

ESTTA Tracking number: **ESTTA500132**

Filing date: **10/15/2012**

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

Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

Petitioner Information

Name	Lance Armstrong Foundation		
Entity	nonprofit corporation	Citizenship	Texas
Address	2201 E. 6th Street Austin, TX 78702 UNITED STATES		

Attorney information	Heather A. Dunn, Esq. DLA Piper LLP (US) 555 Mission Street, Suite 2400 San Francisco, CA 94105 UNITED STATES tmfilings@dlapiper.com, heather.dunn@dlapiper.com, dash.mclean@dlapiper.com, shannon.mo@dlapiper.com, taylor.cotton@dlapiper.com Phone:415.836.2557
----------------------	--

Registration Subject to Cancellation

Registration No	3312582	Registration date	10/16/2007
Registrant	EATSTRONG, LLC 757 THIRD AVENUE, 21ST FLOOR NEW YORK, NY 10017 UNITED STATES		

Goods/Services Subject to Cancellation

Class 044. First Use: 2004/01/01 First Use In Commerce: 2004/01/01 All goods and services in the class are cancelled, namely: Food nutrition consultation; Nutrition counseling
--

Grounds for Cancellation

Abandonment	Trademark Act section 14
Priority and likelihood of confusion	Trademark Act section 2(d)

Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	2368904	Application Date	10/12/1999
Registration Date	07/18/2000	Foreign Priority Date	NONE
Word Mark	LIVE LONG, LIVE STRONG		

Design Mark	LIVE LONG, LIVE STRONG		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1997/11/05 First Use In Commerce: 1997/11/05 Consulting services in the field of personal fitness training		

U.S. Registration No.	3716127	Application Date	03/25/2008
Registration Date	11/24/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark	LIVESTRONG		
Description of Mark	NONE		
Goods/Services	Class 044. First use: First Use: 2003/12/15 First Use In Commerce: 2003/12/15 Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services		

U.S. Registration No.	3787903	Application Date	03/25/2008
Registration Date	05/11/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark	LIVESTRONG		

Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2005/08/30 First Use In Commerce: 2005/08/30 Health club services, namely, providing instruction and equipment in the field of physical exercise; providing fitness and exercise facilities; counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, and video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, health care insurance, short term medical insurance, health savings accounts, finance in the field of health care, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs; organization of sports events in the field of cycling, walking, running, golf; organizing community sporting and cultural events

U.S. Registration No.	3655696	Application Date	06/04/2008
Registration Date	07/14/2009	Foreign Priority Date	NONE

Word Mark	LIVESTRONG.COM
-----------	----------------

Design Mark	
-------------	--

Description of Mark	NONE
---------------------	------

Goods/Services	Class 044. First use: First Use: 2008/05/27 First Use In Commerce: 2008/05/27 providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental
----------------	---

	health and wellness; mental health services		
U.S. Registration No.	3680140	Application Date	09/20/2006
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2007/11/30 First Use In Commerce: 2007/11/30 Gloves; Jogging pants; Jogging suits; Scarves; Shoes; Track suits; Warm up suits		

U.S. Registration No.	3793801	Application Date	06/04/2008
Registration Date	05/25/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2008/06/18 First Use In Commerce: 2008/06/18 Providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education,		

	cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information; on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs
--	---

U.S. Registration No.	3849996	Application Date	02/16/2010
Registration Date	09/21/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2010/02/01 First Use In Commerce: 2010/02/01 magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness		

U.S. Registration No.	3363666	Application Date	05/19/2006
Registration Date	01/01/2008	Foreign Priority Date	NONE
Word Mark	LIVESTRONG YOUNG ADULT ALLIANCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2006/11/10 First Use In Commerce: 2006/11/10 Lobbying services, namely, promoting public health and cancer survivorship		

	<p>interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects</p> <p>Class 041. First use: First Use: 2006/11/10 First Use In Commerce: 2006/11/10</p> <p>Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival</p>
--	--

U.S. Registration No.	3205197	Application Date	08/05/2005
-----------------------	---------	------------------	------------

Registration Date	02/06/2007	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	LANCE ARMSTRONG FOUNDATION LIVESTRONG		
-----------	---------------------------------------	--	--

Design Mark			
-------------	---	--	--

Description of Mark	NONE		
---------------------	------	--	--

Goods/Services	<p>Class 014. First use: First Use: 2004/11/30 First Use In Commerce: 2004/11/30 Jewelry</p> <p>Class 035. First use: First Use: 2005/06/08 First Use In Commerce: 2005/06/08 Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation and regulation; promoting public awareness of public health in the fields of cancer, cancer recovery and survival by sponsoring, developing and carrying out community and national programs</p> <p>Class 036. First use: First Use: 2005/02/28 First Use In Commerce: 2005/02/28 Providing research grants to organizations in the fields of public health, cancer, cancer recovery and survival; Charitable fundraising services; Providing a web site featuring information, comprehensive content and personal stories concerning insurance, finances, financial and estate planning in the fields of cancer, cancer recovery and survival</p> <p>Class 041. First use: First Use: 2005/05/16 First Use In Commerce: 2005/05/16 Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival; providing a web site featuring personal narrative stories relating to cancer, cancer recovery and survival for instructional and entertainment purposes</p> <p>Class 044. First use: First Use: 2005/05/16 First Use In Commerce: 2005/05/16 Providing a web site featuring medical information, comprehensive content and personal stories in the fields of cancer, cancer recovery and survival</p>		
----------------	--	--	--

U.S. Registration No.	3052284	Application Date	05/07/2004
-----------------------	---------	------------------	------------

Registration Date	01/31/2006	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	LIVESTRONG
Design Mark	LIVESTRONG
Description of Mark	NONE
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Jewelry Class 036. First use: First Use: 2003/12/15 First Use In Commerce: 2003/12/15 charitable fundraising services

U.S. Registration No.	3315119	Application Date	08/05/2005
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.		
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Jewelry		

U.S. Registration No.	3296017	Application Date	08/05/2005
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			

Description of Mark	The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.
Goods/Services	Class 036. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Charitable fundraising services

U.S. Registration No.	3655543	Application Date	03/25/2008
Registration Date	07/14/2009	Foreign Priority Date	NONE

Word Mark	LIVESTRONG
-----------	------------

Design Mark	
-------------	--

Description of Mark	NONE
---------------------	------

Goods/Services	Class 045. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 Online social networking services
----------------	---

U.S. Registration No.	3655694	Application Date	06/04/2008
Registration Date	07/14/2009	Foreign Priority Date	NONE

Word Mark	LIVESTRONG.COM
-----------	----------------

Design Mark	
-------------	--

Description of Mark	NONE
---------------------	------

Goods/Services	Class 045. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 On-line social networking services
----------------	--

U.S. Registration No.	3126718	Application Date	08/29/2005
Registration Date	08/08/2006	Foreign Priority Date	NONE

Word Mark	LIVESTRONG
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2005/06/30 First Use In Commerce: 2005/06/30 Computers; Notebook computers

U.S. Registration No.	3719356	Application Date	03/25/2008
Registration Date	12/01/2009	Foreign Priority Date	NONE

Word Mark	LIVESTRONG
Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 Providing referrals in the field of matching patients with clinical trials for new treatments in the field of cancer

U.S. Registration No.	3520209	Application Date	03/25/2008
Registration Date	10/21/2008	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark	LIVESTRONG
Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 2004/04/00 First Use In Commerce: 2004/04/00 Providing a website featuring health care insurance and short term medical insurance information; providing a website featuring information in the field of health insurance, short term medical insurance, health savings accounts, and finance in the field of health care

U.S. Registration No.	3493993	Application Date	02/22/2006
Registration Date	08/26/2008	Foreign Priority Date	NONE

Word Mark	LIVESTRONG
-----------	------------

Design Mark	LIVESTRONG
Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 2006/05/30 First Use In Commerce: 2006/05/30 Mutual fund investment and brokerage services; investment consulting and management; financial services, namely, an investment security; insurance underwriting in the field of health, dental, disability, life, and catastrophic event coverage; insurance administration and consulting

U.S. Registration No.	3267242	Application Date	09/20/2006
Registration Date	07/24/2007	Foreign Priority Date	NONE

Word Mark	LIVESTRONG
-----------	------------

Design Mark	<h1>LIVESTRONG</h1>		
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 2006/07/01 First Use In Commerce: 2006/07/01 Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals		

U.S. Registration No.	4049434	Application Date	04/20/2010
Registration Date	11/01/2011	Foreign Priority Date	NONE
Word Mark	TEAM LIVESTRONG		
Design Mark	<h1>TEAM LIVESTRONG</h1>		
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00 Charitable fundraising services		

