

ESTTA Tracking number: **ESTTA769145**

Filing date: **09/07/2016**

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	Cosmos Grace, Inc.
Granted to Date of previous extension	09/07/2016
Address	9060 Southview Rd. San Gabriel, CA 91775 UNITED STATES

Attorney information	Daniel R. Kimbell Karish & Bjorgum, PC 119 E. Union Street, Ste. B Pasadena, CA 91103 UNITED STATES daniel.kimbell@kb-ip.com, docketing@kb-ip.com, michell.rudacille@kb-ip.com Phone:(213) 785-8070
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Applicant Information

Application No	86814683	Publication date	05/10/2016
Opposition Filing Date	09/07/2016	Opposition Period Ends	09/07/2016
Applicant	True World Holdings LLC 24 Link Drive Rockleigh, NJ 07647 UNITED STATES		

Goods/Services Affected by Opposition

Class 029. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Seafood, not live
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Grounds for Opposition

The mark is primarily geographically descriptive	Trademark Act Section 2(e)(2)
The mark is primarily geographically deceptively misdescriptive	Trademark Act Section 2(e)(3)

Attachments	Notice of Opposition.pdf(1465066 bytes) EXHIBIT 1.pdf(228296 bytes) EXHIBIT 2-Tsukiji Countdown.pdf(863736 bytes) EXHIBIT 3-TsukijiFishMarket.pdf(654306 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	/Daniel R. Kimbell/
Name	Daniel R. Kimbell
Date	09/07/2016

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

In the Matter of Trademark Application No. 86/814,683
Filed on November 10, 2015
For the mark TOYOSU EXPRESS
Published in the Official Gazette on May 10, 2016

)	
)	
)	Opposition No. _____
COSMOS GRACE, INC.,)	
Opposer,)	
)	
v.)	
)	
True World Holdings LLC,)	
)	
Applicant.)	
_____)	

NOTICE OF OPPOSITION

Opposer, Cosmos Grace, Inc., a California Corporation, with a business address of 9050 Southview Road, San Gabriel, California 91775, believes that it would be damaged by the issuance of a registration for the mark TOYOSU EXPRESS, as applied for in Application Serial No. 86/814,683 by True World Holdings LLC and therefore opposes the same. As grounds for the opposition, Opposer, by its attorneys Karish & Bjorgum, P.C. allege as follows:

1. Opposer is the applicant of the U.S. Application Serial No. 87/062,106 for the mark TOYOSU FRESH for: SEAFOOD, NOT LIVE; PROCESSED SEAFOOD, in Class 29, on the basis of intent-to-use. In Opposer's application for TOYOSU FRESH, the word TOYOSU has been disclaimed. Furthermore, the following statement concerning significance of the mark was included in the application for TOYOSU FRESH. "TOYOSU appearing in the mark means or signifies or is a term of art for a soon to be opened fish market in Japan to replace the famous Tsukiji Market in the relevant trade or industry or as used in connection with the goods/services listed in the application."
2. On November 10, 2015, Applicant True World Holdings LLC filed the application at issue to register the mark TOYOSU EXPRESS for: SEAFOOD, NOT LIVE, in Class 29, on the basis of intent-to-use. This Application is identified by Serial No. 86/814,683. In Applicant's application for TOYOSU EXPRESS, the word TOYOSU has not been disclaimed.

