

ESTTA Tracking number: **ESTTA742812**

Filing date: **04/27/2016**

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	Under Armour, Inc.
Granted to Date of previous extension	04/27/2016
Address	1020 Hull Street Baltimore, MD 21230 UNITED STATES

Attorney information	Douglas A. Rettew Finnegan Henderson Farabow Garrett & Dunner, LLP 901 New York Avenue, NW Washington, DC 20001 UNITED STATES docketing@finnegan.com, doug.rettew@finnegan.com, anna.naydonov@finnegan.com, TTAB-Legal-Assistants@finnegan.com Phone:202-408-4000
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Applicant Information

Application No	79170719	Publication date	12/29/2015
Opposition Filing Date	04/27/2016	Opposition Period Ends	04/27/2016
International Registration No.	1260777	International Registration Date	07/11/2015
Applicant	ICANIWILL AB Uppfartsvägen 5 SWEDEN		

Goods/Services Affected by Opposition

<p>Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Clothing, namely, sweatpants; athletic clothing, namely athletic tops and bottoms for runners, yoga, crossfit athletes,gym; thermally insulated clothing, namely, top, bottoms; tops; muffs; headbands; shorts; bottoms; hand warmers as clothing; warm-up suits; weatherproof clothing, namely, rain jackets, rain pants; headgear, namely, headwear; swimming trunks; swim suits; swim wear for gentlemen and ladies; sleeveless jackets; vest tops;sleeveless jerseys; boxer shorts; bikinis; bras; lingerie; chemise tops; women's suits; gloves as clothing; slacks; vests; jackets; socks and stockings; bandanas being neckerchiefs; tee-shirts; leotards; thermal underwear; casualwear, namely, tops, bottoms; panties; shorts and briefs; outerclothing, namely, jackets, coats, vests</p>

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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Dilution by blurring	Trademark Act Sections 2 and 43(c)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2409096	Application Date	03/25/1998
Registration Date	11/28/2000	Foreign Priority Date	NONE
Word Mark	I WILL		
Design Mark	I WILL		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1999/11/00 First Use In Commerce: 1999/11/00 articles of clothing for men, women and children, namely, shirts, [blouses, pants, shorts, skirts, shorts, sweaters, vests, jeans, jerseys, sweatpants, sweatsuits, jumpers, jackets, coats, beachwear, loungewear, underwear, sleepwear, rainwear, gloves,] hats [, shoes, boots and slippers, bandanas, socks, hair scrunchies, bows and barrettes, sports uniforms; cloth patches, armbands, headbands, wristbands, and sweat bands, and sun visors made of cloth]		

U.S. Registration No.	4682401	Application Date	05/17/2012
Registration Date	02/03/2015	Foreign Priority Date	NONE
Word Mark	I WILL		
Design Mark	I WILL		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2009/12/00 First Use In Commerce: 2009/12/00 On-line retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods; Retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods		

U.S. Registration No.	4895962	Application Date	05/17/2012
Registration Date	02/02/2016	Foreign Priority	NONE

		Date	
Word Mark	I WILL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2012/01/00 First Use In Commerce: 2012/01/00 batting gloves; football gloves		

U.S. Registration No.	4443557	Application Date	04/18/2013
Registration Date	12/03/2013	Foreign Priority Date	NONE
Word Mark	I WILL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 026. First use: First Use: 2012/12/00 First Use In Commerce: 2012/12/00 Hair accessories, namely, hair ties; Ponytail holders and hair ribbons		

Attachments	75456083#TMSN.png(bytes) 85628236#TMSN.png(bytes) 85628185#TMSN.png(bytes) 85908539#TMSN.png(bytes) 4-27-16 Notice of Opposition - ICANIWILL 79170719.pdf(1876545 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	/Douglas A. Rettew/
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Name	Douglas A. Rettew
Date	04/27/2016

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

<p>UNDER ARMOUR, INC.,</p> <p style="text-align: center;">Opposer,</p> <p style="text-align: center;">v.</p> <p>ICANIWILL AB,</p> <p style="text-align: center;">Applicant.</p>	<p>Opposition No. _____</p> <p>Application No.: 79170719 Mark: ICANIWILL Filing Date: July 11, 2015</p>
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NOTICE OF OPPOSITION

