



## EXHIBITS

Proceeding/Serial No: 92042614

Filed: 10-11-05

Title: Registrants Response to Petitioner's  
Statement of Material undisputed  
facts

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

78190509

In the Matter of  
Trademark Registration No. 2,772,766  
For the Mark SAN DIMAS GUITARS THE  
CALIFORNIA GUITAR COMPANY  
Registration Date: October 7, 2003

JACKSON/CHARVEL MANUFACTURING,  
INC.,

Petitioner,

Cancellation No. 92042614

v.

PRINS, LLOYD A.,

Registrant-Respondent

**REGISTRANTS RESPONSE TO  
PETITIONER'S STATEMENT OF MATERIAL UNDISPUTED FACTS**

Registrant objects to Petitioner's Statement Of Material Undisputed Facts and request the Board to strike this document from the record. In matters before the T.T.A.B. such a document is not proper in a non-moving party's response to a Motion For Summary Judgement. The TBMP at § 528.01 page 362 ¶ 3: "The nonmoving party, in turn, should specify, in its brief in opposition to the motion, the material facts that are in dispute. Without waiving this objection, Petitioner states that specific replies to Petitioner's Statement Of Material Undisputed Facts are found within Registrant's document titled Registrant's Reply To Petitioner's Response In Opposition To Registrant's Motion For Summary Judgment.

Respectfully submitted,

Dated this 8 day of October, 2005

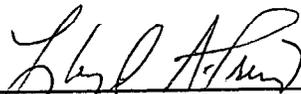
  
Lloyd A. Prins - Registrant



CERTIFICATE OF SERVICE

I hereby certify that on this 11 day of October, 2005, a copy of the foregoing Registrant's Reply To Petitioner's Statement Of Material Undisputed Facts was mailed via USPS Express Mail Post Office to Addressee service to:

Box TTAB/No Fee  
USPTO  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

  
\_\_\_\_\_  
Lloyd A. Prins - Registrant

# Group Exhibit 1

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

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REGISTRANTS REPLY TO  
PETITIONER'S RESPONSE IN OPPOSITION TO  
REGISTRANT'S MOTION FOR SUMMARY JUDGEMENT

Pursuant to Rule 56 of the Federal Rules of Civil Procedure and TBMP § 528.01, Registrant, Lloyd A. Prins hereby submits Registrant's Reply to Petitioner's Response In Opposition To Registrant's Motion For Summary Judgement ("Reply") and in support thereof, provides the following:

Preliminary Statement

In order for Petitioner to avoid an unfavorable ruling in Registrant's Motion For Summary Judgement ("Motion"), Petitioner had the simple task of showing that a genuine issue of material fact remains in dispute which can only be resolved through trial. To accomplish this, the burden was on Petitioner to respond to Registrant's Motion with evidence such that "a reasonable fact finder could decide the question in favor of Petitioner". *TBMP 528.01 - 1029*§3. When given the chance however, Petitioner chose

not to provide contradictory facts, but instead offered lengthy arguments to support its disagreements with the facts put forth in Registrant's Motion. Registrant will show in this Reply that no evidence exists that supports the relief sought in Petitioner's instant cancellation proceeding and as a matter of law, summary judgement against Petitioner is warranted.

### **Replies to Petitioner's Responses**

#### **I. Reply to Petitioner's Statement of Facts**

In its arguments to prove use of the San Dimas trademark prior to that of Registrant, Petitioner relies on the declarations of Donald Wade (Petitioner's Exhibit 1, "Wade Declaration") and Edel Diaz (Petitioner's Exhibit 2, "Diaz Declaration."). Wade, a previous Vice President of Jackson/Charvel, declares to have had duties related to product development, sales, advertising and promotion and marketing, and asserts that due to these roles, has intimate knowledge related to the introduction of Jackson/Charvel's San Dimas Guitar.

Before considering the content of the Wade and Diaz Declarations, the Board must first determine whether these declarations can even be accepted into the record.

#### **A. Failure To Disclose**

On no less than two occasions, Registrant propounded Petitioner to disclose and make available Jackson/Charvel organizational charts. (*See Registrant's First Request For Production Of Document's #15 and Registrant's Nov. 13, 2004 letter to Petitioner, page 7 ¶ 2*). Rather than disclose, Petitioner objected to this discovery request stating that, *inter alia*, "not reasonably calculated to lead to the discovery of admissible evidence". (*See Petitioner's Response To Respondent's First Request For Production Of Document page 9*). However, when Petitioner found that such information was essential

to its own case, Petitioner dug into its organizational charts, identified a past Vice President and a past Customer Service Representative and crafted two key declarations. Registrant asserts that because this information was willfully and contemptuously withheld, there existed no opportunity for Registrant to identify these same individuals either by name, job title and accountabilities. As a result, Registrant missed the opportunity to obtain key discovery that is now proffered by Mr. Wade and Mr. Diaz.

Pursuant to Fed. R. Civ. P. 26(b)(1) and TBMP § 402.01 (2<sup>nd</sup> ed., 1<sup>st</sup> rev. 2004), Registrant's was well within the scope of discovery by propounding Petitioner to make available its organizational charts. Petitioner's refusal on this matter placed Registrant at a severe disadvantage, the remedy of which are sanctions up to and including the entering of a judgement against the disobedient party. TBMP § 411.04; TBMP § 527.01; ); *Ingalls Shipbuilding, Inc. v. United States*, 857 F.2d 1448, 11 Fed. R. Serv.3d 1342 (Fed. Cir. 1988). On this matter of refusal to disclose, the declaration of Donald Wade, a former Vice President, must, as a minimum, be dismissed.

#### **B. Failure to Search For and/or Update Discovery**

As with the failure to disclose, the failure to search one's records or to make periodic and seasonable update to one's responses puts the adverse party at a severe disadvantage when new and previously non-disclosed evidence is offered into evidence.

The TBMP at § 408.02 states that:

“A responding party which, due to an incomplete search of its records, provides an incomplete response to a discovery request, may not thereafter rely at trial on information from its records which was properly sought in the discovery request but was not included in the response thereto. *Bison Corp. v. Perfecta Chemie B.V.*, 4 USPQ2d 1718, 1720.”