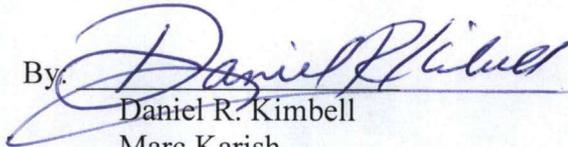
3. On information and belief, Applicant made no use of the TOYOSU EXPRESS mark on or in connection with the listed Class 29 goods prior to the November 10, 2015 filing date of the subject application.
4. The goods of Opposer and the goods of Applicant may be promoted and sold to the same customer through the same channels of trade.
5. In the Applicant's application for TOYOSU EXPRESS, there is a translation statement that "the English translation of the word "TOYOSU" in the mark is "rich ground"". While this might be technically correct, in the context of the applied for mark for "Seafood, not live", this English translation is misleading and leaves out important information that should have been shared with the Examining attorney.
6. Toyosu is a well-known geographic district in Tokyo, Japan. See <http://tokyo-tokyo.com/Toyosu.htm> (Exhibit 1). "Toyosu is located in the southeastern part of Tokyo on an artificial island along Tokyo Bay. This island was formed from the accumulated debris of the Great Kanto earthquake of 1923." Accordingly to the Japan Times, a well-respected English language newspaper in Japan (See <http://www.japantimes.co.jp/life/2015/10/31/lifestyle/tsukiji-countdown-clock-ticking-famed-fish-market/> (Exhibit 2), starting November 2016, Toyosu Market will officially open as the replacement site for the world famous Tsukiji Market, which is currently the worlds' largest wholesale fish and seafood market. (See https://en.wikipedia.org/wiki/Tsukiji_fish_market) (Exhibit 3). The Toyosu Market will be even larger than the Tsukiji Market and on information and belief, is expected to quickly grow in fame around the world.
7. Based on information and belief, since Applicant would be offering SEAFOOD, NOT LIVE under the trademark TOYOSU EXPRESS, potential customers would be led to believe that such goods are sourced from Toyosu (e.g., the Toyosu Fish Market.) At this point, Opposer does not know whether Applicant intends on sourcing its goods from Toyosu, or is just playing on the name and does not intend to source its goods from the Toyosu. In either case, under Trademark Act § 2(e), 15 U.S.C. § 1052(e), Applicant's mark TOYOSU EXPRESS is either primarily geographically descriptive, or primarily geographically deceptively misdescriptive of the goods. Again, no statement concerning the geographical significance of the word "TOYOSU" was provided by Applicant, even though it is difficult to imagine that one in the fish business would be unaware of the significance of the word TOYOSO.
8. Opposer is likely to be damaged by the registration sought by Applicant because such registration will support and assist Applicant in confusing and misleading consumers as to the source of Applicant's goods, and will give color of exclusive statutory rights to Applicant over those of Opposer, including Opposer's trademark for TOYOSU FRESH, in violation of Trademark Act § 2(e), 15 U.S.C. § 1052(e).

WHEREFORE, Opposer respectfully prays that unless Applicant disclaims the geographical term TOYOSU, that the registration sought by Applicant be refused, and that this Notice of Opposition be sustained.

Date: September 7, 2016

Respectfully Submitted

By:



Daniel R. Kimbell

Marc Karish

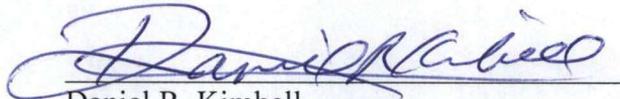
119 E. Union Street, Ste. B,
Pasadena, California 91103

Tel. 213-785-8070

Fax. 213-995-5010

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing NOTICE OF OPPOSITION was served upon Applicant, by forwarding the same via First Class Mail, postage prepaid, to Deborah A. Wilcox, Esq., Baker Hostetler, Key Tower, 127 Public Square, Suite 2000, Cleveland, OH 44114-1214, this 7th day of September, 2016.



Daniel R. Kimbell

EXHIBIT 1



Tokyo Subway Guide

Tokyo Train Guide

Tokyo Travel Guide

Tokyo City Guide

Tokyo Hotel Guide

Japan Destinations

Travel Reservations

Home

Toyosu

Toyosu Station is located in the Toyosu neighborhood of Koto Ward in southeastern Tokyo. It is served by the Tokyo Metro Yurakucho Line and the New Transit Yurikamome Line. The Tokyo Metro subway station is located underground, and the Yurikamome Line train station is above ground level. The train station is the eastern terminus of Yurikamome Line.

Toyosu is located in the southeastern part of Tokyo on an artificial island along Tokyo Bay. This island was formed from the accumulated debris of the Great Kanto earthquake of 1923. Toyosu was a comparatively less developed area until the Yurakucho Line was built in 1988, after which it has seen rapid development. It is now a popular residential area with many modern apartment complexes – both middle class and upper class luxurious ones - coming up in Toyosu. Recently many commercial complexes and business offices have also made Toyosu their home. The most well-known and popular commercial complex here is the Urban Dock Lalaport Toyosu.