Opposer Under Armour, Inc. (“Under Armour”) believes that it will be damaged by the registration of Application Serial No. 79170719 for the mark ICANIWILL for “Clothing, namely, sweatpants; athletic clothing, namely athletic tops and bottoms for runners, yoga, crossfit athletes, gym; thermally insulated clothing, namely, top, bottoms; tops; muffs; headbands; shorts; bottoms; hand warmers as clothing; warm-up suits; weatherproof clothing, namely, rain jackets, rain pants; headgear, namely, headwear; swimming trunks; swim suits; swim wear for gentlemen and ladies; sleeveless jackets; vest tops; sleeveless jerseys; boxer shorts; bikinis; bras; lingerie; chemise tops; women’s suits; gloves as clothing; slacks; vests; jackets; socks and stockings; bandanas being neckerchiefs; tee-shirts; leotards; thermal underwear; casualwear, namely, tops, bottoms; panties; shorts and briefs; outerclothing, namely, jackets, coats, vests” in Class 25. As grounds for its opposition, Under Armour alleges the following, upon actual knowledge with respect to itself and its own acts, and upon information and belief as to other matters:

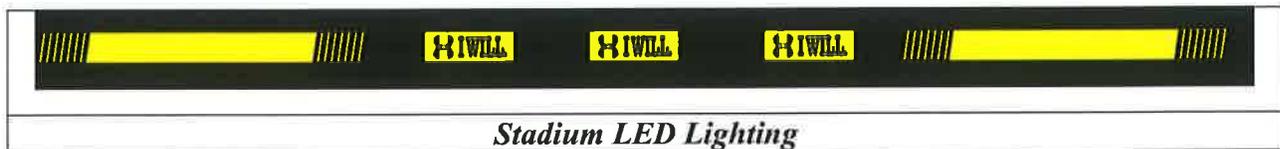
Under Armour, Its Products and Services, and Its I WILL marks

1. Opposer Under Armour is a Maryland corporation located at 1020 Hull Street, Baltimore, Maryland, 21230.

2. Under Armour is one of the world’s most successful, popular, and well-known providers of performance apparel, footwear, accessories, sporting goods, and related goods and services. In 2015 alone, Under Armour sold more than \$3 billion worth of products.

3. For years, Under Armour has continuously and extensively used and promoted the mark I WILL in connection with its business, products, and services in various ways. As a result, the I WILL tagline has become famous as a succinct symbol of Under Armour’s brand, values, and philosophy. Under Armour’s rights (including through its predecessor-in-interest) in the I WILL mark date back to at least as early as 1998.

4. The I WILL mark has been featured in connection with countless clothing and other products, by either appearing in product names and/or on products themselves; product packaging; product labels; or product stickers. The I WILL mark has also appeared on gift cards, on and in retail stores and displays, and in advertising and other materials, such as television commercials, billboards, stadium signage and displays, Internet banner ads and videos, and Under Armour’s website.





*Television Billboard
(also used in blimps and in other ways)*



Product Sticker



Billboard



Product Branding



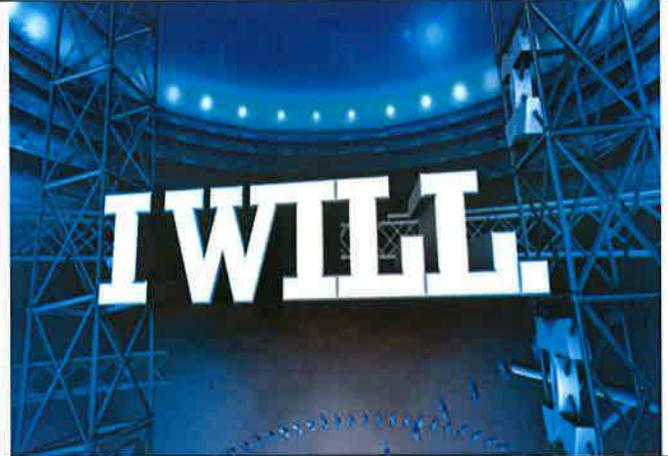
Retail Store Signage



Product Branding



Screen Shot of Stadium Prompt and LED for MLB Games (similar versions used for various NCAA football and basketball games)



