

ESTTA Tracking number: **ESTTA760335**

Filing date: **07/25/2016**

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	PepsiCo, Inc.
Granted to Date of previous extension	07/24/2016
Address	700 Anderson Hill Road Purchase, NY 10577 UNITED STATES

Correspondence information	Paul A. Lee Senior Trademark Counsel PepsiCo, Inc. 700 Anderson Hill Road Purchase, NY 10577 UNITED STATES trademarks@pepsico.com, paul.lee@pepsico.com, donna.j.sanders@pepsico.com
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### Applicant Information

Application No	86748455	Publication date	01/26/2016
Opposition Filing Date	07/25/2016	Opposition Period Ends	07/24/2016
Applicant	Dovid Rendler 7051 Environ Blvd. Apt. 134 Lauderhill, FL 33319 UNITED STATES		

### Goods/Services Affected by Opposition

Class 018. First Use: 2015/08/10 First Use In Commerce: 2015/08/10  
All goods and services in the class are opposed, namely: Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices

### Grounds for Opposition

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

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	824150	Application Date	09/09/1966
Registration Date	02/14/1967	Foreign Priority Date	NONE

Word Mark	PEPSI
Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 1911/11/21 First Use In Commerce: 1911/11/21 SOFT DRINKS AND SYRUPS AND CONCENTRATES FOR THE PREPARATION THEREOF

U.S. Registration No.	1317551	Application Date	09/29/1982
Registration Date	02/05/1985	Foreign Priority Date	NONE

Word Mark	PEPSI
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 004. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 [ Candles ]</p> <p>Class 006. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 Key Chains</p> <p>Class 009. First use: First Use: 1977/00/00 First Use In Commerce: 1977/00/00 [ Radios and Can Shaped Telephones]</p> <p>Class 011. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 Electric Lamps [ and Charcoal Burning Barbecue Grills ]</p> <p>Class 014. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 Clocks</p> <p>Class 016. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 [ Pencil Cases and ] Pens</p> <p>Class 018. First use: First Use: 1979/00/00 First Use In Commerce: 1979/00/00 Umbrellas</p> <p>Class 020. First use: First Use: 1970/00/00 First Use In Commerce: 1970/00/00 [ Mirrors and Bean Bag Chairs ]</p> <p>Class 021. First use: First Use: 1972/00/00 First Use In Commerce: 1972/00/00 Drinking Glasses, [ Polyurethane Beverage Can Holders, Wastebaskets for Domestic Use, ] Insulated Bags for Food, Beverages and Ice</p> <p>Class 024. First use: First Use: 1974/00/00 First Use In Commerce: 1974/00/00 Beach Towels</p> <p>Class 025. First use: First Use: 1974/00/00 First Use In Commerce: 1974/00/00 T-Shirts, Sweatshirts, [ Jeans, Overalls, ] Baseball Caps [ , Knit Hats, Jackets, Aprons and Belts ]</p> <p>Class 026. First use: First Use: 1982/06/00 First Use In Commerce: 1982/06/00 [ Embroidered Patches for Clothing ]</p> <p>Class 028. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 [ Toy Can Banks, Toy Trucks, Toy Railroad Cars, Toy Soda Dispensers and Kaleidoscopes ]</p>

U.S. Registration No.	1488547	Application Date	12/04/1986
Registration Date	05/17/1988	Foreign Priority	NONE

		Date	
Word Mark	PEPSI		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1986/10/00 First Use In Commerce: 1986/10/00 CLOTHING, NAMELY SWEATSHIRTS, SWEAT BOTTOMS, T-SHIRTS, [ SHIRTS, JEANS, SUSPENDER JEANS, JACKETS, PULLOVERS ] AND JERSEYS		

U.S. Registration No.	2354103	Application Date	07/09/1998
Registration Date	05/30/2000	Foreign Priority Date	NONE
Word Mark	PEPSI CENTER		
Design Mark	<b>PEPSI CENTER</b>		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1999/10/00 First Use In Commerce: 1999/10/00 Operation of a sports, entertainment, convention and exhibition arena, and production of sports and entertainment events for public exhibition and television and radio broadcast		