Urban Dock Lalaport Toyosu

Urban Dock Lalaport Toyosu is a large modern shopping and entertainment complex located a short walk from Toyosu Station. Opened as recently as the spring of 2006, it is situated on what was once a flourishing shipyard. Parts of the shipyard have been retained in the design of the complex. There are over 200 shops, restaurants, and service facilities in this sprawling complex, besides a large supermarket, a cinema, a museum, a sports gym, and a children's entertainment center.

Located in the atrium facing the main entrance of Lalaport is a 19th century pipe organ. This pipe organ is said to have been built by Bishop and Son in England over a hundred years ago. The shops at Urban Dock Lalaport Toyosu include such names as Gap, J. Crew, LL Bean, Uniqlo, and Japanese names like Tokyu Hands and Kinokuniya Bookstore. The restaurants and bars all overlook Tokyo Bay and offer magnificent views of Rainbow Bridge and the Tokyo Skyline. The Cinema complex has 12 screens and 1,777 seats. There is also a beautiful garden within the complex. This garden, which was designed by Belgian flower artist Daniel Ost, is a soothing and sensitive fusion of the Japanese and western styles.

The museum at Lalaport – **Ukiyo-e Museum** – is a permanent exhibition of Ukiyo-e woodblock prints. All the beautiful pieces of prints are from the world renowned Hiraki Collection. The museum also hosts workshops for Ukiyo-e students and connoisseurs.

Urban Dock Lalaport Toyosu's pride is **Kidzania**, Japan's first theme park for children where they can pretend to be adults and enjoy at the same time. The idea behind this unique park is to allow children to try out different careers. Upon entering this small city, one comes across a street with little cars and miniature buildings. Each of these "buildings" is either a bank, a hospital, a radio station, a newspaper office, a fire station, or a beauty salon. Children have about 80 professional careers to choose from. They can put on a uniform and learn how to work in a particular field. They are even paid for their work in Kidzo money which can be spent in Kidzania itself. Kidzania is a "children only" zone – meaning only children from 2-12 years old are allowed to enter. Parents can only watch from outside through observation windows and monitors. The only adults inside are the instructors for each career who teach the children how to be what they want. This incredible theme park is extremely popular and is always crowded during weekends. On weekdays, Kidzania has groups of children from various schools on field trips.

Outside the Urban Dock Lalaport Toyosu buildings but within the complex is an open air food court with a performance stage.

Urban Dock Lalaport Toyosu was developed and built by Mitsui Fudosan Co. and is operated and managed by LaLaport Management Co.,Ltd.

Shibaura Institute of Technology

Shibaura Institute of Technology was established in 1927 as Tokyo Higher School of Industry and Commerce by Dr. Shiro Arimoto. It was authorized as Shibaura Institute of Technology in 1949 after

having made a name for itself as a premium technology institute offering undergraduate courses in various engineering programs. In 1963, the Graduate School was started. It first offered only master's programs, and later in 1995, doctoral programs were also added.

Today Shibura Institute of Technology is a premium engineering institute. Its College of Engineering offers undergraduate courses in Mechanical, Electrical, Electronic, and Building Engineering, Materials Science, Applied Chemistry, Electrical Communication, and Architecture. The College of Systems Engineering offers courses in Electronic Information Systems, Machinery and Control Systems, Architecture and Environment Systems, and the Biosciences. The Graduate School of Engineering offers Master's programs in Electrical and Civil Engineering, Architecture, Computer Science, and Materials Science; and Doctoral programs in Regional Environment Systems, Functional Control Systems, and Research Organization for Advanced Engineering (R.O.A.E.).

Shibura Institute of Technology has two campuses - one in Omiya, and the other in Toyosu. The **Toyosu Campus of Shibura Institute of Technology** is home to the 3 rd and 4 th year students of the College of Engineering. It is located a 5 minute walk from Exit 1a or 3 of Toyosu Station.

**Back to Tokyo Metro
Subway Guide**

Featured Hotels in the Toyosu area that we represent



▶ Mitsui Garden hotel Ginza Premier (Y-22)

This 361-room comfortable hotel is located in the commercial area of Ginza 40 minutes from Haneda International Hotel. Leisure and business travelers alike can enjoy its elegant accommodations, spectacular restaurant, and personalized services. Mitsui Garden Hotel Ginza Premier is 7 minutes from Toyosu Station.

[more](#) →



Toyosu Area City Guide - Useful information on area shopping, restaurants, activities, things to do and more!

