME GRANTED	Feb 11, 2016
12	STIP FOR EXT	Mar 14, 2016
13	EXTENSION OF TIME GRANTED	Mar 14, 2016

CERTIFICATE OF SERVICE

I hereby certify that on March 31, 2016, a copy of the foregoing **NOTICE OF OPPOSITION** was sent by first class mail, postage pre-paid, to Applicant's Correspondent of Record:

Lindsay J. Hulley, Esq.
Rutan & Tucker, LLP
611 Anton Blvd., 14th Floor
Costa Mesa, CA 92626


James D. Weinberger