Screen Shot of Stadium Prompt and LED for NFL Games



Stadium Signage



Stadium Signage



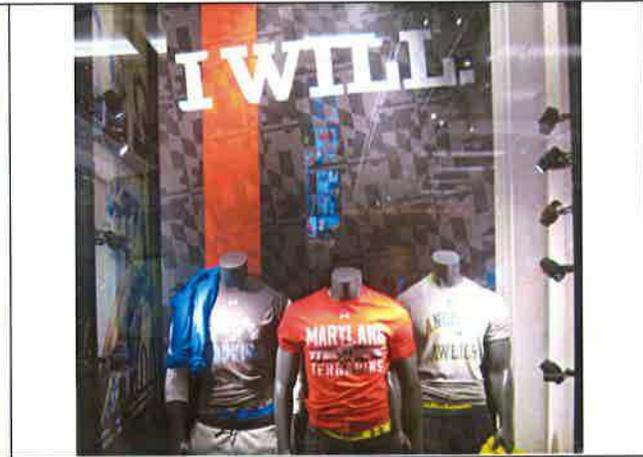
Gift Card



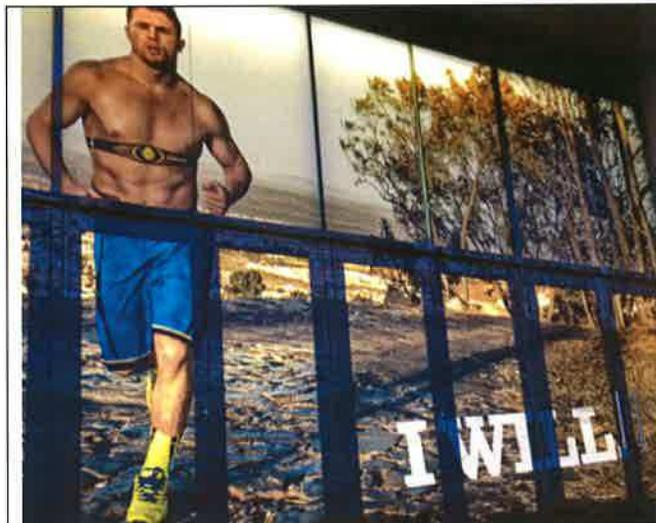
Retail Bag



Retail Store Exterior



Retail Store Exterior Window Display

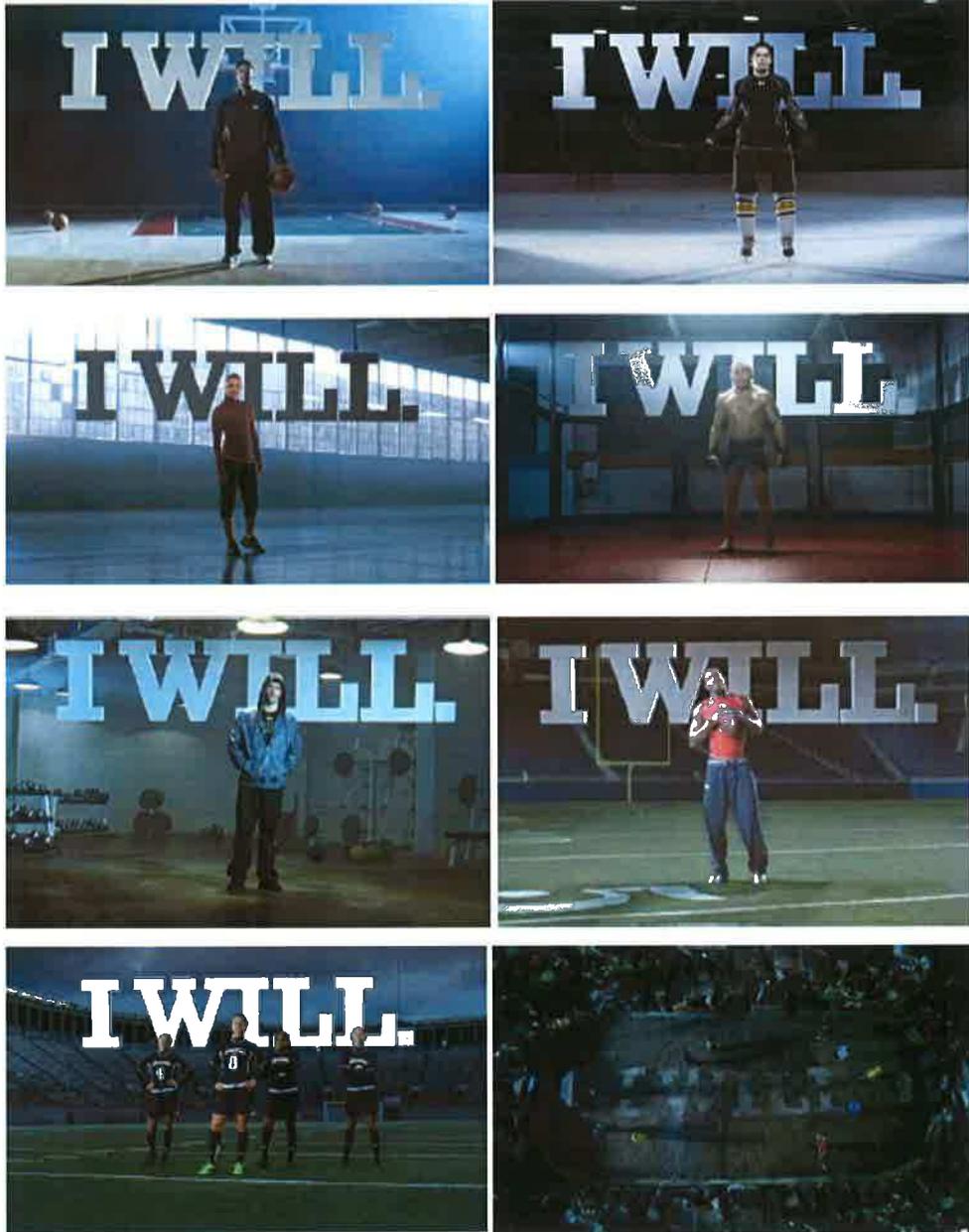


Retail Store Signage



Fixture at Super Bowl Event

5. Under Armour has also prominently featured the I WILL mark in television commercials and promotional videos showcasing amateur and professional athletes (including prominent athletes Michael Phelps, Lindsey Vonn, George St-Pierre, and Brandon Jennings) engaging in athletic activities. A number of the videos conclude with the featured athlete in front of a large block-letter sign consisting of the words I WILL seemingly suspended in air, while voices repeatedly chant "I WILL":