- ▶ [Activities & Events](#)
- ▶ [Banks](#)
- ▶ [Medical Assistance](#)
- ▶ [Nightlife](#)
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EXHIBIT 2

The Japan Times **LIFE**



Tourist attraction: Tokyo's Tsukiji fish market (bottom left) is slated for closure on Nov. 2, 2016. | BLOOMBERG

LIFESTYLE

Tsukiji countdown: clock ticking on famed fish market

BY MASAMI ITO

STAFF WRITER

[ARTICLE HISTORY](#) | OCT 31, 2015

Takashi Shibayama's typical day starts at 1 a.m. He wakes up, hurriedly throws on some clothes and sits down to eat the simple breakfast his wife prepares for him — a bowl of rice, miso soup and pickled Kishu *ume*.

His older brother, Shinichi, picks him up at 2 a.m. and, together, they travel to Tokyo's Tsukiji fish market to work in Shibasen, a family-owned intermediate wholesaler that was founded by Shibayama's grandfather and has been in operation for about 90 years.

The market is already in full swing when the brothers arrive, with traders unloading fish from vehicles by the dozen and turret trucks zipping between stores carrying piles of boxes full of seafood. While much of Japan is in a deep slumber, Tsukiji fish market is full of activity.

“This is Tsukiji,” says Shibayama, 62. “I dream about fish. I start thinking about fish as soon as I get up. I look forward to thinking about what sort of fish I can find for my clients.”

Tsukiji fish market is one of 11 wholesale markets in operation in Tokyo. Built in 1935, it is the oldest market in the city.

About 480 different varieties of fish and 270 varieties of fruit and vegetables are handled at the market on a daily basis. The market’s vendors distribute produce that is sourced from not only all over Japan but also from other countries. The market never sleeps — it is open 24/7, with about 42,000 people and 19,000 vehicles going in and out everyday. On average, the market logs total daily sales of about ¥1.8 billion, with around 1,800 tons of fish and 1,160 tons of fruit and vegetables sold daily.

Tsukiji fish market has over the years become more than just a market — it has become a cultural landmark. Around a year from now, on Nov. 2, 2016, the market will close the doors on its 80-year history as it prepares to move to a new site in the Toyosu district of Tokyo’s Koto Ward.

In announcing the Nov. 7, 2016, opening date of the new market, Tokyo Gov. Yoichi Masuzoe said the cultural legacy of Tsukiji must be continued. “The Tsukiji brand has become extremely well-established,” Masuzoe told reporters during a July news conference. “I want to create a new market that is just as good.”

Shibayama has worked at Tsukiji fish market for 40 years. He left Shibasen after being embroiled in some family squabbles and spent 30 years with another vendor in the market. He rejoined his family’s business in 2009.

Every morning, without fail, he scours wholesalers in the market in search of different varieties of fish. He makes his purchases based on quality and cost.

Shibayama is one of four traders at Shibasen, which also include his brother and his brother’s eldest son. They all buy and sell their produce independently of each other, servicing their own portfolio of clients. On the morning of my visit, Shibayama had assembled an eye-popping selection of conger eel, bonito, flounder, red snapper, mackerel and blue crab, among other things.

The seafood is packed in styrofoam boxes filled with ice and displayed to customers under bare incandescent bulbs that hang from the ceiling. Customers drop by one after another, and Shibayama isn’t slow to offer his recommendations. If the customer is interested in purchasing an item, they negotiate a price. Trust is obviously an important part of their relationship.

“What I love about Tsukiji is the one-to-one relationships,” Shibayama says. “It’s not just about profit, we help each other out. One day I might ask a client to buy any fish that are left over but I’ll be sure to return the favor another day. That’s how it works here.”

Like many other Tsukiji veterans, Shibayama was originally against moving the market to Toyosu but since the decision has been finalized, he wants to maintain a positive outlook.

In August, Shibayama published a book titled “Arigato-yo Tsukiji” (“Thanks Tsukiji”) by Kosaido Publishing, an autobiography about his experiences in the market over the past 40 years.

“I wanted to stay in Tsukiji but it’s also true that the market has aged significantly after 80 years,” he says. “We all carry some hope, anxiety and anticipation, but at the end of the day, we won’t know what lies ahead until we get there. We are lucky that we are able to relocate ... so we now need to make sure we don’t regret this decision.”