U.S. Application No.	85018297	Application Date	04/20/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TEAM LIVESTRONG		

Design Mark	TEAM LIVESTRONG
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00 Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments

U.S. Application No.	85021855	Application Date	04/23/2010
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	LIVESTRONG
-----------	------------

Design Mark	LIVESTRONG
-------------	-------------------

Description of Mark	NONE
---------------------	------

Goods/Services	Class 005. First use: Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars Class 029. First use: Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars Class 030. First use: Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared food kits composed of grains, ready for cooking and assembly as a meal Class 032. First use: Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored
----------------	--

	bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages		
U.S. Registration No.	3202553	Application Date	05/07/2004
Registration Date	01/23/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark	LIVESTRONG		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2006/07/15 First Use In Commerce: 2006/07/15 Bicycle helmets Class 025. First use: First Use: 2005/06/01 First Use In Commerce: 2005/06/01 Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors Class 041. First use: First Use: 2004/05/31 First Use In Commerce: 2004/05/31 Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival		

Attachments	75821537#TMSN.gif (1 page)(bytes) 77431136#TMSN.jpeg (1 page)(bytes) 77431116#TMSN.jpeg (1 page)(bytes) 77490623#TMSN.jpeg (1 page)(bytes) 77003373#TMSN.jpeg (1 page)(bytes) 77490649#TMSN.jpeg (1 page)(bytes) 77936498#TMSN.jpeg (1 page)(bytes) 78887770#TMSN.jpeg (1 page)(bytes) 78687069#TMSN.jpeg (1 page)(bytes) 76591079#TMSN.gif (1 page)(bytes) 76644416#TMSN.gif (1 page)(bytes) 76644417#TMSN.gif (1 page)(bytes) 77431149#TMSN.jpeg (1 page)(bytes) 77490580#TMSN.jpeg (1 page)(bytes) 78702767#TMSN.jpeg (1 page)(bytes) 77431059#TMSN.jpeg (1 page)(bytes) 77431086#TMSN.jpeg (1 page)(bytes) 78821024#TMSN.jpeg (1 page)(bytes) 77003313#TMSN.jpeg (1 page)(bytes) 85975419#TMSN.jpeg (1 page)(bytes) 85018297#TMSN.jpeg (1 page)(bytes) 85021855#TMSN.jpeg (1 page)(bytes) 76977737#TMSN.gif (1 page)(bytes) Petition to Cancel.pdf (13 pages)(385857 bytes) Exhibit A Canc.pdf (106 pages)(271570 bytes)
-------------	--

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	/Paul A. McLean/
Name	Paul A. McLean, Esq., DLA Piper LLP (US)
Date	10/15/2012

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

Lance Armstrong Foundation

Petitioner,

v.

EatStrong, LLC,

Respondent.

Cancellation Proceeding No.

PETITION TO CANCEL

Petitioner, Lance Armstrong Foundation, a Texas nonprofit corporation, having its principal place of business at 2201 E. 6th Street, Austin, Texas 78702 ("Petitioner") believes that it has been and/or will be damaged by the continued registration of Registration No. 3312582 for EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design and hereby petitions to cancel the same.

As grounds for this petition to cancel, Petitioner alleges that:

1. Upon information and belief, respondent Eatstrong, LLC ("Respondent") is the record owner of Registration No. 3312582 for the mark EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design (the "EATSTRONG Registration").
2. Upon information and belief, and to the best of Petitioner's information, Respondent's last known address is 757 Third Avenue, 21st Floor, New York, NY 10017, although Respondent's address of record for Respondent's Registration No. 3312582 is 400 E. 58th Street, New York, NY 10022-2317.
3. According to the U.S. Patent and Trademark Office ("PTO") records, on or about August 15, 2006, Respondent, through its predecessor in interest, Sophie Pachella, applied to register EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design (seven words), which was subsequently assigned Application Serial No. 78953850 ("Respondent's Mark") for "food nutrition consultation; nutrition counseling" in class 44, based on Respondent's alleged use of Respondent's Mark in commerce for the aforementioned services at least as early as January 1, 2004. This application was published in the April 17, 2007 edition of the *Official Gazette*.
4. Petitioner is the owner of the following trademarks, for which it has registrations or pending applications before the PTO:

Trademark	Number	Date of Reg/App	Class	Goods/Services
LIVE LONG, LIVE STRONG	2368904 (Registered)	July 18, 2000	42	Consulting services in the field of personal fitness training
LIVESTRONG	3716127 (Registered)	November 24, 2009	44	Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services
LIVESTRONG	3787903 (Registered)	May 11, 2010	41	Counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing a web site featuring information on exercise, physical fitness, and sports; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, health care insurance, short term medical insurance, health savings accounts, finance in the field of health care, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living,

Trademark	Number	Date of Reg/App	Class	Goods/Services
				diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs; health club services, namely, providing instruction and equipment in the field of physical exercise; providing fitness and exercise facilities; providing information in the field of exercise training; providing a website featuring information in the field of current events and entertainment, prerecorded music, and video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, on-line publishing of electronic

Trademark	Number	Date of Reg/App	Class	Goods/Services
				publications; organization of sports events in the field of cycling, walking, running, golf; organizing community sporting and cultural events
LIVESTRONG.COM	3655696 (Registered)	July 14, 2009	44	Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services
LIVESTRONG	3680140 (Registered)	September 8, 2009	25	Gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits
LIVESTRONG	3202553 (Registered)	January 23, 2007	9, 25, 41	Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors Bicycle helmets
LIVESTRONG.COM	3793801 (Registered)	May 25, 2010	41	Providing a web site featuring information on exercise, physical fitness, and sports; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports,

Trademark	Number	Date of Reg/App	Class	Goods/Services
				entertainment, personal opinions on topics of general interest, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs; providing information in the field of exercise training; providing a website featuring information in the field of current events and entertainment, prerecorded music, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement

Trademark	Number	Date of Reg/App	Class	Goods/Services
				stories, sports information, news shows, sports information, and cultural events information; on-line publishing of electronic publications;
LIVESTRONG	3849996 (Registered)	September 21, 2010	16	Magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness.
LIVESTRONG YOUNG ADULT ALLIANCE	3363666 (Registered)	January 1, 2008	35, 41	Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects
 <p>LANCE ARMSTRONG FOUNDATION LIVESTRONG</p>	3205197 (Registered)	February 6, 2007	14, 35, 36, 41, and 44	Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival; providing a web site featuring personal narrative stories relating to cancer, cancer recovery and survival for instructional and

Trademark	Number	Date of Reg/App	Class	Goods/Services
				entertainment purposes Providing a web site featuring medical information, comprehensive content and personal stories in the fields of cancer, cancer recovery and survival Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation and regulation; promoting public awareness of public health in the fields of cancer, cancer recovery and survival by sponsoring, developing and carrying out community and national programs Providing research grants to organizations in the fields of public health, cancer, cancer recovery and survival; Charitable fundraising services; Providing a web site featuring information, comprehensive content and personal stories concerning insurance, finances, financial and estate planning in the fields of cancer, cancer recovery and survival Jewelry
LIVESTRONG	3052284 (Registered)	January 31, 2006	14, 36	Jewelry Charitable fundraising services
LIVESTRONG and Design	3315119 (Registered)	October 23, 2007	14	Jewelry

Trademark	Number	Date of Reg/App	Class	Goods/Services
				
LIVESTRONG and Design 	3296017 (Registered)	September 25, 2007	36	Charitable fundraising services.
LIVESTRONG	3655543 (Registered)	July 14, 2009	45	Online social networking services
LIVESTRONG.COM	3655694 (Registered)	July 14, 2009	45	On-line social networking services
LIVESTRONG	3126718 (Registered)	August 8, 2006	9	Computers; Notebook computers
LIVESTRONG	3719356 (Registered)	December 1, 2009	35	Providing referrals in the field of matching patients with clinical trials for new treatments in the field of cancer
LIVESTRONG	3520209 (Registered)	October 21, 2008	36	Providing a website featuring health care insurance and short term medical insurance information; providing a website featuring information in the field of health insurance, short term medical insurance, health savings accounts, and finance in the field of health care
LIVESTRONG	3493993 (Registered)	August 26, 2008	36	Mutual fund investment and brokerage services; investment consulting and management; financial services, namely, an investment security; insurance underwriting in the field of health, dental,

Trademark	Number	Date of Reg/App	Class	Goods/Services
				disability, life, and catastrophic event coverage; insurance administration and consulting
LIVESTRONG	3267242 (Registered)	July 24, 2007	21	Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals
TEAM LIVESTRONG	4049434 (Registered)	April 20, 2010	36	Charitable fundraising services
TEAM LIVESTRONG	85018297	April 20, 2010	41	Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments.
LIVESTRONG	85021855	April 23, 2010	5, 29, 30, 32	<p>Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars</p> <p>Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars</p> <p>Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared</p>