Continuing, the TBMP at § 408.03 states that:

“As governed by Fed. R. Civ. P. 26(e)(2), A party is under a duty seasonably to amend a prior response to an interrogatory, request for production, or request for

admission if the party learns that the response is in some material respect incomplete or incorrect and if the additional or corrective information has not otherwise been made known to the other parties during the discovery process or in writing. *Penguin Books Ltd. V. Eberhard*, 48 USPQ2d 1280, 1284

In the Wade Declaration, Mr. Wade cites and attempts to offer into evidence a set of photo-copied magazine excerpts identified as Group Exhibit A. These ten (10) pages are easily identified because they each lack a Bates label, the method by which Petitioner identifies documents previously disclosed to Registrant. One will notice that the dates of these publications range from October 1994 through February of 1995 and advertise guitar models San Dimas I, San Dimas II, San Dimas III, San Dimas IV, San Dimas V. These are the very same products promoted in Petitioner's 1995 Charvel Product Catalog which Wade declares was "One of Jackson/Charvel's bigger product role-outs". (See Wade Decl. ¶ 8).

In Registrant's First Interrogatories Request no. 17, Petitioner propounded: "Specific to the Charvel products promoted in a 1995 catalog and again in a 1996 catalog, set forth in detail the facts and circumstances surrounding the introduction and cessation of these products." Registrant instructed Petitioner that when answering the interrogatories, identify and attach each and every document used in the preparation of each answer. Jackson objected to interrogatory no. 17 in its entirety and only offered that these products were conceived in 1993, displayed and sold at the 2004 NAMM Show and advertised in the 1995 and 1995 catalogs. Even after compelling Petitioner in its letter of November 13, 2004 and after an order from the Board's, Petitioner refused to disclose key material documents until such time as Petitioner felt they could best serve their interest. For these reasons, Registrant objects to the introduction of documents identified in Wade's declaration as Exhibit A and again request appropriate sanctions taken.

### C. Wade and Diaz offer no material facts

Notwithstanding Registrant's objection for Petitioner's failure to disclose, Registrant contends that the items offered into evidence as a part of Wade's and Diaz' declaration have no bearing on Registrant's Motion and puts forth the following facts in support of this contention:

1. Wade declares that Jackson/Charvel's use of the San Dimas trademark commenced in 1993 and that Jackson/Charvel exhibited San Dimas Guitars at a tradeshow in 1994. (Wade Decl. ¶ 7) Throughout the discovery period, Registrant repeatedly requested evidence of that use. Petitioner could provide no such evidence. Even when faced with an unfavorable ruling in a Motion For Summary Judgement, Petitioner still could provide no such evidence.
2. Wade declares that Jackson/Charvel devoted significant resources in the roll-out of their San Dimas line of guitars (Wade Decl. ¶ 8) as evidenced by Charvel San Dimas brochures 1995 and 1996 (Wade's Exhibit A) and magazine advertisements from October 1994 through February 1995. Registrant asserts in its Affirmative Defenses that Petitioner's claims are barred because Petitioner abandoned its alleged trademark (*See Registrant's Answers to Petition For Cancellation, Fifth Affirmative Defense*). Beyond the 1995 and 1996 Charvel San Dimas brochures, the evidentiary record is devoid of any similar use and Wade's declaration offers no such evidence.
3. Wade incorrectly asserts that the 2000, 2001 and 2002 Jackson Price Lists constitute trademark use. (Wade Decl. ¶ 10). Although Wade describes these documents as "Illustrative Catalogs", they are in fact price lists, as evidenced by the cover page titles "2000 Price List", "2001 Price List" and "2002 Price

List". (See Wade's Decl. Group Exhibit D) Where Wade merely provides excerpts, Registrant offers the complete Price Lists into evidence as Group Exhibit 1. The TMEP § 904.05 ¶ 2 clearly calls out price lists as materials that are not appropriate as specimen trademarks. Furthermore, the TMEP § 904.06(a) provides very specific criteria for catalogs as specimens for trademarks. Clearly Wade's price lists are not catalogs and fail fatally as the term San Dimas is not prominent, does not include a picture of the relevant goods, and does not show the mark sufficiently near the picture of the goods.

4. Wade declares that customers ordered San Dimas guitar necks as part of a custom-model guitar as evidenced by attachment Exhibit E. However, the documents provided are internally generated work-orders and sales invoices which do not constitute trademark use (TMEP § 904.05 ¶ 2). In order for these documents to have bearing on this proceeding, Petitioner must show that these documents were generated in response to the sale of a San Dimas trademarked product. As Registrant has shown, Petitioner did not market, advertise, catalog, display or promote any San Dimas trademarked products beyond a 1996 Charvel San Dimas brochure. Accordingly, Wade's declaration and Exhibit E is immaterial and offers no new evidence.
5. Wade declares that Jackson/Charvel sold \$750,000 of San Dimas guitars during the 1990s. Such a claim is barred as Petitioner refused to disclose this very information even after Registrant's multiple requests. Accordingly, this declaration must be dismissed.
6. Wade declares that Jackson/Charvel advertised San Dimas guitars on its custom shop website. This fact has no bearing as the TMEP § 904.06 ¶

provides that such a website must provide for online ordering.

Jackson/Charvel has not employed its website as an online retail store and no evidence or testimonies can prove otherwise.

7. Wade's declaration that Jackson/Charvel received over 200 calls annually referencing San Dimas guitars (Wade Decl. ¶ 13) has no bearing as such a claim does not translate into anything material. Wade does not declare that he received such calls, nor does he declare that these calls resulted in the sale of San Dimas trademarked products. For all one knows, the response to all 200 calls was "Jackson/Charvel does not sell San Dimas products." Furthermore, 200 is a meaningless number as it has no reference. For example, if Jackson/Charvel had 25 employees, each accepting 10 calls per day, over a year's time, 200 calls represents less than ½ of one a percent of their calls (.32%). Registrant contends that Wade's declaration is meaningless.
8. Diaz Declaration at ¶ 4 asserts that from 1996 to the present, consumers consistently called Jackson/Charvel requesting San Dimas guitars and parts. As with Wade, this empty declaration has no bearing, as it does not translate into anything material.
9. Diaz Declaration at ¶ 5, like Wade's declaration at ¶ 13, has no bearing. Diaz completely avoids any declaration that calls for San Dimas trademarked products resulted in the sale of San Dimas trademarked products. Diaz, a customer service representative and later sales manager must have been knowledgeable of sales numbers. The absence of such a declaration is further evidence that no such sales exist.