‘Time to move on’

The Tokyo Metropolitan Government, which oversees all markets in the capital, including Tsukiji, cites various reasons why a new location is necessary. The facilities at Tsukiji fish market are too old, it says, while also highlighting a lack of space and sanitation issues.

Eisuke Urawa, director of the Tokyo Metropolitan Fisheries Wholesale Association, says as much as he loves Tsukiji, he realizes the time has come to move on.

“Buyers have to come to Tsukiji even if they don’t want to because that is where all of the products are,” Urawa says. “It has been working until now because of the Tsukiji brand. However, everyone knows the existing sanitation levels are poor and relocating the market to a new site will help improve this to industry-standard levels.”

The existing 23-hectare Tsukiji market is going to be reborn in Toyosu on a multiple-floored 40-hectare site. The area will be divided into three separate buildings and, unlike the existing market, the auctioning space will be housed in one facility and intermediate wholesalers will be located in another. Construction on the new site is expected to be complete next spring.

The market will become completely closed off from outside, with temperature-controlled buildings to keep the produce in a cool, hygienic environment. The closed structure will also regulate public access, says Urawa, as people can wander about freely in the existing market space at Tsukiji.

“It’s going to be completely different,” Urawa says. “We still need to conduct simulations on the logistics and distribution. Markets are usually designed on a flat space on a ground floor; a multi-story market is unprecedented.”

Coordinating a move that involves hundreds of companies, however, is far from straight-forward. Urawa is responsible for coordinating discussions between the existing vendors at Tsukiji and the metropolitan government.

Urawa says plans have been drawn up to conduct a series of logistical simulations on the new site in the first six months after construction is complete. Once finished, the market’s entire sales network would be moved over the course of a few days in the beginning of November 2016.

“The people in the market love to do things their own way,” Urawa says. “However, we need to establish a set of fundamental rules. Without rules, there is no order. My focus right now is on establishing an infrastructure.”

The metropolitan government drafted a plan as early as 1985 to renovate Tsukiji, constructing a two-story building that would house seafood products on the ground floor, fruit and vegetables on the second floor, and a parking lot on the roof.

However, projected costs soon swelled from the initial forecast of ¥238 billion to around ¥340 billion by 1996, while the estimated period for construction was extended from 14 years to more than 20.

In the end, then-Tokyo Gov. Shintaro Ishihara decided to abandon plans to renovate the existing site and, instead, build a new market in another location.

“(Tsukiji’s) too old, small and dangerous to be used as Tokyo’s kitchen,” Ishihara noted when he visited the market in September 1999, the year he was first elected as Tokyo’s leader. Later, the outspoken governor added “dirty” to his list of adjectives. The municipal government officially dropped the renovation plan in 2001 and decided to move the market to Toyosu.

That was, however, easier said than done because the soil at the relocation site, formerly owned by Tokyo Gas Co., has been found to be contaminated.

The gas company revealed that the area contains a high level of chemicals, including benzene (which was 43,000 times above environmental safety standards) and cyanogens (860 times above environmental safety standards). Other toxins that were detected on the site include arsenic, mercury and cadmium.

The cost of cleaning up the contamination is now expected to be more than ¥84.9 billion, of which Tokyo Gas has contributed ¥7.8 billion. The total project cost swelled from what was estimated to be ¥392.6 billion in 2011 to the most recent figure of ¥588.4 billion.

Contamination issues

Naturally, existing operators in the market have expressed concern over the move.

Makoto Nakazawa, secretary-general of the Tokyo Central Market labor union, is one of them. Nakazawa has worked inside Tsukiji fish market for about 30 years as a turret truck driver for an intermediate wholesaler. He claims there are a number of unresolved problems regarding Toyosu and believes the government should abandon its plan. “We have come this far because of this wonderful market and the system that our predecessors established,” Nakazawa says. “However, I don’t think the new facility is something that we can proudly hand over to the next generation. It’s like one big warehouse.”

The metropolitan government insists the contamination is contained, arguing that only 15 out of 4,122 areas in the soil and groundwater it checked were highly contaminated. Its website, however, also adds that areas where the level of contamination is 10 times higher than environmental safety standards or more actually makes up 36 percent of the whole area.

“I think the degree of contamination is very serious,” Nakazawa says.