Trademark	Number	Date of Reg/App	Class	Goods/Services
				food kits composed of grains, ready for cooking and assembly as a meal Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages

5. The marks identified in Paragraph 4, above, are hereinafter referred to collectively as the "Petitioner's LIVESTRONG Marks". Copies of the TSDR records dated October 15, 2012 for each of Petitioner's LIVESTRONG Marks are attached hereto as Exhibit A.
6. In addition to any rights arising from the above pending applications and registrations for Petitioner's LIVESTRONG Marks, Petitioner has, with respect to its goods and services, valid common law rights in the trademarks set forth above.
7. Upon information and belief, Respondent EatStrong, LLC has discontinued use of the alleged mark EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design in commerce for all the services in the EATSTRONG Registration with an intent not to resume use and thereby has abandoned the mark within the meaning of Section 45 of the United States Trademark Act of 1946, 15 U.S.C. § 1127.
8. Given that the alleged mark EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design has been abandoned by Respondent Eatstrong, LLC, it is subject to cancellation under Section 14 of the United States Trademark Act of 1946, as amended, U.S.C. § 1064.
9. By virtue of the foregoing, Petitioner is now and will be damaged by the continued presence on the Register of Registration No. 3312582 for EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design.
10. Further, Petitioner has extensively advertised and marketed its goods and services and has created widespread goodwill under the LIVESTRONG Marks throughout the United States. Petitioner's LIVESTRONG Marks have become valuable assets of Petitioner and a principal symbol of its extensive goodwill. By reason of widespread use of the marks, the trade and purchasing public have come to recognize Petitioner's LIVESTRONG Marks as signifying Petitioner and as identifying Petitioner as the source of goods and services offered under the Petitioner's LIVESTRONG Marks.
11. Petitioner, through itself or its licensees, offers a wide variety of goods and services under the LIVESTRONG Marks related to nutrition, health, fitness, and wellness, including but

- not limited to: providing consulting services in the field of personal fitness training; providing a website featuring information on diet and nutrition, healthy cooking, weight management, and getting fit; providing counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing a web site featuring information on exercise, physical fitness, and sports, providing resources related to healthy living, health enhancement, and many other products and services.
12. Petitioner is also the registered owner of the domain name <livestrong.org>, which is an integral part of its business, and Petitioner's licensee also uses the domain name <livestrong.com>. Petitioner uses Petitioner's LIVESTRONG Marks extensively on its <livestrong.org> web site, and the LIVESTRONG Marks are featured extensively on the <livestrong.com> web site.
 13. Petitioner and Petitioner's predecessor in interest have continuously used or used through licensees the mark LIVE LONG, LIVE STRONG since at least as early as November 5, 1997 to identify its consulting services in the field of personal fitness training, which is prior by over 8 years to Respondent's filing date of August 15, 2006 for its Registration No. 3312582 and prior by over 6 years to Respondent's alleged first use of EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design, namely, January 1, 2004.
 14. Petitioner's predecessor in interest first applied to register the mark LIVE LONG, LIVE STRONG (Registration No. 2368904) for consulting services in the field of personal fitness training on October 12, 1999, which filing date predates by over 6 years Respondent's filing date of August 15, 2006 for its Registration No. 3312582 and by over 4 years to Respondent's alleged first use of EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design, namely, January 1, 2004.
 15. Petitioner and Petitioner's predecessor in interest have continuously used the mark LIVESTRONG since at least as early as December 15, 2003 for its services for, among other things, providing a website featuring information in the field of healthy living, diet, health enhancement, and nutrition, which is prior by over two years to Applicant's filing date of August 15, 2006 for its Registration No. 3312582 and predates Respondent's alleged first use of EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design, namely, January 1, 2004.
 16. Petitioner and Petitioner's predecessor in interest have continuously used or used through licensees the mark LIVESTRONG since at least as early as August 30, 2005 to identify its counseling services in the field of physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; and providing a web site featuring information on exercise, physical fitness, and sports, which is prior by almost 1 year to Respondent's filing date of August 15, 2006 for its Registration No. 3312582.
 17. The services identified in Registration No. 3312582 and the goods and services offered by Petitioner are identical and/or closely related, and are of the type that could be offered in the same channels of trade and to the same prospective customers.

18. If Registration No. 3312582 remains registered on the Principal Register, the public will reasonably believe that Respondent's services are services provided, sponsored, and/or endorsed by Petitioner, all to the detriment of consumers and Petitioner.
19. Respondent Mark is highly similar to Petitioner's LIVESTRONG Marks and is confusingly similar to Petitioner's LIVESTRONG Marks and is likely to be confused therewith. Such confusion, mistake, and deception regarding the origin of Respondent's services is likely to cause irreparable harm to Petitioner.
20. Respondent's Mark EATSTRONG PERFORMANCE NUTRITION FOR THE ACTIVE BODY & Design is in violation and derogation of Petitioner's common law rights to the trademarks set forth above and is likely to cause confusion, mistake and deception among purchasers and users as to the source or origin of the goods and services, or their affiliation with or sponsorship by Petitioner, thereby causing loss, damage, and injury to Petitioner.
21. If Respondent's registration herein opposed remains registered on the Principal Register, it may cause irreparable harm, damage, and injury to the goodwill fostered by Petitioner's LIVESTRONG Marks. Such registration is a source of damage and injury to Petitioner.

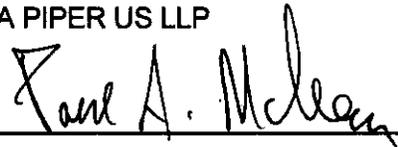
WHEREFORE, the Petitioner prays that Registration No. 3312582 be cancelled and that this Petition for Cancellation be sustained in favor of the Petitioner.

Please recognize as attorneys for petitioner Heather A. Dunn, Esq., and Paul A. McLean, Esq., members of the Bar of the State of California, and the law firm of DLA Piper LLP (US), 555 Mission Street, Suite 2400, San Francisco, CA 94105. All communications regarding this petition should be addressed to Heather A. Dunn at the foregoing address.

Please charge the filing fees of this Petition to Cancel to our Deposit Acct. No. 07-1907. Please charge any additional fees, or credit any overpayment, to Deposit Acct. No. 07-1907.

Dated: October 15, 2012

DLA PIPER US LLP

By:  _____

Paul A. McLean, Esq.

Heather A. Dunn
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CA 94105
Telephone: (415) 836-2557

Attorneys for Petitioner
Lance Armstrong Foundation

CERTIFICATE OF SERVICE BY MAIL

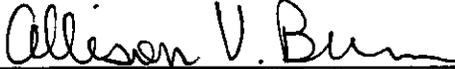
I hereby certify that a true and correct copy of the foregoing PETITION TO CANCEL is being served by First Class mail, postage prepaid, this 15th day of October, 2012, on Respondent at:

Eatstrong, LLC
757 Third Avenue, 21st Floor
New York, NY 10017

With a copy to:

Sophie Pachella
400 East 58th Street
New York, NY 10022

Executed this 15th day of October, 2012,
at East Palo Alto, California.



Allison V. Burn

Exhibit A

Generated on: This page was generated by TSDR on 2012-10-15 18:14:16 EST

Mark: LIVE LONG, LIVE STRONG

LIVE LONG, LIVE STRONG

US Serial Number: 75821537

Application Filing Date: Oct. 12, 1999

US Registration Number: 2368904

Registration Date: Jul. 18, 2000

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Apr. 13, 2010

Publication Date: Apr. 25, 2000

Mark Information

Mark Literal Elements: LIVE LONG, LIVE STRONG

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: Consulting services in the field of personal fitness training

International Class: 042 - Primary Class

U.S Class: 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 05, 1997

Use in Commerce: Nov. 05, 1997

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: LANCE ARMSTRONG FOUNDATION
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: TEXAS NON-PROFIT CORPORATION
State or Country Where Organized: No Place Where Organized
Where Organized: Found

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn
Docket Number: 354932-90012

Correspondent

Correspondent Name/Address: Heather A. Dunn
DLA PIPER LLP (US)
555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557
Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com
Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic

Representative Name: BUCKNAM AND ARCHER

Prosecution History

Date	Description	Proceeding Number
Apr. 13, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Apr. 13, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 05, 2010	TEAS SECTION 8 & 9 RECEIVED	
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 30, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	73376
Jan. 30, 2007	ASSIGNED TO PARALEGAL	73376
Jul. 14, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 14, 2006	TEAS SECTION 8 & 15 RECEIVED	
Mar. 10, 2006	CASE FILE IN TICRS	
Feb. 07, 2006	ATTORNEY REVOKED AND/OR APPOINTED	
Feb. 07, 2006	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 14, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 18, 2000	REGISTERED-PRINCIPAL REGISTER	
Apr. 25, 2000	PUBLISHED FOR OPPOSITION	
Mar. 24, 2000	NOTICE OF PUBLICATION	
Feb. 10, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 27, 2000	ASSIGNED TO EXAMINER	76741

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Jul. 18, 2010

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Apr. 13, 2010

Assignment Abstract of Title Information

Summary

Total Assignments: 3 **Registrant:** Demas Body-Shaping Ltd.