U.S. Registration No.	3659286	Application Date	10/06/2008
Registration Date	07/21/2009	Foreign Priority Date	NONE
Word Mark	PEPSI		
Design Mark			
Description of Mark	The mark consists of the word "PEPSI" in a stylized format.		
Goods/Services	Class 032. First use: First Use: 2008/12/00 First Use In Commerce: 2008/12/00 Concentrates, syrups or powders used in the preparation of soft drinks; Soft drinks		

Attachments	75515828#TMSN.png( bytes ) 77586010#TMSN.png( bytes ) Final Notice of Opposition PUPZI.pdf(193631 bytes )
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### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/Paul A. Lee/
Name	Paul A. Lee
Date	07/25/2016

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

**IN THE MATTER OF APPLICATION**

Mark : PUPZI  
Applicant : Dovid Rendler  
Serial No. : 86/748,455  
Filed : September 4, 2015  
Published in  
the Official Gazette : January 26, 2016

_____	X	
PEPSICO, INC.,	:	
	:	
Opposer,	:	Opposition No.
	:	
v.	:	
	:	
DOVID RENDLER,	:	
	:	
Applicant.	:	
_____	X	

**NOTICE OF OPPOSITION**

Opposer, PepsiCo, Inc. ("PepsiCo" or "Opposer"), a North Carolina corporation having a place of business at 700 Anderson Hill Road, Purchase, New York 10577, believes that it will be damaged by the registration of United States Trademark Application Serial No. 86/748,455, filed on September 4, 2015, in the name of Dovid Rendler (hereinafter "Applicant") for the mark PUPZI based on use of the mark on or in connection with "Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices" in International Class 18, and, having been previously granted an extension of time to oppose, hereby opposes the foregoing application.

The specific grounds for this opposition are as follows:

1. PepsiCo, through its predecessors-in-interest, has been engaged in the beverage business for over 100 years and has become well and favorably known to members of the public, as well as to members of the beverage industry, for quality beverage products and related services. It owns a portfolio of brands that identify carbonated soft drinks, juices and juice drinks, ready-to-drink teas and coffee drinks, isotonic sports drinks, bottled water and enhanced waters, and related products and services, as well as other consumer merchandise, including various clothing items.

2. For over a century, PepsiCo has used the PEPSI mark in connection with various beverages and other products, as well as advertising, marketing, sales and promotional services to authorized bottlers and independent distributors and retailers of those products.

3. Since long prior to the filing date of the application-at-issue, PEPSI has been identified with Opposer and has appeared on a tremendous amount of product packaging, advertising, in-store display racks, signage and point-of purchase material.

4. Opposer's products bearing the PEPSI mark are marketed and sold in vast quantities on a nationwide basis, supported by hundreds of millions of dollars of advertising and promotion each year. Opposer's products are sold in almost every supermarket in the United States as well as in mass merchandise stores, numerous convenience stores, vending machines, and other outlets.

5. The extensive commercial acceptance and success of many of Opposer's products bearing the PEPSI mark for many decades is due in large measure to the substantial advertising and marketing efforts of PepsiCo. Such efforts have included the use of celebrities and artists to advance and promote the products. Opposer has, by virtue of such extensive usage, advertising

and promotion, built up a very high level of consumer and trade recognition symbolized by its PEPSI mark. Retail sales of beverage products marketed under Opposer's PEPSI mark in the United States alone have exceeded many billions of dollars.

6. PepsiCo's use of the PEPSI mark also extends beyond beverages, per se, and includes other products and services. Indeed, for many decades now, PepsiCo has been marketing and selling clothing, caps, umbrellas, drinking glasses, towels, clocks, pens, key chains, novelty items and other products under the PEPSI mark. The PEPSI mark is also used in various high-profile entertainment and promotional venues involving sports, popular culture and musical entertainment.