Tokyo has already spent several years cleaning up the contaminated soil in Toyosu, announcing that decontamination work had been finished in October 2014.

A metropolitan government official says Tokyo is currently monitoring the groundwater at the Toyosu market to ease residents’ concern over the contamination. When the market opens on Nov. 7, 2016, the official says, a new monitoring system will commence operation.

According to Nakazawa and others who are against the move, however, the cleanup is far from done. Through their own research, they claim to have found that the metropolitan government failed to conduct tests that are necessary by law in 333 areas at the bottom of the aquifer. While Tokyo admits it didn’t check some of the aforementioned areas, it has no plans for further testing, arguing that it conducted all of the necessary tests that were recommended by Tokyo’s special panel in charge of the contamination.

“We can’t trust the government,” Nakazawa asks. “Who’s going to take responsibility if toxins are now found in Toyosu?”

Nakazawa has been organizing demonstrations with such organizations as the Consumers Union of Japan, opposing the relocation and calling on the municipal government to focus on renovating Tsukiji fish market instead.

As time ticks away, however, Nakazawa admits that most of the people openly opposing the relocation aren’t directly involved in the running of the market.

In February this year, Nakazawa surveyed 650 intermediate wholesalers regarding their views on the relocation. Out of the 254 respondents, 70 percent, or 179 shops, said construction for the new facility should be suspended until the area is completely toxin-free.

A further 55 percent said that the Tokyo Municipal Government gave little or no explanation on the details of the relocation to Toyosu. Their main concerns centered on the running costs of the new facility — the details of which, including the monthly expenses, have not been disclosed — and the contamination of the area.

“In truth, most people don’t want to move,” Nakazawa says. “I can, however, understand why many have given up. They may be experts on fish but fighting against the government is tough.”

Urawa, of the wholesale market association, says he understands why people don’t want to move because he himself has worked inside Tsukiji for 23 years. “For many, the existing Tsukiji facilities work just fine and they don’t see why we have to move,” he says. “I also understand because I am fond of this place as well. Now, however, we need to make sure that Toyosu becomes a market we can all be proud of.”

In July, the labor union for the fish market’s intermediate wholesalers revealed that 69 known companies have decided to end their businesses in Tsukiji. It is still unclear just how many companies will move to Toyosu out of the current 609, but the number of intermediate wholesalers is rapidly

decreasing due to a lack of heirs who can continue their legacy.

Shibayama's brother, Shinichi, had also considered closing Shibasen. The younger brother was going to respect whatever decision Shinichi made, because he comes from a very traditional family whose oldest son always inherits the shop and is the decision maker. When asked for his opinion, however, Shibayama expressed an eagerness to continue.

Shibasen is expected to continue, with Shinichi's oldest son looking to eventually run operations. "I hope I can help my brother pass the baton of Shibasen on to his son," Shibayama says.

At 7:30 a.m., most Styrofoam boxes at Shibasen have gone. Shibayama, however, still does not stop moving. He begins to mop the floors, washes the buckets and scrubs the walls clean. He may be the younger brother of the president but, at Shibasen, he's still a newbie. Together with his nephew, they clean the shop in preparation for the next day.

"Cleaning is an important part of the job, regardless of one's position," Shibayama says. "I scrub everything clean so that the customers can feel good about buying fish from me when they come again tomorrow."

By 8 a.m., the market has calmed down as an increasing number of people begin to scrub their stalls as well.

It is another beautiful fall day in Tokyo and shafts of sunlight begin to make their presence felt in the building. For the rest of Japan, the day has just begun.

YOU MIGHT ALSO LIKE



Emotions run high over Tsukiji fish market's move

(<http://www.japantimes.co.jp/news/2016/07/02/national/emotions-run-high-tsukiji-fish-markets-move/>)



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We Tried Blue Apron: Here's What Happened

The Liberty Project
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New documentary on Tsukiji fish market captures essence of...