Assignment 1 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST
Reel/Frame: [3095/0955](#) **Pages:** 2
Date Recorded: Jun. 02, 2005
Supporting Documents: [assignment-tm-3095-0955.pdf](#)

Assignor

Name: [DEMAS BODY-SHAPING, LTD.](#) **Execution Date:** Feb. 01, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** NEW YORK

Assignee

Name: [LIVE LONG LIVE STRONG](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 20 DAYTON AVENUE
GREENWICH, CONNECTICUT 06830

Correspondent

Correspondent Name: PROSKAUER ROSE, LLP

Correspondent Address: 1585 BROADWAY
NEW YORK, NY 10036-8299

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [3183/0279](#) **Pages:** 3

Date Recorded: Oct. 27, 2005

Supporting Documents: [assignment-tm-3183-0279.pdf](#)

Assignor

Name: [LIVE LONG LIVE STRONG LLC](#) **Execution Date:** Oct. 14, 2005

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: [LANCE ARMSTRONG FOUNDATION, INC.](#)

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 78716-1150

Correspondent

Correspondent Name: HEATHER A. DUNN, ESQ

Correspondent Address: 153 TOWNSEND STREET, SUITE 800
SAN FRANCISCO, CA 94107

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: CHANGE OF NAME

Reel/Frame: [4038/0968](#) **Pages:** 5

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

[LANCE ARMSTRONG](#)

Name: FOUNDATION, INC.

Execution Date: Dec. 08, 2005

Legal Entity Type: TEXAS NON-PROFIT CORPORATION

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: LANCE ARMSTRONG FOUNDATION

Legal Entity Type: TEXAS NON-PROFIT CORPORATION

State or Country Where Organized: No Place Where Organized Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

Correspondent Name: HEATHER A. DUNN, ESQ

Correspondent Address: 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:17:56 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77431136

Application Filing Date: Mar. 25, 2008

US Registration Number: 3716127

Registration Date: Nov. 24, 2009

Register: Principal

Mark Type: Service Mark

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

Status Date: Nov. 24, 2009

Publication Date: Aug. 05, 2008

Notice of Allowance Date: Oct. 28, 2008

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0984668](#)

International Application(s)/Registration(s) Based on this Property: [A0013778/0984668](#)

Claimed Ownership of US Registrations: [3052284,3126718,3202553](#),and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services

International Class: 044 - Primary Class **U.S Class:** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 15, 2003 **Use in Commerce:** Dec. 15, 2003

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: Lance Armstrong Foundation

2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A Dunn, Esq.

Docket Number: 354932-201

Correspondent

**Correspondent
Name/Address:**

HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

**Correspondent e-
mail:**

tmfilings@dlapiper.com

**Correspondent e-
mail Authorized:**

No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 24, 2009	REGISTERED-PRINCIPAL REGISTER	
Oct. 19, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	74215
Oct. 13, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 21, 2009	STATEMENT OF USE PROCESSING COMPLETE	69302
Apr. 28, 2009	USE AMENDMENT FILED	69302
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
May 15, 2009	EXTENSION 1 GRANTED	69302
Apr. 28, 2009	EXTENSION 1 FILED	69302
May 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Apr. 28, 2009	TEAS EXTENSION RECEIVED	
Apr. 28, 2009	TEAS STATEMENT OF USE RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 05, 2008	PUBLISHED FOR OPPOSITION	

Jul. 16, 2008	NOTICE OF PUBLICATION	
Jul. 01, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Jul. 01, 2008	ASSIGNED TO LIE	74215
Jun. 30, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2008	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT -WRITTEN	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Mar. 29, 2008	NOTICE OF PSEUDO MARK MAILED	
Mar. 28, 2008	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:** Oct. 19, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:13:34 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77431116

Application Filing Date: Mar. 25, 2008

US Registration Number: 3787903

Registration Date: May 11, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: May 11, 2010

Publication Date: May 26, 2009

Notice of Allowance Date: Aug. 18, 2009

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0984667](#)

International Application(s)/Registration(s) Based on this Property: [A0013777/0984667](#)

Claimed Ownership of US Registrations: [2368904,3202553,3205197](#), and others

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: Health club services, namely, providing instruction and equipment in the field of physical exercise; providing fitness and exercise facilities; counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, and video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, health care insurance, short term medical insurance, health savings accounts, finance in the field of health care, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs; organization of sports events in the field of cycling, walking, running, golf; organizing community sporting and cultural events

International Class:	041 - Primary Class	U.S Class:	100, 101, 107
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Aug. 30, 2005	Use in Commerce:	Aug. 30, 2005

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: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION
State or Country Where Organized: TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A Dunn
Docket Number: 354932-200

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557
Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com
Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 11, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 08, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	

Apr. 07, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	70884
Apr. 07, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 24, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 23, 2010	STATEMENT OF USE PROCESSING COMPLETE	65362
Feb. 18, 2010	USE AMENDMENT FILED	65362
Mar. 23, 2010	EXTENSION 1 GRANTED	65362
Feb. 18, 2010	EXTENSION 1 FILED	65362
Mar. 23, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Feb. 18, 2010	TEAS EXTENSION RECEIVED	
Feb. 18, 2010	TEAS STATEMENT OF USE RECEIVED	
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 18, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 26, 2009	PUBLISHED FOR OPPOSITION	
May 06, 2009	NOTICE OF PUBLICATION	
Apr. 22, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Apr. 20, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 20, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 20, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Apr. 20, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 20, 2009	EXAMINERS AMENDMENT -WRITTEN	81091
Apr. 17, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Apr. 17, 2009	WITHDRAWN FROM PUB - EXAMINING ATTORNEY REQUEST	76145
Apr. 16, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Apr. 16, 2009	ASSIGNED TO LIE	70884
Apr. 16, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 16, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 16, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-	6328

	MAILED	
Apr. 16, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 16, 2009	EXAMINERS AMENDMENT -WRITTEN	81091
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 26, 2009	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 26, 2009	FINAL REFUSAL E-MAILED	
Jan. 26, 2009	FINAL REFUSAL WRITTEN	81091
Dec. 31, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 30, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 30, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 30, 2008	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Jun. 30, 2008	EXAMINER'S AMENDMENT/PRIORITY ACTION E- MAILED	6326
Jun. 30, 2008	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Mar. 29, 2008	NOTICE OF PSEUDO MARK MAILED	
Mar. 28, 2008	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:** Apr. 07, 2010

Generated on: This page was generated by TSDR on 2012-10-15 18:17:28 EST

Mark: LIVESTRONG.COM

LIVESTRONG.COM

US Serial Number:	77490623	Application Filing Date:	Jun. 04, 2008
US Registration Number:	3655696	Registration Date:	Jul. 14, 2009
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Jul. 14, 2009		
Publication Date:	Aug. 05, 2008	Notice of Allowance Date:	Oct. 28, 2008

Mark Information

Mark Literal Elements:	LIVESTRONG.COM
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

International Registration Number:	0982534
International Application(s)/Registration(s) Based on this Property:	A0013784/0982534
Claimed Ownership of US Registrations:	3052284,3126718,3202553 ,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services

International Class: 044 - Primary Class **U.S Class:** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 27, 2008 **Use in Commerce:** May 27, 2008

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: Lance Armstrong Foundation

2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-90021

Correspondent

Correspondent Name/Address:
HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557 **Fax:** (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 14, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 05, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	59272
Jun. 03, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 15, 2009	STATEMENT OF USE PROCESSING COMPLETE	66154
Apr. 28, 2009	USE AMENDMENT FILED	66154
May 15, 2009	EXTENSION 1 GRANTED	66154
Apr. 28, 2009	EXTENSION 1 FILED	66154
May 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Apr. 28, 2009	TEAS EXTENSION RECEIVED	
Apr. 28, 2009	TEAS STATEMENT OF USE RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 05, 2008	PUBLISHED FOR OPPOSITION	