## **II. Registrant's Motion Meets Its Initial Burden**

Under Rule 56 of the Federal Rules of Civil Procedure, summary judgment is proper where "the pleadings, depositions, answers to interrogatories, and admissions on file, together with the affidavits, if any, show that there is no genuine issue as to any material fact and that the moving party is entitled to judgment as a matter of law."

Fed.R.Civ.P.56(c). As delineated above, Petitioner has failed to make sufficient showing as to its own case on which it has the burden of proof and any evidence that might be presented at trial would not change this fact. The evidentiary record is devoid of any evidence that proves Petitioner's use of the term San Dimas warrants an immediate cancellation of Registrant's awarded mark. As a matter of law, a Summary Judgement in favor of Registrant is warranted.

## **III. Petitioner Must Prove its Allegation to Standing**

Petitioner cannot indefinitely rely on its pleadings, but at some point must proffer evidence that proves its case. Pursuant to TBMP at § 309.03(b)¶ 2, "Allegations in support of standing which may be sufficient for pleading purposes must later be affirmatively proved by the plaintiff at trial (or on summary judgement)" TBMP § 309.03(b) ¶ 2. In this matter, Registrant contends that Petitioner has failed to proffer evidence in support of its pleading and as a matter of law, a Summary Judgement must be entered against Petitioner for failure to prove standing.

## **IV. Registrant's Supplemental Registration is Valid**

Petitioner wrongly believes that Registrant asserts validity due to registration on the supplemental register. Prins makes no such assertion, in fact states that "validity may be rebutted, but can be done so only by a preponderance of the evidence. ("Motion", pg.

3, at II A). Petitioner offers an elaborate argument, but offers no evidence to dispute the validity of Registrant's mark.

**V. Registrant San Dimas Mark Has Priority**

Petitioner has failed to show that its use of the San Dimas trademark extends beyond 1996 and no amount of time or additional testimony can change this fact. Post 1996, Petitioner's only commercial use of the term "San Dimas" commenced in a year 2000 price list. The Lanham Act provides that "[n]onuse for three consecutive years shall be prima facie abandonment." 15 U.S.C. § 1127. Registrant contends that Petitioner attempted to introduce a San Dimas guitar in 1995, recognized its failure and discontinued the guitar in 1996. Upon learning of Registrants San Dimas Guitar Company, Petitioner rushed to market their own San Dimas guitar in 2003. The courts have held that abandonment cannot be reversed by subsequent re-adoption of a mark. Registrant, in its Fifth Affirmative Defense, asserts that Petitioner claims are barred because it abandoned its use of a San Dimas trademark. Registrant's San Dimas mark is superior to Petitioner's mark and as a matter of law, Petitioner cannot prevail in an immediate cancellation proceeding. Accordingly, a Summary Judgment against Petitioner is warranted.

**VI. Petitioner's Mark Is Not Distinctive**

Petitioner wrongly asserts that distinctiveness is immaterial to this proceeding. Because Petitioner failed to plead distinctiveness of its own mark, it now argues that distinctiveness is not required. Petitioner has pled a likelihood of confusion, but stopped short asserting distinctiveness. Moreover, Petitioner has offered nothing into the record that could even support a claim of distinctiveness. Registrant's mark is distinctive as a source identifier of guitars manufactured and sold by Registrant's San Dimas Guitar

source identifier of guitars manufactured and sold by Registrant's San Dimas Guitar Company. With a record completely devoid of any contradictory evidence, as a matter of law, Summary Judgement in favor of Registrant is warranted.

For Registrant to succeed in this Motion For Summary Judgement, Registrant needed only show that there is an "absence of evidence to support the nonmoving party's case". *TBMP 528.01 – 102*¶2. The Supreme Court has held that the burden is not on the movant to produce evidence showing the absence of a genuine issue of material fact. In this matter, Petitioner has failed to show such an absence. The record is clearly does not support the immediate cancellation that Petitioner seeks and as a result, Petitioner cannot prevail. For these reasons, a Summary Judgement in favor of Registrant is appropriate.