(<http://www.japantimes.co.jp/culture/2016/07/23/films/new-documentary-tsukiji-fish-market-captures-essence-nations-lively-kitchen/>)



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AARP
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Simple Chicken Marinade Recipes

Awesome Cooker
(<http://awesomecooker.com/chicken-marinades/>)



In space-tight Japan, how to live like a minimalist

(<http://www.japantimes.co.jp/life/2016/06/21/lifestyle/space/>)



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9 Lesser-Known National Parks to Visit This Summer

(http://travel.aarp.org/articles-tips/articles/info-2015/under-the-radar-national-parks-photo.html?cmp=SL-DSO-OUTBRAIN-DESKTAB-TRAVEL-TVLSLIDE-SLIDE-PV_Obscure+National+Parks+Without+Crowds+-+Travel+Tip_1031829692_4936024#slide1)



How to Grill Perfect Pork Chops

The Blender
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EXHIBIT 3

Tsukiji fish market

From Wikipedia, the free encyclopedia

The **Tsukiji Market** (築地市場 *Tsukiji shijō*), supervised by the **Tokyo Metropolitan Central Wholesale Market** (東京都中央卸売市場 *Tōkyō-to Chūō Oroshiuri Shijō*) of the Tokyo Metropolitan Bureau of Industrial and Labor Affairs, is the biggest wholesale fish and seafood market in the world and also one of the largest wholesale food markets of any kind.

The market is located in Tsukiji in central Tokyo, between the Sumida River and the upmarket Ginza shopping district. While the inner wholesale market has restricted access to visitors, the outer retail market, restaurants and associated restaurant supply stores remain a major tourist attraction for both domestic and overseas visitors.^{[1][2]}



Tsukiji as seen from Shiodome

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Location

The market is located near the Tsukijishijō Station on the Toei Ōedo Line and Tsukiji Station on the Tokyo Metro Hibiya Line. There are two distinct sections of the market as a whole. The **"inner market"** (*jōnai-shijō*) is the licensed wholesale market, where approximately 900 licensed wholesale dealers operate small stalls and where the auctions and most of the processing of the fish take place. The **"outer market"** (*jōgai-shijō*) is a mixture of wholesale and retail shops that sell Japanese kitchen tools, restaurant supplies, groceries, and seafood, and many restaurants, especially sushi restaurants. Most of the shops in the outer market close by the early afternoon, and in the inner market even earlier.

Economics

The market handles more than 400 different types of seafood from cheap seaweed to the most expensive caviar, and from tiny sardines to 300 kg tuna and controversial whale species.^[3] Overall, more than 700,000 metric tons of seafood are handled every year at the three seafood markets in Tokyo, with a total value in excess of 600 billion yen (approximately 5.9 billion US dollars on November 24, 2013). The number of registered employees as of 25 January 2010 varies from 60,000 to 65,000, including wholesalers, accountants, auctioneers, company officials, and distributors.

Operations

The market opens most mornings (except Sundays, holidays and some Wednesdays) at 3:00 a.m. with the arrival of the products by ship, truck and plane from all over the world. Particularly impressive is the unloading of tons of frozen tuna. The auction houses (wholesalers known in Japanese as *oroshi gyōsha*) then estimate the value and prepare the incoming products for the auctions. The buyers (licensed to participate in the auctions) also inspect the fish to estimate which fish they would like to bid for and at which price.

The auctions start around 5:20 a.m. Bidding can only be done by licensed participants. These bidders include intermediate wholesalers (*nakaoroshi gyōsha*) who operate stalls in the marketplace and other licensed buyers who are agents for restaurants, food processing companies, and large retailers.

The auctions usually end around 10:00 a.m. Afterward, the purchased fish is either loaded onto trucks to be shipped to the next destination or on small carts and moved to the many shops inside the market. There the shop owners cut and prepare the products for retail. In case of large fish, for example tuna and swordfish, cutting and preparation is elaborate. Frozen tuna and swordfish are often cut with large band saws, and fresh tuna is carved with extremely long knives (some well over a meter in length) called *oroshi-hōchō*, *maguro-bōchō*, or *hanchō-hōchō*.



Cutting frozen tuna with a band saw



Vendors display the morning's catch at the market at 4 a.m.



End of the fresh tuna auction at Tsukiji



A tray of six *Takifugu rubripes* on ice for sale at Tsukiji



Tuna auction at Tsukiji



Fishermen cutting fish at Tsukiji



Fishermen cutting tuna at Tsukiji

The market is the busiest between 5:30 and 8:00 a.m., and the activity declines significantly afterward. Many shops start to close around 11:00 a.m., and the market closes for cleaning around 1:00 p.m. Tourists may visit the market daily between 5 a.m. and 6:15 a.m. and watch the proceedings from a designated area,^[4] except during periods when it is closed to the public.