6. Another example is Under Armour's "Sweat Every Day" nationally broadcast television campaign featuring female athletes engaged in various training and athletic activities and ending with the following conspicuous use of I WILL:



Under Armour "I Will"

7. Moreover, in 2013, Under Armour launched a global marketing campaign centered around the I WILL trademark, including a commercial that closes with the following image:



8. In 2015, Under Armour has launched a number of ads and campaigns featuring famous athletes (including Stephen Curry and Michael Phelps) with the I WILL tagline:



9. Under Armour has spent substantial resources in connection with its various I WILL campaigns, which have received third-party and press attention, and which have been seen by millions of consumers nationwide, accounting for hundreds of millions of impressions.

10. As a result of widespread advertising and promotion, I WILL has become a focal point of Under Armour's advertising and a centerpiece of its brand identity.

11. As a result of the distinctive nature, and thus inherent strength, of the I WILL mark as applied to Under Armour's products; the widespread advertising, publicity, promotion, and sales of products under the mark; and Under Armour's extensive use of the mark, the I WILL mark has become well known and famous.

12. Under Armour owns the following valid and subsisting U.S. trademark registrations for the I WILL mark, including in connection with athletic clothing (printouts from the PTO TESS and TSDR databases, including Assignment information are attached as Exhibit A):

Mark	Reg.No. Issue Date	Goods/Services
I WILL	2409096 11-28-2000	Articles of clothing for men, women and children, namely, shirts, hats in Class 25
I WILL	4682401 02-03-2015	On-line retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods; retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods in Class 35
I WILL	4895962 02-02-2016	Batting gloves; football gloves in Class 28
I WILL	4443557 12-03-2013	Hair accessories, namely, hair ties; Ponytail holders and hair ribbons in Class 26

Applicant and Its Mark

13. Applicant ICANIWILL AB is a Private Limited Company of Sweden with an address at Uppfartsvägen 5, SE-169 38 Solna, Sweden.

14. On July 11, 2015, Applicant filed Application Serial No. 79170719 under Section 66A of the Lanham Act for the mark ICANIWILL, which, as amended, covers, "clothing, namely, sweatpants; athletic clothing, namely athletic tops and bottoms for runners, yoga,

crossfit athletes, gym; thermally insulated clothing, namely, top, bottoms; tops; muffs; headbands; shorts; bottoms; hand warmers as clothing; warm-up suits; weatherproof clothing, namely, rain jackets, rain pants; headgear, namely, headwear; swimming trunks; swim suits; swim wear for gentlemen and ladies; sleeveless jackets; vest tops; sleeveless jerseys; boxer shorts; bikinis; bras; lingerie; chemise tops; women's suits; gloves as clothing; slacks; vests; jackets; socks and stockings; bandanas being neckerchiefs; tee-shirts; leotards; thermal underwear; casualwear, namely, tops, bottoms; panties; shorts and briefs; outerclothing, namely, jackets, coats, vests" in Class 25.

Count One
Likelihood of Confusion, 15 U.S.C. §1052(d)

15. Under Armour repeats and realleges each and every allegation set forth in each of the preceding paragraphs.

16. Under Armour's rights in its I WILL mark predate Applicant's July 11, 2015 filing date and any first-use date that may be alleged by Applicant.

17. Applicant's ICANIWILL mark is so similar to Under Armour's prior used, filed, and/or registered I WILL Marks, and the goods covered by Under Armour's I WILL Marks and Applicant's ICANIWILL mark are identical and/or related in such a way that it is likely that potential consumers would be confused or mistaken or deceived as to the source of the parties' respective goods under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

Count Two
Dilution, 15 U.S.C. § 1125(c)

18. Under Armour repeats and realleges each and every allegation set forth in the preceding paragraphs.

19. Under Armour's I WILL mark is famous, as that term is used in 15 U.S.C. § 1125(c), and was famous well before Applicant's July 11, 2015 filing date of the ICANIWILL

mark, based on, among other things, the inherent distinctiveness and federal registration of Under Armour's I WILL mark and the extensive nationwide use, advertising, promotion, and recognition of that mark.