Respectfully submitted,

Dated this 8 day of October, 2005

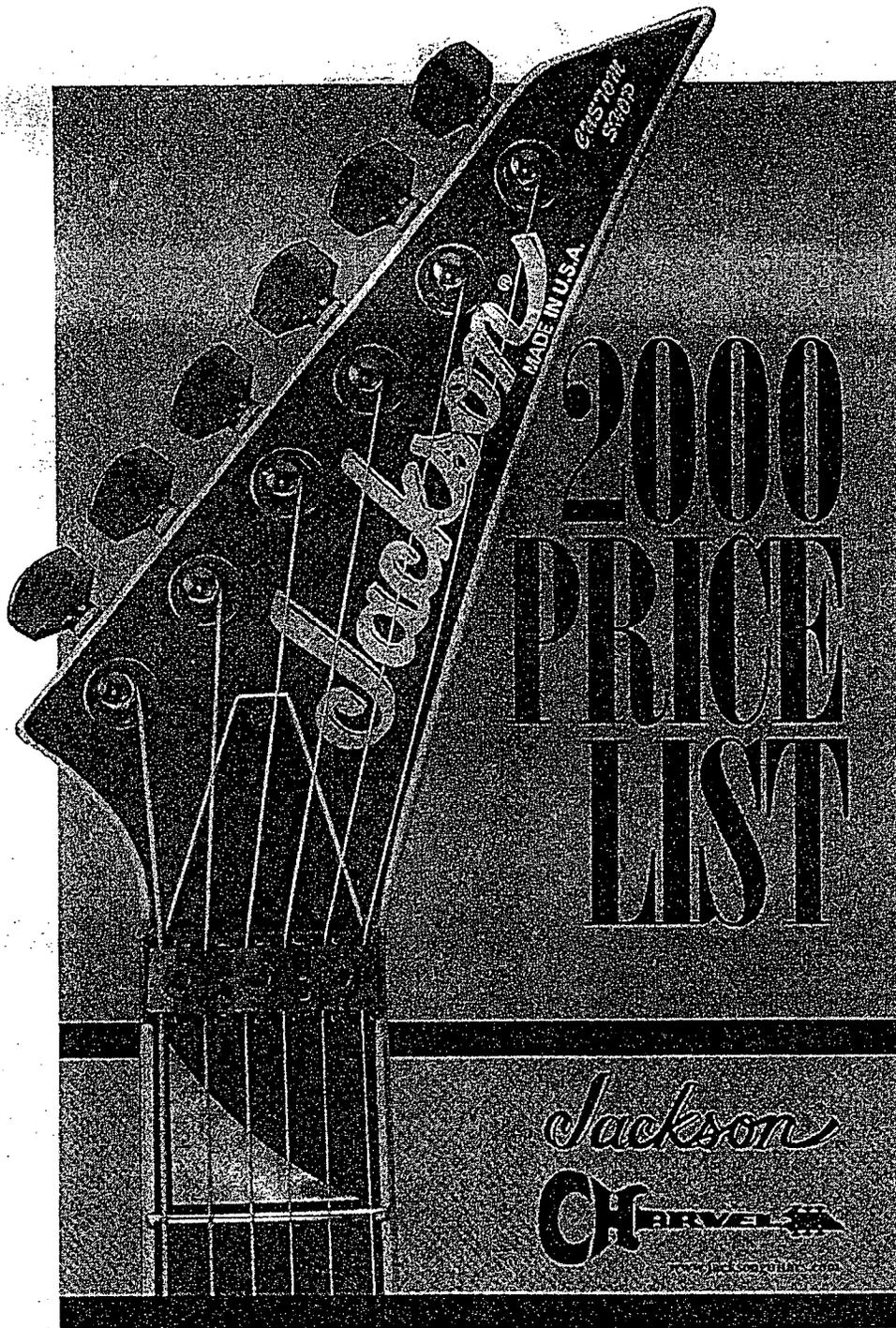
  
\_\_\_\_\_  
Lloyd A. Prins – Registrant

**CERTIFICATE OF SERVICE**

I hereby certify that on this 11 day of October, 2005, a copy of the foregoing Registrant's Reply To Petitioner's Response in Opposition to Registrant's Motion For Summary Judgement was mailed via USPS Express Mail Post Office to Addressee service to:

Box TTAB/No Fee  
USPTO  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

  
\_\_\_\_\_  
Lloyd A. Prins – Registrant



2000  
PRICE  
LIST

Jackson  
ORVILLE

EFFECTIVE JANUARY 1, 2000

JC 00040

# JACKSON

## JACKSON USA AND PROFESSIONAL SERIES GUITARS

Model Name	Retail	Finish	Case Number	Case Price
DK2 (Solid)	\$ 950.00	BLK, DCB, DMR	JCC921	\$119.95
DK2 (Transparent)	\$ 945.00	TA, TB, TR	JCC921	\$119.95
DK2(L) (Solid)	\$ 975.00	BLK, DCB, DMR	JCC922	\$119.95
DK2(L)* (Transparent)	\$ 1,025.00	TA, TB, TR	JCC922	\$119.95
DR3 (Solid)	\$ 945.00	BLK, DCB, DMR, DMV	JCC921	\$119.95
DR3 (Transparent)	\$ 895.00	TB, TG, TSB	JCC921	\$119.95
DR6 (Solid)	\$ 695.00	BLK, DCB, DMR	JCC921	\$119.95
DR6 (Transparent)	\$ 745.00	TSB, TSB	JCC921	\$119.95
DR7 (Solid)	\$ 895.00	BLK, DCB	JCC922	\$119.95
DR7 (Transparent)	\$ 945.00	TB, TR	JCC922	\$119.95
DR7T (Solid)	\$ 1,095.00	BLK, DCB	JCC922	\$119.95
DR7T (Transparent)	\$ 1,145.00	TB, TR	JCC922	\$119.95
JJ1 (Solid)	\$ 1,295.00	BLK, GMG, SSM	JCC922 USA	\$119.95
JJ1 (Transparent)	\$ 1,395.00	NAT, TBK	JCC922 USA	\$119.95
JJ2	See Select Chart		JCC922 USA	\$119.95
JJ4 (Solid)	\$ 745.00	BLK, DCB	JCC922	\$119.95
JJ4 (Transparent)	\$ 795.00	TSB	JCC922	\$119.95
JJ7 (Tatoo)	\$ 845.00	TATOO	JCC922	\$119.95
JJ5 (Natural)	\$ 1,650.00	NAT only	JCC922 USA	\$119.95
KE1 (Solid)	\$ 1,695.00	BLK, SWP	JCC902 USA	\$169.95
KE1 (Transparent)	\$ 1,795.00	TBK, TB	JCC902 USA	\$169.95
KE1 (R)	See Select Chart		JCC902 USA	\$169.95
KE2	See Select Chart		JCC902 USA	\$169.95
KE3(R) (Solid)	\$ 875.00	BLK, DCB, DMB	JCC902	\$169.95
KE3(R) (Transparent)	\$ 925.00	TB, TR	JCC902	\$169.95
KE7(R) (Solid)	\$ 895.00	BLK, DCB	JHC914	\$159.95
KS2 (Solid)	\$ 895.00	BLK, DCB	JHC913	\$159.95
KV1 (Solid)	\$ 1,795.00	BLK, TBK	JCC901 USA	\$169.95
KV1 (TBK)	\$ 1,895.00	TBK-(KOR)	JCC901 USA	\$169.95
KV2	See Select Chart		JCC901 USA	\$169.95
KV3 (Solid)	\$ 875.00	BLK, DMV, SWP	JCC901 USA	\$169.95
KV3 (Transparent)	\$ 925.00	CSB, TB, TR	JCC901	\$169.95
PCI (Transparent)	\$ 2,095.00	Au Natural, Chlorine, Euphoria, Mocha, Solar	JCC921 USA	\$119.95
PG3 (Transparent)	\$ 995.00	Au Natural, Chlorine, Solar	JCC921	\$119.95
RR1	See Select Chart		JCC901 USA	\$169.95
RR1T	See Select Chart		JCC901 USA	\$169.95
RR3(R) (Solid)	\$ 875.00	BLK, DCB	JCC901	\$169.95
RR3(R) (Transparent)	\$ 925.00	TB, TR	JCC901	\$169.95
RR7R (Solid)	\$ 895.00	BLK, DCB	JHC915	\$159.95