Because of an increase in sightseers and the associated problems they cause, the market had banned all tourists from the tuna auctions on several occasions, including from 15 December 2008 through 17 January 2009,^[5] 10 December 2009 through 23 January 2010,^[6] and 8 April 2010 through 10 May 2010.^[7] After the latest ban that ended in May 2010, the tuna auctions have been re-opened to the public with a maximum limit of 120 visitors per day on a first-come, first-served basis.^{[8][9]} Visitor entry into the interior wholesale markets is prohibited until after 9 AM.^[10] Due to the March 2011 earthquakes all tourists were banned from viewing the tuna auctions till 26 July 2011, from which date it was reopened.^[11]

Inspectors from the Tokyo Metropolitan Government supervise activities in the market to enforce the Food Hygiene Law.

History

The first market in Tokyo was established by Tokugawa Ieyasu during the Edo period to provide food for Edo castle (nowadays Tokyo). Tokugawa Ieyasu invited fishermen from Tsukuda, Osaka to Edo to provide fish for the castle. Fish not bought by the castle was sold near the Nihonbashi bridge, at a market called *uogashi* (literally, "fish quay") which was one of many specialized wholesale markets that lined the canals of Edo (as Tokyo was known until the 1870s).

In August 1918, following the so-called "Rice Riots" (*Kome Sōdō*), which broke out in over 100 cities and towns in protest against food shortages and the speculative practices of wholesalers, the Japanese government was forced to create new institutions for the distribution of foodstuffs, especially in urban areas. A Central Wholesale Market Law was established in March 1923.

The Great Kantō earthquake on September 1, 1923, devastated much of central Tokyo, including the Nihonbashi fish market. In the aftermath of the earthquake, the market was relocated to the Tsukiji district and, after the construction of a modern market facility was completed in 1935, the fish market began operations under the provisions of the 1923 Central Wholesale Market Law. Three major markets in Tsukiji, Kanda, and Koto began operating in 1935. Smaller branch markets were established in Ebara, Toshima, and Adachi, and elsewhere. At present, the Tokyo Metropolitan Government's system of wholesale markets includes more than a dozen major and branch markets, handling seafood, produce, meat, and cut flowers.



An *oroshi hocho* in use at the Tsukiji fish market in Tokyo

Building

Following the 1923 Great Kantō earthquake architects and engineers from the Architectural Section of Tokyo Municipal Government were sent to Europe and America to do research for the new market. However, because of the sheer size of the market and the number of items traded they were forced to come up with their own unique design. The quarter circular shape allowed easier access and handling for freight trains and the steel structure above allowed a wide, continuous space free from columns and subdivisions.^[12]

Planned relocation to Toyosu

The Tsukiji fish market occupies valuable real estate close to the center of the city. Former Tokyo Governor Shintaro Ishihara repeatedly called for moving the market to Toyosu, Koto.^[13] The long-anticipated move to the new market will take place in November 2016, in preparation for the 2020 Tokyo Summer Olympics.^[14] The new location has been criticized for being heavily polluted and in need of cleanup.^[15] There are plans to retain a retail market, roughly a quarter of the current operation, in Tsukiji.^[16] The remaining area of the market will be redeveloped.^[17] During the construction of the new site concerns remained about the safety of the site.^[18]

In popular media

- The Tsukiji fish market was featured on the July 8, 2008 episode of the American reality show *I Survived a Japanese Game Show*. In the episode, the winning team (the Yellow Penguins) received a reward in the form of a VIP tour of the fish market.
- In the 2011 documentary film *Jiro Dreams of Sushi*, the market is featured and discussed as it relates to Jiro Ono's life profession as a world-renowned sushi chef.^[19]
- The market is featured in the music video for the 2014 single "Rather Be" by the British band Clean Bandit.
- The Japanese culture and lifestyle television show *Begin Japanology* aired on NHK World featured a full episode on Tsukiji fish market in 2008.
- The travel show *Globe Trekker* featured the Tsukiji market during host Ian Wright's trip to Tokyo. It showed a fish auction, then a short tour through its surroundings and finished with Wright eating sushi in a nearby sushi parlor.

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