7. PepsiCo also maintains a strong and innovative internet presence, through which it markets, advertises and promotes many of the foregoing products and services bearing the PEPSI mark, among others. PepsiCo's websites include PEPSI.COM which is operational twenty-four hours a day, seven days a week. PepsiCo also maintains a Facebook page and YouTube Channel dedicated to promoting the PEPSI brand.

8. Due to such extensive and continuous advertising, sale, use and promotion of soft drinks and related products and services under or in connection with Opposer's PEPSI mark for many decades, these marks have not only acquired substantial public and consumer recognition throughout the United States, but have also enjoyed valuable goodwill, and become famous, solely signifying Opposer as the source of products and services of high quality.

9. In addition to its prior common law rights in the PEPSI mark, Opposer is also the owner of numerous live United States trademark and service mark registrations, each of which incorporate the PEPSI mark or variants thereof, including, but not limited to, the following:

MARK	REG. NO.	REG. DATE	FIRST USE DATE	IDENTIFICATION OF GOODS
PEPSI	824150	Feb. 14, 1967	November 1911	Soft drinks and syrups and concentrates for the preparation thereof, in Class 32
PEPSI	1317551	Feb. 5, 1985	1981 1981 1981 1979 1972  1974 1974	Key chains, in Class 6 Electric lamps, in Class 11 Clocks, in Class 14 Pens, in Class 16 Umbrellas, in Class 18 Drinking glasses, Insulated bags for food, beverages and ice, in Class 21 Beach towels, in Class 24 T-shirts, sweatshirts, baseball caps, in Class 25
PEPSI	1488547	May 17, 1988	October 1986	Clothing, namely sweatshirts, sweat bottoms, T-shirts and jerseys, in Class 25
PEPSI CENTER	2354103	May 30, 2000	October 1999	Operation of a sports, entertainment, convention and exhibition arena, and production of sports and entertainment events for public exhibition and television and radio broadcast, in Class 41
pepsi	3659286	Jul. 21, 2009	December 2008	Concentrates, syrups or powders used in the preparation of soft drinks; Soft drinks, in Class 32

10. Opposer's registrations for these marks are valid, subsisting, in full force and effect, uncancelled and unrevoked, and serve as evidence of Opposer's exclusive right to use such marks in commerce on or in connection with the goods or services identified in the registrations, as provided by Section 33(a) of the United States Trademark (Lanham) Act, 15 U.S.C. § 1115(a). Further, many of Opposer's registrations have become incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065. Hereinafter PepsiCo's foregoing marks,

including those registered and/or used in commerce, are referred to individually and/or collectively as the "PEPSI Marks", unless otherwise specified.

11. Use of the PEPSI Marks has been continuous and they have not been abandoned. As a result of the long, extensive and widespread use, advertising, promotion and registration of the PEPSI Marks on and in association with PepsiCo's various goods and services, consumers have become accustomed to associating marks consisting of or containing the term "PEPSI" with a single source, that is, PepsiCo.

12. In view of such substantial usage, the PEPSI Marks, including PEPSI, became famous long prior to the filing date of the application at issue. Indeed, the PEPSI brand is one of the most renowned brands in the United States, representing assets of enormous goodwill and of inestimable value to PepsiCo.

13. On information and belief, on September 4, 2015, Applicant, Dovid Rendler, having an address at 7051 Environ Blvd., Apt. 134, Lauderhill, Florida 33319, United States, filed Application Serial No. 86/748,455 to register PUPZI, based on use of the mark on or in connection with "Pet products, namely, pet restraining devices consisting of leashes, collars, harnesses, restraining straps, and leashes with locking devices" in International Class 18. Upon information and belief, at the time Applicant filed its application for the PUPZI mark, it was or should have been fully aware of Opposer's PEPSI Marks and its rights therein.

14. Registration of Applicant's alleged mark, which is the subject of the application-in-opposition, is barred by the provisions of Section 2(d) of the Trademark Act of 1946 because the said mark consists of or comprises a mark which so resembles Opposer's PEPSI Marks which have been in use and are also the subject of prior registrations or previously filed applications to

register marks in the United States Patent and Trademark Office, as to be likely, when used in connection with the alleged products of the Applicant to cause confusion, mistake or deception.