# JACKSON

## JACKSON USA AND PROFESSIONAL SERIES GUITARS

Model Name	Retail	Finish	Case Number	Case Price
SC2 (Transparent)	\$ 945.00	TB, TR	JCC922	\$119.95
SC3 (Solid)	\$ 995.00	BLK, SFG	JCC922	\$119.95
SC12 (Solid)	\$ 1,245.00	BLK, SFG	JCC922	\$119.95
SL1	See Select Chart		JCC921 USA	\$119.95
SL2H	See Select Chart		JCC921 USA	\$119.95
SL1 Left	See Select Chart		JCC922 USA	\$119.95
Y2KV	See Select Chart		JCC901 USA FV	\$179.95
XTRR	Select Solids & Graphics		JCC901 USA	\$169.95

## PERFORMER SERIES GUITARS

Model Name	Retail	Finish	Case Number	Case Price
PS2 (Solid)	\$ 595.00	BC, BLK, DMB, RYM	JCC921	\$119.95
PS2 (Transparent)	\$ 645.00	TB, TG, TP, TR	JCC921	\$119.95
PS3 (Solid)	\$ 675.00	BC, BLK, DMB, RYM	JCC901	\$169.95
PS3T (Transparent)	\$ 725.00	TB, TG, TP, TR	JCC901	\$169.95
PS4 (Solid)	\$ 645.00	BC, BLK, DMB, RYM	JCC921	\$119.95
PS4 (Transparent)	\$ 695.00	TB, TG, TP, TR	JCC921	\$119.95
PS6 (Solid)	\$ 675.00	BC, BLK, DMB, RYM	JCC902	\$169.95
PS6T (Transparent)	\$ 725.00	TB, TG, TP, TR	JCC902	\$169.95
PS7 (Solid)	\$ 575.00	BC, BLK, DMB, RYM	JCC921	\$119.95
PS7 (Transparent)	\$ 625.00	TB, TG, TP, TR	JCC921	\$119.95

## X SERIES GUITARS

Model Name	Retail	Finish	Case Number	Case Price
DX7 (Solid)	\$ 499.00	BLK, DMB, DMR	JCC922	\$119.95
DX10 (Solid)	\$ 425.00	BLK, DMB, DMR	JCC921	\$119.95
DX10D (Solid)	\$ 485.00	BLK, DMB, DMR	JCC921	\$119.95
KX10 (Solid)	\$ 495.00	BLK, DMB, DMR	JCC902	\$169.95
KX10D (Solid)	\$ 555.00	BLK, DMB, DMR	JCC902	\$169.95
RX10 (Solid)	\$ 495.00	BLK, DMB, DMR	JCC901	\$169.95
RX10D (Solid)	\$ 550.00	BLK, DMB, DMR	JCC901	\$169.95

## JS SERIES GUITARS

Model Name	Retail	Finish	Case Number	Case Price
JS20	\$ 325.00	BLK, DMB, DMR	JCC921	\$119.95
JS40	\$ 395.00	BLK, DMB, DMR	JCC931	\$139.95

# JACKSON

## JACKSON BASSES

Model Name	Retail	Finish	Case Number	Case Price
C20 (Solid)	\$ 445.00	BLK, DMB, DMR	JCC931	\$139.95
C4A (Solid)	\$ 795.00	BLK, DMB, DMR	JCC931	\$139.95
C4A (Transparent)	\$ 845.00	BCSB, TI, TR	JCC931	\$139.95
C4MJ (Solid)	\$ 795.00	BLK, DCB, DMR	JCC931	\$139.95
C4MJ (Transparent)	\$ 845.00	BCSB, TI, TR	JCC931	\$139.95
C4P (Solid)	\$ 645.00	BLK, DCB, DMR	JCC931	\$139.95
C4P (Transparent)	\$ 695.00	BCSB, TI, TR	JCC931	\$139.95
C4P (L)* (Solid)	\$ 745.00	BLK, DCB, DMR	JCC931	\$139.95
C5A (Solid)	\$ 845.00	BLK, DCB, DMR	JCC931	\$139.95
C5A (Transparent)	\$ 895.00	BCSB, TI, TR	JCC931	\$139.95
C5MJ (Solid)	\$ 895.00	BLK, DCB, DMR	JCC931	\$139.95
C5MJ (Transparent)	\$ 945.00	BCSB, TI, TR	JCC931	\$139.95
C5P (Solid)	\$ 745.00	BLK, DCB, DMR	JCC931	\$139.95
C5P (Transparent)	\$ 795.00	BCSB, TI, TR	JCC931	\$139.95
JTBass (Solid)	\$ 1,695.00	BLK, INE (Add \$200.00)	JCC931	\$139.95
KB1 (Solid)	\$ 745.00	BLK, DCB	JCC931	\$139.95
LS Bass (Solid)	\$ 995.00	BLK	JCC931	\$139.95
LS Bass (Transparent)	\$ 1,045.00	TI, TR, TSB	JCC931	\$139.95

## JACKSON GUITARS COLOR GLOSSARY

Not all models available in all colors.