Jul. 16, 2008	NOTICE OF PUBLICATION	
Jun. 30, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	59272
Jun. 30, 2008	ASSIGNED TO LIE	59272
Jun. 30, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2008	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT -WRITTEN	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Jun. 10, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 09, 2008	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:** Jun. 05, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:18:56 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number:	77003373	Application Filing Date:	Sep. 20, 2006
US Registration Number:	3680140	Registration Date:	Sep. 08, 2009
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:	Sep. 08, 2009		
Publication Date:	May 08, 2007	Notice of Allowance Date:	Jul. 31, 2007

Mark Information

Mark Literal Elements:	LIVESTRONG
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

International Registration Number:	0916531
International Application(s)/Registration(s) Based on this Property:	A0007557/0916531
Claimed Ownership of US Registrations:	3052284

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: Gloves; Jogging pants; Jogging suits; Scarves; Shoes; Track suits; Warm up suits

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 30, 2007 **Use in Commerce:** Nov. 30, 2007

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: Lance Armstrong Foundation

Owner Address: 2201 E. 6th Street
Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn

Docket Number: 354932-90014

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Aug. 05, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	77976
Aug. 05, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 03, 2009	STATEMENT OF USE PROCESSING COMPLETE	66530
Jul. 31, 2009	USE AMENDMENT FILED	66530
Aug. 03, 2009	EXTENSION 4 GRANTED	66530
Jul. 31, 2009	EXTENSION 4 FILED	66530
Jul. 31, 2009	TEAS EXTENSION RECEIVED	
Jul. 31, 2009	TEAS STATEMENT OF USE RECEIVED	
Jul. 29, 2009	AMENDMENT AFTER NOA NOT ENTERED	66530
Jul. 29, 2009	TEAS POST PUBLICATION AMENDMENT RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 26, 2009	EXTENSION 3 GRANTED	66530
Jan. 23, 2009	EXTENSION 3 FILED	66530

Jan. 23, 2009	TEAS EXTENSION RECEIVED	
Aug. 12, 2008	EXTENSION 2 GRANTED	66530
Jul. 31, 2008	EXTENSION 2 FILED	66530
Aug. 12, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Jul. 31, 2008	TEAS EXTENSION RECEIVED	
Feb. 13, 2008	EXTENSION 1 GRANTED	64657
Jan. 24, 2008	EXTENSION 1 FILED	64657
Jan. 24, 2008	TEAS EXTENSION RECEIVED	
Jul. 31, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 08, 2007	PUBLISHED FOR OPPOSITION	
Apr. 18, 2007	NOTICE OF PUBLICATION	
Mar. 12, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Mar. 12, 2007	ASSIGNED TO LIE	77976
Feb. 13, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 09, 2007	ASSIGNED TO EXAMINER	73359
Sep. 27, 2006	NOTICE OF PSEUDO MARK MAILED	
Sep. 26, 2006	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:** Aug. 05, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:18:41 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 76977737

Application Filing Date: May 07, 2004

US Registration Number: 3202553

Registration Date: Jan. 23, 2007

Register: Principal

Mark Type: Trademark, Service Mark

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

Status Date: Jan. 23, 2007

Publication Date: Dec. 13, 2005

Notice of Allowance Date: Mar. 07, 2006

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0836961](#)

International Application(s)/Registration(s) Based on this Property: [Z1231431/0836961](#)

Claimed Ownership of US Registrations: [76591079](#)

Child Of: [76591079](#)

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:	Bicycle helmets		
International Class:	009 - Primary Class	U.S Class:	021, 023, 026, 036, 038
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jul. 15, 2006	Use in Commerce:	Jul. 15, 2006

For:	Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors		
International Class:	025 - Primary Class	U.S Class:	022, 039
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jun. 01, 2005	Use in Commerce:	Jun. 01, 2005

For:	Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival		
International Class:	041 - Primary Class	U.S Class:	100, 101, 107
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	May 31, 2004	Use in Commerce:	May 31, 2004

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	Yes
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: LANCE ARMSTRONG FOUNDATION
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES
Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Attorney/Correspondence Information

Attorney of Record

Attorney Name: HEATHER A. DUNN **Docket Number:** 3549232-104

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES
Phone: (415) 836-2557 **Fax:** (415) 836-2501
Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Jan. 23, 2007	REGISTERED-PRINCIPAL REGISTER	
Dec. 12, 2006	LAW OFFICE REGISTRATION REVIEW COMPLETED	78288
Dec. 11, 2006	ASSIGNED TO LIE	78288
Nov. 25, 2006	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 02, 2006	STATEMENT OF USE PROCESSING COMPLETE	71034
Oct. 02, 2006	EXTENSION 1 GRANTED	71034
Sep. 07, 2006	USE AMENDMENT FILED	71034
Sep. 07, 2006	EXTENSION 1 FILED	71034
Sep. 07, 2006	TEAS EXTENSION RECEIVED	
Sep. 07, 2006	TEAS STATEMENT OF USE RECEIVED	
Jun. 29, 2006	FAX RECEIVED	
Mar. 07, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 13, 2005	PUBLISHED FOR OPPOSITION	
Nov. 23, 2005	NOTICE OF PUBLICATION	
Oct. 19, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	67215
Oct. 14, 2005	ASSIGNED TO LIE	67215
Oct. 12, 2005	CORRESPONDENCE MAILED	
Oct. 11, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 11, 2005	EXAMINERS AMENDMENT -WRITTEN	76833
Oct. 11, 2005	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Sep. 17, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Sep. 02, 2005	ASSIGNED TO LIE	69712
Aug. 31, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 26, 2005	DIVISIONAL PROCESSING COMPLETE	
Aug. 08, 2005	DIVISIONAL REQUEST RECEIVED	
Aug. 26, 2005	AMENDMENT FROM APPLICANT ENTERED	76568
Aug. 08, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	76568
Aug. 26, 2005	ASSIGNED TO LIE	76568
Aug. 08, 2005	PAPER RECEIVED	
Jul. 11, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Jun. 22, 2005	NON-FINAL ACTION MAILED	
Jun. 21, 2005	NON-FINAL ACTION WRITTEN	76833
Jun. 21, 2005	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Nov. 01, 2004	PAPER RECEIVED	
Jan. 04, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76523
Jan. 04, 2005	ASSIGNED TO LIE	76523
Dec. 20, 2004	ASSIGNED TO LIE	69712
Dec. 14, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 07, 2004	EXAMINER'S AMENDMENT MAILED	
Dec. 06, 2004	EXAMINERS AMENDMENT -WRITTEN	76833
Dec. 06, 2004	ASSIGNED TO EXAMINER	76833
Nov. 18, 2004	PETITION TO DIRECTOR - GRANTED	
Nov. 01, 2004	PETITION TO DIRECTOR RECEIVED	
May 19, 2004	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. 18, 2006

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Registrant:** Lance Armstrong Foundation, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4038/0968](#) **Pages:** 5

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

Name: [LANCE ARMSTRONG
FOUNDATION, INC.](#)

Execution Date: Dec. 08, 2005

Legal Entity Type: TEXAS NON-PROFIT
CORPORATION

**State or Country
Where
Organized:** No Place Where Organized
Found

Assignee

Name: [LANCE ARMSTRONG FOUNDATION](#)

Legal Entity Type: TEXAS NON-PROFIT
CORPORATION

**State or Country
Where
Organized:** No Place Where Organized
Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

**Correspondent
Name:** HEATHER A. DUNN, ESQ

**Correspondent
Address:** 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:14:48 EST

Mark: LIVESTRONG.COM

LIVESTRONG.COM

US Serial Number: 77490649

Application Filing Date: Jun. 04, 2008

US Registration Number: 3793801

Registration Date: May 25, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: May 25, 2010

Publication Date: May 26, 2009

Notice of Allowance Date: Aug. 18, 2009

Mark Information

Mark Literal Elements: LIVESTRONG.COM

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

International Registration Number: [0984608](#)

International Application(s)/Registration(s) Based on this Property: [A0013782/0984608](#)

Claimed Ownership of US Registrations: [2368904,3202553,3205197](#), and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information; on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 18, 2008 **Use in Commerce:** Jun. 18, 2008

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		
		Currently No			

Filed No Basis: No

Basis: No

Current Owner(s) Information

Owner Name: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION
State or Country Where Organized: TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-90021

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557 **Fax:** (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 25, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 22, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 21, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
Apr. 21, 2010	ASSIGNED TO LIE	73797
Apr. 07, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 24, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-	