20. Applicant's ICANIWILL mark so resembles Under Armour's famous I WILL mark that it is likely to dilute the distinctive quality of Under Armour's I WILL mark in violation of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c), as amended by the Trademark Dilution Revision Act of 2006.

WHEREFORE, Under Armour believes that it will be damaged by the registration of the mark shown in Application Serial No. 79170719, and respectfully requests that the opposition be sustained and that registration to Applicant be refused.

A filing fee has been submitted electronically. If the filing fee is found to be insufficient for any reason, please charge such deficiency to Deposit Account No. 06-0916.

Respectfully submitted,

Dated: April 27, 2016

By: /Douglas A. Rettew/
Douglas A. Rettew
Anna B. Naydonov
FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.
901 New York Avenue, N.W.
Washington, D.C. 20001-4413
Telephone: (202) 408-4000

Attorneys for Opposer
UNDER ARMOUR, INC.

CERTIFICATE OF SERVICE

I certify that a true and accurate copy of the foregoing NOTICE OF OPPOSITION was served on April 27, 2016 by first-class mail, postage prepaid, on counsel for Applicant at the following address of record:

Michael J. Hynak
Hynak & Associates, PC
812 South Courthouse Rd.
Arlington, VA 22204

_____

Notice of Opposition
Serial No. 79170719
Mark: ICANIWILL

Exhibit A



Trademarks > Trademark Electronic Search System (TESS)

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I WILL

Word Mark I WILL

Goods and Services IC 025. US 022 039. G & S: articles of clothing for men, women and children, namely, shirts, [blouses, pants, shorts, skirts, skorts, sweaters, vests, jeans, jerseys, sweatpants, sweatsuits, jumpers, jackets, coats, beachwear, loungewear, underwear, sleepwear, rainwear, gloves,] hats [, shoes, boots and slippers, bandanas, socks, hair scrunchies, bows and barrettes, sports uniforms; cloth patches, armbands, headbands, wristbands, and sweat bands, and sun visors made of cloth]. FIRST USE: 19991100. FIRST USE IN COMMERCE: 19991100

Mark Drawing Code (1) TYPED DRAWING

Serial Number 75456083

Filing Date March 25, 1998

Current Basis 1A

Original Filing Basis 1B

Published for Opposition March 30, 1999

Change In

Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2409096
Registration Date November 28, 2000
Owner (REGISTRANT) Wells Ingram, Inc. CORPORATION FLORIDA 950 First Street South, Suite 204 Winter Haven FLORIDA 33880

(LAST LISTED OWNER) UNDER ARMOUR, INC. CORPORATION MARYLAND 1020 HULL STREET BALTIMORE MARYLAND 21230
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Kelly L. Williams
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20101127.
Renewal 1ST RENEWAL 20101127
Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST
CURR LIST	NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC			

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On April 29, 2016 TSDR will update the XML schema from version ST-96 1_D3 to version ST-96 2.2.1. Consequently, 3rd party applications that utilize TSDR XML may not function as intended after that date. Therefore, the USPTO will make available the current XML schema at the following link: https://tsdrsec.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/v1/info.xml for a period of not less than 6 months. Any 3rd party applications that currently make calls to USPTO XML should be changed to point to that link. It is highly recommended that 3rd party applications be upgraded to utilize the USPTO API's rather than the XML schema, which may change at any time rendering the 3rd party application inoperable. The link to the current API is https://tsdrapi.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/info.xml. Questions may be directed to [the TSDR Mailbox](#).

STATUS DOCUMENTS MAINTENANCE

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Mark: I WILL

I WILL

US Serial Number: 75456083 Application Filing Date: Mar. 25, 1998
US Registration Number: 2409096 Registration Date: Nov. 28, 2000
Register: Principal
Mark Type: Trademark
Status: The registration has been renewed.
Status Date: Nov. 27, 2010
Publication Date: Mar. 30, 1999 Notice of Allowance Date: Jun. 22, 1999

Mark Information

Mark Literal Elements: I WILL
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: articles of clothing for men, women and children, namely, shirts, [blouses, pants, shorts, skirts, skorts, sweaters, vests, jeans, jerseys, sweatpants, sweatsuits, jumpers, jackets, coats, beachwear, loungewear, underwear, sleepwear, rainwear, gloves,] hats [, shoes, boot and slippers, bandanas, socks, hair scrunchies, bows and barrettes, sports uniforms; cloth patches, armbands, headbands, wristbands, and sweat bands, and sun visors made of cloth]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1999

Use in Commerce: Nov. 1999

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: UNDER ARMOUR, INC.
 Owner Address: 1020 HULL STREET
 BALTIMORE, MARYLAND UNITED STATES 21230
 Legal Entity Type: CORPORATION State or Country Where Organized: MARYLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kelly L. Williams
 Attorney Primary Email trademarks@underarmour.com Attorney Email Authorized: Yes
 Address:

Correspondent

Correspondent Name/Address: Kelly L. Williams
 UNDER ARMOUR, INC.
 1020 HULL STREET
 BALTIMORE, MARYLAND UNITED STATES 21230
 Phone: 410-468-2512 Fax: 410-246-5922
 Correspondent e-mail: trademarks@underarmour.com Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Oct. 05, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Nov. 18, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Nov. 18, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Oct. 01, 2012	AMENDMENT UNDER SECTION 7 - ISSUED	76293
Sep. 30, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Sep. 24, 2012	TEAS SECTION 7 REQUEST RECEIVED	
May 16, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 27, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76293
Nov. 27, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 24, 2010	TEAS SECTION 8 & 9 RECEIVED	
Dec. 02, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Sep. 28, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 28, 2006	TEAS SECTION 8 & 15 RECEIVED	
Sep. 28, 2006	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 28, 2006	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Sep. 27, 2006	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 02, 2006	CASE FILE IN TICRS	
Nov. 28, 2000	REGISTERED-PRINCIPAL REGISTER	
Aug. 21, 2000	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 15, 2000	STATEMENT OF USE PROCESSING COMPLETE	
Jun. 19, 2000	USE AMENDMENT FILED	
Mar. 03, 2000	EXTENSION 1 GRANTED	
Dec. 21, 1999	EXTENSION 1 FILED	

Jun. 22, 1999	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 30, 1999	PUBLISHED FOR OPPOSITION	
Feb. 26, 1999	NOTICE OF PUBLICATION	
Dec. 17, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 19, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Aug. 27, 1998	NON-FINAL ACTION MAILED	
Aug. 24, 1998	ASSIGNED TO EXAMINER	62920

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 28, 2010

Change in Registration: Yes

Amendment to a Registration/Renewal Certificate: In the statement, all goods are deleted, except "articles of clothing for men, women and children, namely, shirts, hats"

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Nov. 08, 2012

Assignment Abstract Of Title Information

Summary

Conveyance Filter

Total Assignments: 2

Registrant: Wells Ingram, Inc.

Assignment 1 of 2

Conveyance: CHANGE OF NAME EFFECTIVE 05071998

Reel/Frame: 3395/0950

Pages: 4

Date Recorded: Sep. 22, 2006

Supporting Documents: [assignment-tm-3395-0950.pdf](#)

Assignor

Name: WELLS INGRAM, INC.

Execution Date: Apr. 30, 1998

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Assignee

Name: WELLS INVESTMENTS, INC.

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Address: 521 WEST CENTRAL AVENUE
WINTER HAVEN, FLORIDA 33880

Correspondent

Correspondent Name: MARK I. FELDMAN, ESQ

Correspondent Address: P.O. BOX 64807
CHICAGO, IL 60664

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 4778/0372

Pages: 3

Date Recorded: May 11, 2012

Supporting Documents: [assignment-tm-4778-0372.pdf](#)

Assignor

Name: WELLS INVESTMENTS, INC.

Execution Date: May 05, 2012

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Assignee

Name: UNDER ARMOUR, INC.

State or Country Where Organized: MARYLAND

Legal Entity Type: CORPORATION

Address: 1020 HULL STREET
BALTIMORE, MARYLAND 21230

Correspondent

Correspondent Name: FINNEGAN, HENDERSON ET AL.

Correspondent Address: 901 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20001

Domestic Representative - Not Found

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I WILL

Word Mark I WILL

Goods and Services IC 035. US 100 101 102. G & S: On-line retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods; Retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods. FIRST USE: 20091200. FIRST USE IN COMMERCE: 20091200

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85628236

Filing Date May 17, 2012

Current Basis 1A

Original Filing Basis 1B

Published for Opposition October 16, 2012

Registration 4682401

Number

Registration Date February 3, 2015

Owner (REGISTRANT) Under Armour, Inc. CORPORATION MARYLAND 1020 Hull Street
Baltimore MARYLAND 21230

Attorney of Record Kelly L. Williams

Prior Registrations 2409096

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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On April 29, 2016 TSDR will update the XML schema from version ST-96 1_D3 to version ST-96 2.2.1. Consequently, 3rd party applications that utilize TSDR XML may not function as intended after that date. Therefore, the USPTO will make available the current XML schema at the following link: https://tsdrsec.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/v1/info.xml for a period of not less than 6 months. Any 3rd party applications that currently make calls to USPTO XML should be changed to point to that link. It is highly recommended that 3rd party applications be upgraded to utilize the USPTO API's rather than the XML schema, which may change at any time rendering the 3rd party application inoperable. The link to the current API is https://tsdrapi.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/info.xml. Questions may be directed to [the TSDR Mailbox](#).