BC Black Cherry	DMR Dark Metallic Red	Tattoo What else could it be	<b>PC1 ONLY:</b> Au Natural** Chlorine** Euphoria Mocha Solar** **Available on PC3 <hr/> <i>Graphics available only on select USA Models</i>
BCSB Burnt Cherry Sunburst	DMV Dark Metallic Violet	TA Trans Amber	
BGP Blue Green Pearl	DTR Deep Trans Red	TB Trans Blue	
BLK Black	INT Interference Flames	TBK Trans Black	
CBL Cobalt Blue	KOR Natural Korina	TG Trans Green	
CSB Cherry Sunburst	MAH Natural Mahogany	TI Trans Ivory	
DCB Deep Candy Blue	PB Purple Burst	TP Trans Purple	
DCR Deep Candy Red	PP Pavo Purple	TR Trans Red	
DMB Dark Metallic Blue	RVM Red Violet Metallic	TSB Tobacco Sunburst	
	SFG Sea Foam Green		



**JACKSON / CHARVEL  
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 817-831-9203  
[www.jacksonguitars.com](http://www.jacksonguitars.com)

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 subject to change without written notice.

Prices are in U.S. Dollars.

JC 00043

# JACKSON

## JACKSON USA SELECT SERIES / GRAPHICS

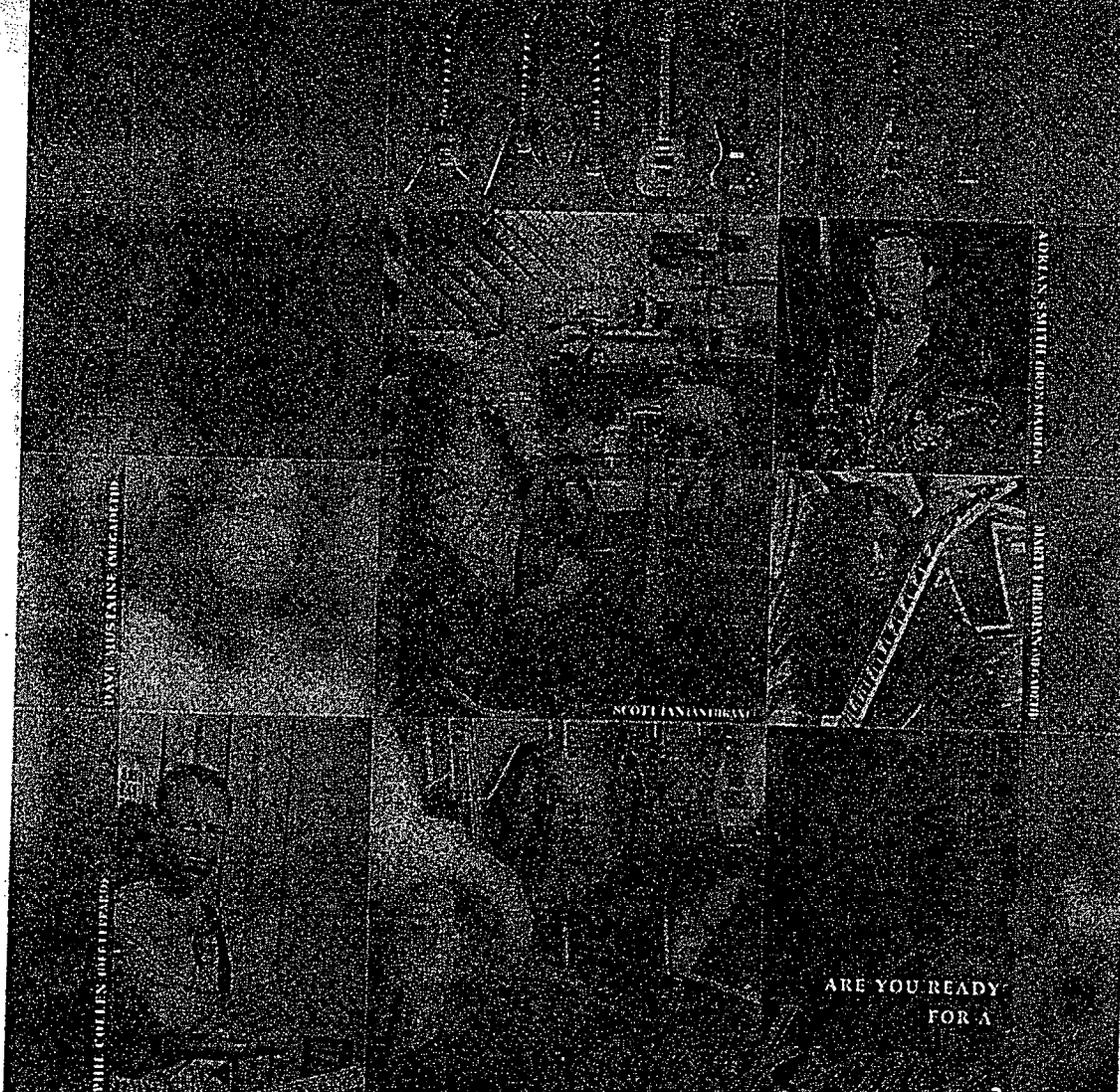
Model Name	Group A	Group B	Group C	Group D	Group E	Group F/Graphics
	Blue Green Pearl (BGP) Black (BLK) Black Pearl (BKP) Cobalt Blue (CBL) Electric Blue Metallic (EB) Ferrari Red (FR) Gun Metal Grey (GMG) Metallic Black (MBK) Pavo Purple (PP)	Black Cherry (BC) Candy Apple Green (CAG) Candy Apple Red (CAR) Candy Blue (CB) Deep Candy Red (DCR) Blue Purple Burst (BPB) Snow White Pearl (SWP) Yellow Gold Pearl (YGP)	Amber Sunburst (ASB) Burnt Cherry Sunburst (BCSB) Cherry Sunburst (CSB) Transparent Blue (TB) Transparent Black (TBK) Transparent Green (TG) Transparent Red (TR) Tobacco Sunburst (TSB) Natural Mahogany (MAH)**	Black w/White Bevels (BLK/BWT) Ferrari Red w/Black Bevels (FR/BVK) Solid White Pearl w/Black Bevels (SWP w/BVK) Black w/Gold Pinstripes (BLK/GLD PNS) Snow White Pearl w/Black Pinstripes (SWP/BLK PNS)	Blue Metal Flake (BMF) Interference Cyan/Magenta (ICM) Interference Fireglo (IFG)	Blue Ghost Flames (BGF) Eerie Dess Swirl (EDS) Hot Rod Flames (HRF) Interference Flames (HF) Lightning Sky (LTG) Pile O' Skulls (SKL) Red Ghost Flames (RGF)
JT2	\$1,795.00	\$1,845.00	\$1,895.00	N/A	\$2,095.00	\$2,195.00
KE1T	\$1,895.00	\$1,945.00	\$1,995.00	\$2,070.00	\$2,195.00	\$2,295.00
KE2	\$1,895.00	\$1,945.00	\$1,995.00	\$2,070.00	\$2,195.00	\$2,295.00
KV2	\$1,895.00	\$1,945.00	\$1,995.00	\$2,070.00	\$2,195.00	\$2,295.00
RR1	\$1,895.00	\$1,945.00	\$1,995.00	\$2,070.00	\$2,195.00	\$2,295.00
RR1T	\$1,895.00	\$1,945.00	\$1,995.00	\$2,070.00	\$2,195.00	\$2,295.00
SL1	\$1,795.00	\$1,845.00	\$1,895.00	N/A	\$2,095.00	\$2,195.00
SL1 Left	\$1,795.00	\$1,845.00	\$1,895.00	N/A	\$2,095.00	\$2,195.00
SL2H	\$1,795.00	\$1,845.00	\$1,895.00	N/A	\$2,095.00	\$2,195.00
XTRR	\$1,895.00	(\$1,845.00) 1945	\$1,995.00	\$2,070.00	\$2,195.00	\$2,295.00
Y2KV	\$1,895.00	\$1,945.00	\$1,995.00	N/A	\$2,195.00	\$2,295.00