MAILED

Mar. 23, 2010	STATEMENT OF USE PROCESSING COMPLETE	65362
Feb. 18, 2010	USE AMENDMENT FILED	65362
Mar. 23, 2010	EXTENSION 1 GRANTED	65362
Feb. 18, 2010	EXTENSION 1 FILED	65362
Mar. 23, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Feb. 18, 2010	TEAS EXTENSION RECEIVED	
Feb. 18, 2010	TEAS STATEMENT OF USE RECEIVED	
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 18, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 26, 2009	PUBLISHED FOR OPPOSITION	
May 06, 2009	NOTICE OF PUBLICATION	
Apr. 20, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Apr. 20, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 20, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 20, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Apr. 20, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 20, 2009	EXAMINERS AMENDMENT -WRITTEN	81091
Apr. 17, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Apr. 17, 2009	WITHDRAWN FROM PUB - EXAMINING ATTORNEY REQUEST	76145
Apr. 16, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Apr. 16, 2009	ASSIGNED TO LIE	76243
Apr. 16, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 16, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 16, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Apr. 16, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 16, 2009	EXAMINERS AMENDMENT -WRITTEN	81091

Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 26, 2009	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 26, 2009	FINAL REFUSAL E-MAILED	
Jan. 26, 2009	FINAL REFUSAL WRITTEN	81091
Dec. 31, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 30, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 30, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 30, 2008	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Jun. 30, 2008	EXAMINER'S AMENDMENT/PRIORITY ACTION E- MAILED	6326
Jun. 30, 2008	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Jun. 10, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 09, 2008	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:** Apr. 21, 2010

Generated on: This page was generated by TSDR on 2012-10-15 18:18:26 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77936498

Application Filing Date: Feb. 16, 2010

US Registration Number: 3849996

Registration Date: Sep. 21, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Sep. 21, 2010

Publication Date: Jul. 06, 2010

Mark Information

Mark Literal Elements: LIVESTRONG

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

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: magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness

International Class: 016 - Primary Class **U.S Class:** 002, 005, 022, 023, 029, 037, 038, 050
Class Status: ACTIVE
Basis: 1(a)
First Use: Feb. 01, 2010 **Use in Commerce:** Feb. 01, 2010

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: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: non-profit corporation **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-258

Correspondent

Correspondent Name/Address: HEATHER A. DUNN, ESQ.
DLA PIPER LLP (US)
555 MISSION ST STE 2400
SAN FRANCISCO, CALIFORNIA 94105-0922
UNITED STATES

Phone: 415.836.2557 **Fax:** 415.836.2501

Correspondent e-

Correspondent e-

mail: tmfilings@dlapiper.com

mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 21, 2010	REGISTERED-PRINCIPAL REGISTER	
Jul. 06, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 06, 2010	PUBLISHED FOR OPPOSITION	
Jun. 02, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	74193
Jun. 02, 2010	ASSIGNED TO LIE	74193
May 19, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 19, 2010	ASSIGNED TO EXAMINER	81877
Mar. 03, 2010	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Mar. 03, 2010	TEAS VOLUNTARY AMENDMENT RECEIVED	
Feb. 20, 2010	NOTICE OF PSEUDO MARK MAILED	
Feb. 19, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 19, 2010	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: Sep. 21, 2010

Generated on: This page was generated by TSDR on 2012-10-15 18:16:41 EST

Mark: LIVESTRONG YOUNG ADULT
ALLIANCE

LIVESTRONG YOUNG ADULT
ALLIANCE

**US Serial
Number:** 78887770

**Application
Filing Date:** May 19, 2006

**US Registration
Number:** 3363666

**Registration
Date:** Jan. 01, 2008

Register: Principal

Mark Type: Service Mark

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

Status Date: Jan. 01, 2008

**Publication
Date:** Feb. 06, 2007

**Notice of
Allowance Date:** May 01, 2007

Mark Information

**Mark Literal
Elements:** LIVESTRONG YOUNG ADULT ALLIANCE

**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

Disclaimer: "YOUNG ADULT ALLIANCE"

Related Properties Information

**International Registration
Number:** [0926679](#)

**International
Application(s)/Registration(s)
Based on this Property:** [A0006456/0926679](#)

**Claimed Ownership of US
Registrations:** [3052284](#)

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: Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102
Class Status: ACTIVE
Basis: 1(a)
First Use: Nov. 10, 2006 **Use in Commerce:** Nov. 10, 2006

For: Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Nov. 10, 2006 **Use in Commerce:** Nov. 10, 2006

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	No		

Basis:

Current Owner(s) Information

Owner Name: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION
State or Country Where Organized: TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-139

Correspondent

Correspondent Name/Address: Heather A. Dunn,
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557 **Fax:** (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 29, 2009	CERTIFICATE OF CORRECTION ISSUED	68973
Oct. 24, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Sep. 10, 2009	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 01, 2008	REGISTERED-PRINCIPAL REGISTER	
Nov. 26, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	67215

Nov. 23, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 15, 2007	STATEMENT OF USE PROCESSING COMPLETE	64657
Nov. 15, 2007	EXTENSION 1 GRANTED	64657
Oct. 30, 2007	USE AMENDMENT FILED	64657
Oct. 30, 2007	EXTENSION 1 FILED	64657
Oct. 30, 2007	TEAS EXTENSION RECEIVED	
Oct. 30, 2007	TEAS STATEMENT OF USE RECEIVED	
May 01, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 06, 2007	PUBLISHED FOR OPPOSITION	
Jan. 17, 2007	NOTICE OF PUBLICATION	
Dec. 19, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	67215
Dec. 15, 2006	ASSIGNED TO LIE	67215
Nov. 30, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 29, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 28, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 28, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 16, 2006	NON-FINAL ACTION E-MAILED	6325
Aug. 16, 2006	NON-FINAL ACTION WRITTEN	80808
Aug. 10, 2006	ASSIGNED TO EXAMINER	80808
May 26, 2006	NOTICE OF PSEUDO MARK MAILED	
May 25, 2006	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Change in Registration:	Yes
Correction made to Registration:	In the statement, Column 1, lines 1, 3&4, " Lance Armstrong Foundation, Inc. P.O. Box 161150 78716-1150 " should be deleted, and Lance Armstrong Foundation 2201 E. 6th Street 78702 should be inserted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Dec. 08, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:16:08 EST

Mark: LANCE ARMSTRONG FOUNDATION
LIVESTRONG



US Serial Number:	78687069	Application Filing Date:	Aug. 05, 2005
US Registration Number:	3205197	Registration Date:	Feb. 06, 2007
Register:	Principal		
Mark Type:	Trademark, Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Feb. 06, 2007		
Publication Date:	Nov. 21, 2006		

Mark Information

Mark Literal Elements:	LANCE ARMSTRONG FOUNDATION LIVESTRONG
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Disclaimer:	"Foundation"
Design Search Code(s):	02.01.02 - Men depicted as shadows or silhouettes of men;Silhouettes of men 02.01.33 - Grotesque men formed by letters, numbers, punctuation or geometric shapes;Stick figures 04.07.03 - Geometric figures representing a person;Geometric figures or combinations of geometric figures representing a person;Geometric shapes forming a person;Person formed by geometric shapes 18.03.01 - Tricycles;Bicycles;Unicycles 26.11.10 - Rectangles divided once into two sections 26.11.21 - Rectangles that are completely or partially shaded

26.17.02 - Bars, wavy;Bands, wavy;Lines, wavy;Wavy line(s), band(s) or bar(s)
26.17.09 - Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s);Lines,
curved

Name Portrait Consent: The name shown in the mark identifies Lance Armstrong, whose consent to register is submitted.

Related Properties Information

Claimed Ownership of US Registrations: [3052284](#)

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: Jewelry

International Class: 014 - Primary Class **U.S Class:** 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 30, 2004 **Use in Commerce:** Nov. 30, 2004

For: Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation and regulation; promoting public awareness of public health in the fields of cancer, cancer recovery and survival by sponsoring, developing and carrying out community and national programs

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 08, 2005 **Use in Commerce:** Jun. 08, 2005

Providing research grants to organizations in the fields of public health, cancer,

For: cancer recovery and survival; Charitable fundraising services; Providing a web site featuring information, comprehensive content and personal stories concerning insurance, finances, financial and estate planning in the fields of cancer, cancer recovery and survival

International Class: 036 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 28, 2005 **Use in Commerce:** Feb. 28, 2005

For: Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival; providing a web site featuring personal narrative stories relating to cancer, cancer recovery and survival for instructional and entertainment purposes

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 16, 2005 **Use in Commerce:** May 16, 2005

For: Providing a web site featuring medical information, comprehensive content and personal stories in the fields of cancer, cancer recovery and survival

International Class: 044 - Primary Class **U.S Class:** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 16, 2005 **Use in Commerce:** May 16, 2005

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	No		

Basis:

Current Owner(s) Information

Owner Name: LANCE ARMSTRONG FOUNDATION
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized
Where Organized: Found