15. Opposer has priority over Applicant because Opposer's use, application filing dates and/or registration dates for the PEPSI Marks precede the Applicant's filing date for its application at issue and/or any alleged date of first use of Applicant's purported mark which is the subject of the application-in-opposition.

16. Applicant's alleged PUPZI mark, which is the subject of the application-in-opposition, is near-identical in sound, meaning, appearance, and commercial impression to Opposer's PEPSI Marks, and it clearly is intended not only to call to mind but to create an association with Opposer's PEPSI Marks. In addition, the words PUPZI and PEPSI each contain two syllables and share the same initial P, middle P, and ending SI or ZI sounds, making them sound-alikes. On information and belief, the products in connection with which Applicant's alleged mark is intended to be used or applied for and the goods/services in connection with which Opposer's PEPSI Marks are registered and/or used are similar, complementary and/or related.

17. Accordingly, Applicant's alleged mark shown in the application-in-opposition so resembles Opposer's foregoing and previously used and/or registered PEPSI Marks, including PEPSI, as to be likely to cause confusion, to cause mistake or to deceive with consequent injury to Opposer. The likelihood of confusion, mistake or deception that would also arise from concurrent use and registration of the applied for PUPZI mark with Opposer's use and registration of its PEPSI Marks is that (a) persons are likely to believe that Applicant's products have their source in Opposer, or (b) that Applicant and its products are a version of Opposer's

marks or are in some way legitimately connected or affiliated with, sponsored, approved, endorsed or licensed by Opposer when, in fact, they are not.

18. In view of the foregoing, registration of Applicant's alleged PUPZI mark, which is the subject of the application-in-opposition, is barred from registration because it consists of or comprises a mark which so resembles Opposer's previously used and/or registered PEPSI Marks, as to be likely, when used in connection with the alleged products of the Applicant, to cause confusion, mistake or deception.

19. Further, Opposer's inherently distinctive PEPSI Marks, including PEPSI, became famous prior to the filing date of Applicant's application-in-opposition and/or any claimed date of first use by Applicant of the alleged mark shown in U.S. Application Serial No. 86/748,455. Registration and use of Applicant's alleged mark would likely dilute Opposer's famous and inherently distinctive PEPSI Marks in violation of 15 U.S.C. § 1125(c). Accordingly, Applicant's alleged PUPZI mark is not entitled to registration under 15 U.S.C. § 1052(f) and Section 13 of the Lanham Act, 15 U.S.C. § 1063.

20. PepsiCo will be damaged by the issuance of a registration sought by Applicant within the meaning of 15 U.S.C. § 1063 because such registration would support and assist Applicant in the confusing, misleading, deceptive and/or dilutive use of Applicant's alleged PUPZI mark, and would give color of exclusive statutory rights to Applicant in violation and derogation of the prior and superior rights of PepsiCo.

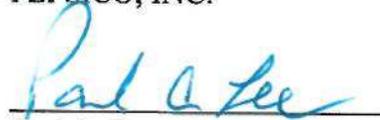
WHEREFORE, Opposer prays that this opposition be sustained in its favor, that registration be denied to Applicant on its Application Serial No. 86/748,455 and that the Board grant all further relief to Opposer that is necessary and just in these circumstances.

Respectfully submitted,

PEPSICO, INC.

Dated: July 25, 2016

By:



Paul A. Lee  
Attorney-for-Opposer  
700 Anderson Hill Road  
Purchase, NY 10577  
(914) 253-3443

**CERTIFICATE OF SERVICE**

I hereby certify that a copy of the foregoing, NOTICE OF OPPOSITION, was served on Applicant at the correspondence address of record via overnight courier, in an envelope with sufficient postage addressed to:

Dovid Rendler  
7051 Environ Blvd., Apt. 134  
Lauderhill, Florida 33319

on July 25, 2016

By: Donna Sanders