\*\*Available on JT2 & Y2KV only.

\*Left-handed Models



It doesn't matter what voices are in your head ...  
It's how you let 'em out!



ARE YOU READY  
FOR A

**CUSTOM**

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# JACKSON

## CUSTOM SHOP PRICES

### BODY

Neck-thru or Bolt-on:	\$2,850.00	Neck-thru Guitar
	\$2,600.00	Neck-thru Bass
	\$2,400.00	Bolt-on Neck Guitar
	\$2,300.00	Bolt-on Neck Bass
	\$3,600.00	Bolt-on Doubleneck
	\$4,350.00	Neck-thru Doubleneck
Body Description:	n/c	Concert Bass, Death Angel, Dinky Strat, Explorer, Firebird, Jackson Junior, Kelly, King V, Rhoads, Roswell Rhoads, Roswell Star, Soloist, Star, Strat, Surfcaster, Telly, Warrior, Xtreme Rhoads, Y2KV
	\$200.00	Any Custom Shape
Options:	n/c	Left Handed
	\$100.00	Seven String
	\$220.00	5-string Bass
Body Wood:	n/c	Alder, Poplar, Ash, Basswood
	\$50.00	Mahogany, Korina, Lacewood
	\$150.00	Koa (not figured)
	\$500.00	Solid-figured Maple (Flame or Quilt)
Options:	n/c	None
	\$100.00	Flame or Quilted Maple Veneer
	\$150.00	Flame or Quilted Maple 1/8" thick
	\$250.00	Flame or Quilted Maple 3/4" thick (for archtops)
Body Binding:	\$50.00	Per Side - Black, Ivoroid, Creme, White, Red, Blue, Yellow, or Green
Other Body Options:	\$150.00	Carved Top (e.g. Archtop or Roswell)
	\$200.00	Mirror Top
	n/c	Scalloped Heel or Horn

*Strat, Tele are registered trademarks of Fender Musical Instrument. Firebird, Explorer are registered trademarks of Gibson Musical Instrument.*

### NECK

Neck Description:	n/c	Jackson or San Dimas style neck
Regular or Reversed:	n/c	
Neck Wood:	n/c	Quartersawn Maple
	\$50.00	Mahogany or Korina
	\$100.00	Koa (not figured)
	\$100.00	Flamed or Birdseye Maple
Neck Wood Option:	\$100.00	One-piece (no scarf joint)
	\$100.00	Multi-laminate
Fingerboard Wood:	n/c	Maple, Ebony, Rosewood
Inlays (Mother of Pearl):	n/c	No Inlay
	n/c	Dots
	\$50.00	Sharkfin (regular or reversed)
	\$100.00	Sharkfin (alternating "zigzag")
	\$100.00	Sharkfins (mirror or colored)
	\$100.00	Crop Circles
	\$100.00	Diamonds
	\$100.00	Rectangle Blocks
	\$100.00	Bow Ties
	\$200.00	Iron Crosses or Iommi Crosses
	\$300.00	Disrupter
Option:	\$50.00	Upcharge for Abalone
Other Inlays:	\$100.00	Ebony Sharkfin on Maple
	\$900.00	Abalone Flames
	\$100.00	Eyeballs
	\$100.00	Name at 12th Fret
Nut Width:	n/c	Bass: 1-9/16, 1-5/8; Guitar: 1-5/8, 1-11/16, 1-3/4; Seven string: 1-7/8
Butt Width:	n/c	Bass: 2-7/16; Guitar: 2-1/4; Seven string: 2-9/16
Scale Length:	n/c	Guitar: 24-3/4, 25-1/2; Bass: 34"

# JACKSON

## CUSTOM SHOP PRICES

### NECK (continued)

Number of Frets:	n/c	Guitar: 21, 22, 24; Bass: 21
Fret Wire:	n/c	Small (like KV2) or Jumbo (like SL1)
	\$50.00	Special Order Wire (specify Dunlop number)
Fret Scallops:	\$10.00	Per Fret (specify which Frets to scallop)
Neck & Head Binding:	n/c	Black, White, Ivoroid, or none
	\$50.00	Creame, Red, Blue, Yellow, or Green
	\$200.00	Binding over Frets
Neck Backshape:	n/c	Standard (like SL1); Speed Neck (thin like KV2)