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-112

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557 **Fax:** (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 20, 2008	NOTICE OF SUIT	
Feb. 06, 2007	REGISTERED-PRINCIPAL REGISTER	

Nov. 21, 2006	PUBLISHED FOR OPPOSITION	
Nov. 01, 2006	NOTICE OF PUBLICATION	
Sep. 29, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	77975
Sep. 18, 2006	ASSIGNED TO LIE	77975
Sep. 05, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 24, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	68549
Aug. 17, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	68549
Aug. 17, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 27, 2006	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Feb. 27, 2006	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	77658
Feb. 24, 2006	ASSIGNED TO EXAMINER	77658
Aug. 12, 2005	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:** Feb. 06, 2007

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Registrant:** Lance Armstrong Foundation, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4038/0968](#) **Pages:** 5

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

Name: [LANCE ARMSTRONG
FOUNDATION, INC.](#)

Execution Date: Dec. 08, 2005

Legal Entity Type: TEXAS NON-PROFIT
CORPORATION

**State or Country
Where
Organized:** No Place Where Organized
Found

Assignee

Name: [LANCE ARMSTRONG FOUNDATION](#)

Legal Entity Type: TEXAS NON-PROFIT
CORPORATION

**State or Country
Where
Organized:** No Place Where Organized
Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

**Correspondent
Name:** HEATHER A. DUNN, ESQ

**Correspondent
Address:** 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:19:11 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 76591079

Application Filing Date: May 07, 2004

US Registration Number: 3052284

Registration Date: Jan. 31, 2006

Register: Principal

Mark Type: Trademark, Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Mar. 28, 2011

Publication Date: Nov. 08, 2005

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0836961](#)

International Application(s)/Registration(s) Based on this Property: [Z1231431/0836961](#)

Claimed Ownership of US Registrations: [76977737](#)

Parent Of: [76977737](#)

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: Jewelry

International Class: 014 - Primary Class **U.S Class:** 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: May 03, 2004 **Use in Commerce:** May 03, 2004

For: charitable fundraising services

International Class: 036 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 15, 2003 **Use in Commerce:** Dec. 15, 2003

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: LANCE ARMSTRONG FOUNDATION

2201 E. 6th Street

Owner Address: Austin, TEXAS 78702

UNITED STATES

**Legal Entity
Type:**

NON-PROFIT
CORPORATION

**State or Country
Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: HEATHER A DUNN **Docket Number:** 354932-104

Correspondent

**Correspondent
Name/Address:** HEATHER A DUNN
DLA PIPER LLP (US)
555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

**Correspondent e-
mail:** tmfilings@dlapiper.com

**Correspondent e-
mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 28, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Mar. 24, 2011	TEAS SECTION 8 & 15 RECEIVED	
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 20, 2008	NOTICE OF SUIT	
Sep. 26, 2006	CERTIFICATE OF CORRECTION ISSUED	
Jul. 12, 2006	CERTIFICATE OF CORRECTION ISSUED	
Jul. 10, 2006	RESPONSE RECEIVED TO POST REG. ACTION	
Jul. 10, 2006	FAX RECEIVED	
Jul. 10, 2006	POST REGISTRATION ACTION MAILED - SEC. 7	

Jun. 29, 2006	SEC 7 REQUEST FILED	
Jan. 31, 2006	REGISTERED-PRINCIPAL REGISTER	
Nov. 08, 2005	PUBLISHED FOR OPPOSITION	
Oct. 19, 2005	NOTICE OF PUBLICATION	
Sep. 23, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
Sep. 08, 2005	EXAMINERS AMENDMENT MAILED	
Sep. 08, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 08, 2005	EXAMINER'S AMENDMENT ENTERED	76568
Sep. 08, 2005	EXAMINERS AMENDMENT -WRITTEN	76833
Sep. 08, 2005	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Aug. 31, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 26, 2005	DIVISIONAL PROCESSING COMPLETE	
Aug. 08, 2005	DIVISIONAL REQUEST RECEIVED	
Aug. 26, 2005	AMENDMENT FROM APPLICANT ENTERED	76568
Aug. 08, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	76568
Aug. 26, 2005	ASSIGNED TO LIE	76568
Aug. 08, 2005	PAPER RECEIVED	
Jul. 11, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 22, 2005	NON-FINAL ACTION MAILED	
Jun. 21, 2005	NON-FINAL ACTION WRITTEN	76833
Jun. 21, 2005	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Nov. 01, 2004	PAPER RECEIVED	
Jan. 04, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76523
Jan. 04, 2005	ASSIGNED TO LIE	76523
Dec. 20, 2004	ASSIGNED TO LIE	69712
Dec. 14, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 07, 2004	EXAMINER'S AMENDMENT MAILED	
Dec. 06, 2004	EXAMINERS AMENDMENT -WRITTEN	76833
Dec. 06, 2004	ASSIGNED TO EXAMINER	76833
Nov. 18, 2004	PETITION TO DIRECTOR - GRANTED	

Nov. 01, 2004 PETITION TO DIRECTOR RECEIVED

May 19, 2004 NEW APPLICATION ENTERED IN TRAM

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Change in Registration: Yes

Correction made to Registration: In the statement, Column 1, before line 1, Lance Armstrong Foundation, Inc. Should be inserted. In the statement, Column 2, line 3, First use 12-15-2003; In Commerce 12-15-2003, Should be deleted, and First use 05-03-2004; In Commerce 05-03-2004, Should be inserted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 109 **Date in Location:** Mar. 28, 2011

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Registrant:** Lance Armstrong Foundation, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4038/0968](#) **Pages:** 5

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

Name: [LANCE ARMSTRONG FOUNDATION, INC.](#) **Execution Date:** Dec. 08, 2005

Legal Entity Type: TEXAS NON-PROFIT **State or Country Where** No Place Where Organized

CORPORATION

Organized: Found

Assignee

Name: [LANCE ARMSTRONG FOUNDATION](#)

Legal Entity Type: TEXAS NON-PROFIT CORPORATION
State or Country Where Organized: No Place Where Organized Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

Correspondent Name: HEATHER A. DUNN, ESQ

Correspondent Address: 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:19:56 EST

Mark: LIVESTRONG



US Serial Number: 76644416

Application Filing Date: Aug. 05, 2005

US Registration Number: 3315119

Registration Date: Oct. 23, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Oct. 23, 2007

Publication Date: Aug. 07, 2007

Mark Information

Mark Literal Elements: LIVESTRONG

Standard Character Claim: No

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

Description of Mark: The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.

Disclaimer: the design of a rubber wristband

Design Search Code(s): 17.03.02 - Bracelets;Chains, jewelry;Tags, identification (metal);Dog tags (military identification);Necklaces;Chokers (jewelry)

Related Properties Information

Claimed Ownership

of US Registrations: [3052284](#)

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: Jewelry

International Class: 014 - Primary Class **U.S Class:** 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: May 03, 2004 **Use in Commerce:** May 03, 2004

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: LANCE ARMSTRONG FOUNDATION

Owner Address: 2201 E. 6th Street
Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn

Docket Number: 354932-90011

Correspondent

Correspondent Name/Address:
HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 23, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 07, 2007	PUBLISHED FOR OPPOSITION	
Jul. 18, 2007	NOTICE OF PUBLICATION	
May 16, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
May 16, 2007	ASSIGNED TO LIE	76537
Apr. 28, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 26, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 26, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 26, 2006	FINAL REFUSAL MAILED	
Oct. 26, 2006	FINAL REFUSAL WRITTEN	74819

Sep. 12, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 08, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 08, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 08, 2006	NON-FINAL ACTION MAILED	
Mar. 07, 2006	NON-FINAL ACTION WRITTEN	74819
Feb. 25, 2006	ASSIGNED TO EXAMINER	74819
Sep. 01, 2005	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	76869
Sep. 01, 2005	TEAS VOLUNTARY AMENDMENT RECEIVED	
Aug. 17, 2005	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:	Oct. 23, 2007
--------------------------	-------------------------------	--------------------------	---------------

Assignment Abstract of Title Information

Summary

Total Assignments:	1	Registrant:	Lance Armstrong Foundation, Inc.
---------------------------	---	--------------------	----------------------------------

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame:	4038/0968	Pages:	5
--------------------	---------------------------	---------------	---

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

Name:	LANCE ARMSTRONG FOUNDATION, INC.	Execution Date:	Dec. 08, 2005
--------------	--	------------------------	---------------

Legal Entity Type:	TEXAS NON-PROFIT CORPORATION	State or Country Where Organized:	No Place Where Organized Found
---------------------------	------------------------------	--	--------------------------------

Assignee

Name: [LANCE ARMSTRONG FOUNDATION](#)