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Mark: I WILL

I WILL

US Serial Number: 85628236

Application Filing Date: May 17, 2012

US Registration Number: 4682401

Registration Date: Feb. 03, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 03, 2015

Publication Date: Oct. 16, 2012

Notice of Allowance Date: Dec. 11, 2012

Mark Information

Mark Literal Elements: I WILL

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

Related Properties Information

Claimed Ownership of US [2409096](#)

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: On-line retail store services featuring apparel, footwear, headwear, eyewear, and sporting goods; Retail store services featuring apparel footwear, headwear, eyewear, and sporting goods

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 2009

Use in Commerce: Dec. 2009

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
Filed No Basis: No

Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Under Armour, Inc.
Owner Address: 1020 Hull Street
Baltimore, MARYLAND UNITED STATES 21230
Legal Entity Type: CORPORATION
State or Country Where Organized: MARYLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kelly L. Williams
Attorney Primary Email Address: trademarks@underarmour.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kelly L. Williams
UNDER ARMOUR, INC.
1020 HULL STREET
BALTIMORE, MARYLAND UNITED STATES 21230
Phone: 410-468-2512
Fax: 410-246-5922
Correspondent e-mail: trademarks@underarmour.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Oct. 05, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 03, 2015	REGISTERED-PRINCIPAL REGISTER	
Dec. 30, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 29, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 16, 2014	STATEMENT OF USE PROCESSING COMPLETE	70565
Dec. 11, 2014	USE AMENDMENT FILED	70565
Dec. 11, 2014	TEAS STATEMENT OF USE RECEIVED	
Nov. 19, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Nov. 19, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 18, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 17, 2014	EXTENSION 3 GRANTED	70565
Jan. 11, 2014	EXTENSION 3 FILED	70565
Jun. 11, 2014	TEAS EXTENSION RECEIVED	
Dec. 13, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 11, 2013	EXTENSION 2 GRANTED	98765
Dec. 11, 2013	EXTENSION 2 FILED	98765
Dec. 11, 2013	TEAS EXTENSION RECEIVED	
Jul. 17, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 16, 2013	EXTENSION 1 GRANTED	70565

Jun. 11, 2013	EXTENSION 1 FILED	70565
Jul. 10, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Jun. 11, 2013	TEAS EXTENSION RECEIVED	
Dec. 11, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
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. 06, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 06, 2012	ASSIGNED TO EXAMINER	74662
May 23, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 21, 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: Dec. 29, 2014

Assignment Abstract Of Title Information - None recorded

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I WILL

Word Mark	I WILL
Goods and Services	IC 028. US 022 023 038 050. G & S: batting gloves; football gloves. FIRST USE: 20120100. FIRST USE IN COMMERCE: 20120100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85628185
Filing Date	May 17, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 16, 2012
Registration Number	4895962
Registration Date	February 2, 2016
Owner	(REGISTRANT) Under Armour, Inc. CORPORATION MARYLAND 1020 Hull Street Baltimore MARYLAND 21230
Attorney of Record	Kelly L. Williams

Prior Registrations 2409096
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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On April 29, 2016 TSDR will update the XML schema from version ST-96 1_D3 to version ST-96 2.2.1. Consequently, 3rd party applications that utilize TSDR XML may not function as intended after that date. Therefore, the USPTO will make available the current XML schema at the following link: https://tsdrsec.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/v1/info.xml for a period of not less than 6 months. Any 3rd party applications that currently make calls to USPTO XML should be changed to point to that link. It is highly recommended that 3rd party applications be upgraded to utilize the USPTO API's rather than the XML schema, which may change at any time rendering the 3rd party application inoperable. The link to the current API is https://tsdrapi.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/info.xml. Questions may be directed to [the TSDR Mailbox](#).

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Mark: I WILL

I WILL

US Serial Number: 85628185

Application Filing Date: May 17, 2012

US Registration Number: 4895962

Registration Date: Feb. 02, 2016

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 02, 2016

Publication Date: Oct. 16, 2012

Notice of Allowance Date: Dec. 11, 2012

Mark Information

Mark Literal Elements: I WILL

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

Related Properties Information

Claimed Ownership of US [2409096](#)

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: batting gloves; football gloves

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2012

Use in Commerce: Jan. 2012

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: Under Armour, Inc.
Owner Address: 1020 Hull Street
Baltimore, MARYLAND UNITED STATES 21230
Legal Entity Type: CORPORATION State or Country Where MARYLAND
Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kelly L. Williams
Attorney Primary Email trademarks@underarmour.com Attorney Email Authorized: Yes
Address:

Correspondent

Correspondent Kelly L. Williams
Name/Address: UNDER ARMOUR, INC.
1020 HULL STREET
BALTIMORE, MARYLAND UNITED STATES 21230
Phone: 410-468-2512 Fax: 410-246-5922
Correspondent e-mail: trademarks@underarmour.com Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 02, 2016	REGISTERED-PRINCIPAL REGISTER	
Dec. 29, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 28, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 22, 2015	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 10, 2015	USE AMENDMENT FILED	66154
Dec. 10, 2015	TEAS STATEMENT OF USE RECEIVED	
Oct. 05, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Oct. 05, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 10, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Jun. 09, 2015	EXTENSION 5 GRANTED	66154
Jun. 08, 2015	EXTENSION 5 FILED	66154
Jun. 08, 2015	TEAS EXTENSION RECEIVED	
Dec. 16, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Dec. 13, 2014	EXTENSION 4 GRANTED	66154
Dec. 11, 2014	EXTENSION 4 FILED	66154
Dec. 11, 2014	TEAS EXTENSION RECEIVED	
Nov. 19, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Nov. 19, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 13, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Jun. 12, 2014	EXTENSION 3 GRANTED	66154
Jun. 11, 2014	EXTENSION 3 FILED	66154
Jun. 11, 2014	TEAS EXTENSION RECEIVED	
Jan. 28, 2014		

	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Jan. 27, 2014	EXTENSION 2 GRANTED	66154
Dec. 11, 2013	EXTENSION 2 FILED	66154
Jan. 27, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Dec. 11, 2013	TEAS EXTENSION RECEIVED	
Jun. 13, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Jun. 11, 2013	EXTENSION 1 GRANTED	98765
Jun. 11, 2013	EXTENSION 1 FILED	98765
Jun. 11, 2013	TEAS EXTENSION RECEIVED	
Dec. 11, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
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. 06, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 06, 2012	ASSIGNED TO EXAMINER	74662
May 23, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 21, 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: Dec. 28, 2015

Assignment Abstract Of Title Information - None recorded

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I WILL

Word Mark I WILL
Goods and Services IC 026. US 037 039 040 042 050. G & S: Hair accessories, namely, hair ties; Ponytail holders and hair ribbons. FIRST USE: 20121200. FIRST USE IN COMMERCE: 20121200
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85908539
Filing Date April 18, 2013
Current Basis 1A
Original Filing Basis 1A
Published for Opposition September 17, 2013
Registration Number 4443557
Registration Date December 3, 2013
Owner (REGISTRANT) Under Armour, Inc. CORPORATION MARYLAND 1020 Hull Street Baltimore MARYLAND 21230

Attorney of Record Kelly L. Williams
Prior Registrations 2409096
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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CURR LIST	NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC			

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On April 29, 2016 TSDR will update the XML schema from version ST-96 1_D3 to version ST-96 2.2.1. Consequently, 3rd party applications that utilize TSDR XML may not function as intended after that date. Therefore, the USPTO will make available the current XML schema at the following link: https://tsdrsec.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/v1/info.xml for a period of not less than 6 months. Any 3rd party applications that currently make calls to USPTO XML should be changed to point to that link. It is highly recommended that 3rd party applications be upgraded to utilize the USPTO API's rather than the XML schema, which may change at any time rendering the 3rd party application inoperable. The link to the current API is https://tsdrapi.uspto.gov/ts/cd/casestatus/SERIAL_OR_REG_NUMBER/info.xml. Questions may be directed to [the TSDR Mailbox](#).

STATUS DOCUMENTS MAINTENANCE

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Mark: I WILL

I WILL

US Serial Number: 85908539

Application Filing Date: Apr. 18, 2013

US Registration Number: 4443557

Registration Date: Dec. 03, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 03, 2013

Publication Date: Sep. 17, 2013

Mark Information

Mark Literal Elements: I WILL

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

Related Properties Information

Claimed Ownership of US [2409096](#)

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: Hair accessories, namely, hair ties; Ponytail holders and hair ribbons

International Class(es): 026 - Primary Class

U.S Class(es): 037, 039, 040, 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 2012

Use In Commerce: Dec. 2012

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: Under Armour, Inc.
Owner Address: 1020 Hull Street
Baltimore, MARYLAND UNITED STATES 21230
Legal Entity Type: CORPORATION
State or Country Where Organized: MARYLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kelly L. Williams
Attorney Primary Email Address: trademarks@underarmour.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kelly L. Williams
UNDER ARMOUR, INC.
1020 HULL STREET
BALTIMORE, MARYLAND UNITED STATES 21230
Phone: 410-468-2512
Fax: 410-246-5922
Correspondent e-mail: trademarks@underarmour.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Oct. 05, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Nov. 19, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Nov. 19, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 03, 2013	REGISTERED-PRINCIPAL REGISTER	
Sep. 17, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 17, 2013	PUBLISHED FOR OPPOSITION	
Aug. 28, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 05, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 01, 2013	ASSIGNED TO EXAMINER	76463
Apr. 25, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 22, 2013	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: Dec. 03, 2013

Assignment Abstract Of Title Information - None recorded

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