### PARTS

Bridges:	n/c	Tune-a-matic Bridge
	\$100.00	Seven-string trem, Floyd Rose, Original Floyd, Floyd II, or Kahler
Recessed:	n/c	Yes or No
Nut:	n/c	Locking or non-locking (phenolic, graphite, or bone)
Jack Location:	n/c	Side of guitar or on top of face
Jack Type:	n/c	Oval plate, strat-style plate, or panel-jack type
Strap Button:	n/c	Standard Jackson 17mm button
	\$40.00	Schaller locking or Dunlop flush mount
Tuners:	n/c	Gotoh Keys
	\$50.00	Schaller, Sperzel, or Grovers
	\$150.00	LSR

Hardware Color:	n/c	Black, Chrome, Satin Chrome, Nickel
	\$100.00	Gold Plated
Knobs:	n/c	Metal dome, plastic top hat, plastic speed knob or chicken head
Pickguard:	n/c	Rhoads-style (on Rhoads or King V only)
	\$50.00	Strat-style
Rear Control:	n/c	"Yes" when Pickguard is "No"
Batter Cavity:	n/c	None, 9-volt, or 18-volt system
Engraved Truss Rod Cover:	\$50.00	Specify Initials

### CONTROLS

Pickup Route:	n/c	1 hum, 2 hum, 1H1SC, 1H2SC, 3SC
Bezels:	n/c	Black, Gold, Chrome, Creame
Active Electronics:	\$800.00	Sustainer System
	\$65.00	JE1000, JE1200, or JE1500 Pre-Amps
		Bartolini Pre-Amps (call for pricing)
		Aguilar® Pre-Amps (call for pricing)
Covered Pickup:	n/c	Yes or No
Pickup Options:	n/c	Any Duncan®, DiMarzio®, Lawrence®, or Jackson® Pickups
	\$100.00	Duncan Live Wire System
	\$50.00	EMG® Pickups
Volume and Tone:	n/c	Specify quantity
Other Knobs:	\$50.00	EMG-EXP®, EMG-SPC®

# JACKSON

## CUSTOM SHOP PRICES

Pickup Selector:	n/c	Gibson® Toggle, Strat® 5-way, Tele® 3-way, On-Off Minis
	\$50.00	Jackson Special 5-way
Other Switches:	\$50.00	EMG-DMSK
	\$50.00	On-Off Kill Button
Solid Finishes:	n/c	Solid color, Metallic colors, Satin finish colors
Specialty Finishes:	n/c	Transparent color or Sunburst
	\$50.00	Pearl
	\$125.00	Eerie Dess
	\$150.00	Coral Sea or Aldrich finish
	\$300.00	Interference finish
	\$300.00	Metalflake
Graphics:	\$125.00	Lightning Sky
(all graphics are front only unless otherwise listed)	\$125.00	Blood Splatter (front and back)
	\$175.00	Painted Bevels or Pinstripes (front and back)
	\$175.00	Spider Web
	\$175.00	Bullseye
	\$200.00	Black and White Dragon
	\$250.00	Hot Rod Flames
	\$250.00	Sunset Sky
	\$250.00	Black & Yellow Random Stripes
	\$300.00	Blue or Red Ghost Flames
	\$325.00	Interference Flames
	\$350.00	Bengal Tiger (front and back)
	\$350.00	Snakeskin (front and back)
	\$350.00	Rising Sun
	\$400.00	Rising Sun with letters
	\$400.00	Pile O' Skulls
	\$400.00	Polka Dots (front and back)
	\$400.00	Adrenalize
	\$450.00	Colored Dragon (early '90s)

\$600.00	Ratt Swords
\$600.00	Cemetery Scene
\$600.00	Bloody Skull with Cards and Guns
\$600.00	Bikini Beach
\$900.00	Jigsaw (early '90s)
\$900.00	Camouflage (front and back)
\$1100.00	1/2" Checkerboard (front and back)
\$1100.00	Red Dragon
\$1200.00	Hellrasier
\$1500.00	Geiger Alien

Oil or painted Neck: n/c

Painted Pickups: \$75.00

Headstock color:	n/c	Black (standard)
	n/c	Match body color
	\$75.00	Custom block lettering under logo

Logo Type: n/c Jackson or Charvel

Logo Color:	n/c	Pearl or Abalone (Jackson only)
	n/c	White or Black
	\$50.00	Custom color (over black only)

Case:	n/c	Any SKB
	\$100.00	Any G&G case

# JACKSON

## CUSTOM GUITAR ORDER FORM

w/o # \_\_\_\_\_

**PLEASE COMPLETE THE FORM BELOW AND TAKE TO YOUR JACKSON GUITAR DEALER TO PLACE YOUR ORDER.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Order Date \_\_\_\_\_ P.O.# \_\_\_\_\_

Estimated Completion Date \_\_\_\_\_ Terms \_\_\_\_\_

Dealer/Store Name \_\_\_\_\_

AMIC Customer # \_\_\_\_\_ JC # \_\_\_\_\_

Retail \$ \_\_\_\_\_ Disc. \_\_\_\_\_ Whsle. \_\_\_\_\_ Tax \_\_\_\_\_

**Note:** *Custom guitars take 4 to 12 months for delivery. All custom guitar prices include a SKB case. Hard shell cases are extra. Please call for a quote.*

Ordering a custom instrument is a life-long dream for most guitarists. With Jackson Guitars, you can get the instrument that you have always dreamed of and know that it will live up to your expectations.

Our custom shop in Ontario, California, has been creating custom guitars longer than any other factory in America and many of the original staff are still with us to this day. Building a custom instrument by hand takes a considerable amount of time, so please keep this in mind when you place your order. Typical construction times can be as long as 30 weeks.

Good things are worth waiting for, so please be patient with us after you place your order. We give a "Limited Lifetime Warranty" with our custom shop guitars and in order to do this we must be allowed the time to build your instrument properly. Please contact an authorized Jackson Guitar dealer to place your order today.