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

Correspondent Name: HEATHER A. DUNN, ESQ

Correspondent Address: 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:19:31 EST

Mark: LIVESTRONG



US Serial Number: 76644417

Application Filing Date: Aug. 05, 2005

US Registration Number: 3296017

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

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

Status Date: Sep. 25, 2007

Publication Date: Jun. 26, 2007

Mark Information

Mark Literal Elements: LIVESTRONG

Standard Character Claim: No

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

Description of Mark: The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: THE DESIGN OF A RUBBER WRISTBAND

Design Search Code(s): 17.03.25 - Brooches;Cuff-links;Earrings;Tie tacks;Necktie clasps and fasteners;Pins, jewelry;Locket

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: Charitable fundraising services

International Class: 036 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: May 03, 2004 **Use in Commerce:** May 03, 2004

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: LANCE ARMSTRONG FOUNDATION
2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn **Docket Number:** 354932-90011

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557 **Fax:** (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 15, 2007	WITHDRAWN FROM ISSUE - TQR/NON-ATTY REQUEST	67110
Jun. 26, 2007	PUBLISHED FOR OPPOSITION	
Jun. 06, 2007	NOTICE OF PUBLICATION	
Apr. 21, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76869
Apr. 21, 2007	ASSIGNED TO LIE	76869
Apr. 02, 2007	EXAMINERS AMENDMENT MAILED	
Mar. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 30, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 30, 2007	EXAMINERS AMENDMENT -WRITTEN	78434
Nov. 29, 2006	NON-FINAL ACTION MAILED	
Nov. 29, 2006	NON-FINAL ACTION WRITTEN	78434
Nov. 08, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	73797
Oct. 26, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797

Oct. 26, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 26, 2006	NON-FINAL ACTION MAILED	
Apr. 26, 2006	NON-FINAL ACTION WRITTEN	78434
Feb. 27, 2006	NON-FINAL ACTION MAILED	
Feb. 26, 2006	NON-FINAL ACTION WRITTEN	78434
Feb. 25, 2006	ASSIGNED TO EXAMINER	78434
Sep. 09, 2005	AMENDMENT FROM APPLICANT ENTERED	78145
Sep. 01, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	78145
Sep. 01, 2005	TEAS VOLUNTARY AMENDMENT RECEIVED	
Aug. 17, 2005	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:** Sep. 25, 2007

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Registrant:** Lance Armstrong Foundation, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4038/0968](#) **Pages:** 5

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

Name: [LANCE ARMSTRONG FOUNDATION, INC.](#) **Execution Date:** Dec. 08, 2005

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: [LANCE ARMSTRONG FOUNDATION](#)

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

Correspondent Name: HEATHER A. DUNN, ESQ

Correspondent Address: 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:20:10 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77431149

Application Filing Date: Mar. 25, 2008

US Registration Number: 3655543

Registration Date: Jul. 14, 2009

Register: Principal

Mark Type: Service Mark

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

Status Date: Jul. 14, 2009

Publication Date: Aug. 05, 2008

Notice of Allowance Date: Oct. 28, 2008

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0984607](#)

International Application(s)/Registration(s) Based on this Property: [A0013780/0984607](#)

Claimed Ownership of US Registrations: [3052284,3126718,3202553](#),and others

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: Online social networking services

International Class: 045 - Primary Class **U.S Class:** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 17, 2008 **Use in Commerce:** Sep. 17, 2008

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: Lance Armstrong Foundation
2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A Dunn, Esq.

Docket Number: 354932-202

Correspondent

**Correspondent
Name/Address:**

HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

**Correspondent e-
mail:**

tmfilings@dlapiper.com

**Correspondent e-
mail Authorized:**

No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 14, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 05, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	74215
Jun. 04, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 15, 2009	STATEMENT OF USE PROCESSING COMPLETE	69302
Apr. 28, 2009	USE AMENDMENT FILED	69302
May 15, 2009	EXTENSION 1 GRANTED	69302
Apr. 28, 2009	EXTENSION 1 FILED	69302
May 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Apr. 28, 2009	TEAS EXTENSION RECEIVED	
Apr. 28, 2009	TEAS STATEMENT OF USE RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 05, 2008	PUBLISHED FOR OPPOSITION	
Jul. 16, 2008	NOTICE OF PUBLICATION	
Jul. 01, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Jul. 01, 2008	ASSIGNED TO LIE	74215

Jun. 30, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2008	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT -WRITTEN	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Mar. 29, 2008	NOTICE OF PSEUDO MARK MAILED	
Mar. 28, 2008	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:** Jun. 05, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:20:23 EST

Mark: LIVESTRONG.COM

LIVESTRONG.COM

US Serial Number:	77490580	Application Filing Date:	Jun. 04, 2008
US Registration Number:	3655694	Registration Date:	Jul. 14, 2009
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:	Jul. 14, 2009		
Publication Date:	Aug. 05, 2008	Notice of Allowance Date:	Oct. 28, 2008

Mark Information

Mark Literal Elements:	LIVESTRONG.COM
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

International Registration Number:	0981635
International Application(s)/Registration(s) Based on this Property:	A0013785/0981635
Claimed Ownership of US Registrations:	3052284 , 3126718 , 3202553 , and others

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 social networking services

International Class: 045 - Primary Class **U.S Class:** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 17, 2008 **Use in Commerce:** Sep. 17, 2008

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: Lance Armstrong Foundation

2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq.

Docket Number: 354932-90021

Correspondent

**Correspondent
Name/Address:**

HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

**Correspondent e-
mail:**

tmfilings@dlapiper.com

**Correspondent e-
mail Authorized:**

No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 14, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 05, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	59272
Jun. 04, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 15, 2009	STATEMENT OF USE PROCESSING COMPLETE	66154
Apr. 28, 2009	USE AMENDMENT FILED	66154
May 15, 2009	EXTENSION 1 GRANTED	66154
Apr. 28, 2009	EXTENSION 1 FILED	66154
May 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Apr. 28, 2009	TEAS EXTENSION RECEIVED	
Apr. 28, 2009	TEAS STATEMENT OF USE RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 05, 2008	PUBLISHED FOR OPPOSITION	
Jul. 16, 2008	NOTICE OF PUBLICATION	

Jun. 30, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	59272
Jun. 30, 2008	ASSIGNED TO LIE	59272
Jun. 30, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2008	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT -WRITTEN	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Jun. 10, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 09, 2008	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:** Jun. 05, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:20:36 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number:	78702767	Application Filing Date:	Aug. 29, 2005
US Registration Number:	3126718	Registration Date:	Aug. 08, 2006
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:	Aug. 08, 2006		
Publication Date:	May 16, 2006		

Mark Information

Mark Literal Elements:	LIVESTRONG
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 Registrations: [3052284](#)

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: Computers; Notebook computers

International Class: 009 - Primary Class **U.S Class:** 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 30, 2005 **Use in Commerce:** Jun. 30, 2005

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: LANCE ARMSTRONG FOUNDATION

2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized
Where Organized: Found

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-121

Correspondent

HEATHER A DUNN

Correspondent Name/Address: DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 19, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 20, 2008	NOTICE OF SUIT	
Aug. 08, 2006	REGISTERED-PRINCIPAL REGISTER	
May 16, 2006	PUBLISHED FOR OPPOSITION	
Apr. 26, 2006	NOTICE OF PUBLICATION	
Mar. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	77975
Mar. 16, 2006	ASSIGNED TO LIE	77975
Feb. 28, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 28, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 28, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 28, 2006	EXAMINERS AMENDMENT -WRITTEN	77658
Feb. 27, 2006	NON-FINAL ACTION E-MAILED	6325
Feb. 27, 2006	NON-FINAL ACTION WRITTEN	77658
Feb. 24, 2006	ASSIGNED TO EXAMINER	77658
Sep. 06, 2005	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:** Aug. 08, 2006

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Registrant:** Lance Armstrong Foundation, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4038/0968](#) **Pages:** 5

Date Recorded: Aug. 06, 2009

Supporting Documents: [assignment-tm-4038-0968.pdf](#)

Assignor

Name: [LANCE ARMSTRONG FOUNDATION, INC.](#) **Execution Date:** Dec. 08, 2005

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: [LANCE ARMSTRONG FOUNDATION](#)

Legal Entity Type: TEXAS NON-PROFIT CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Address: P.O. BOX 161150
AUSTIN, TEXAS 98716

Correspondent

Correspondent Name: HEATHER A. DUNN, ESQ

Correspondent Address: 555 MISSION STREET, SUITE 2400
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-10-15 18:18:13 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77431059

Application Filing Date: Mar. 25, 2008

US Registration Number: 3719356

Registration Date: Dec. 01, 2009

Register: Principal

Mark Type: Service Mark

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

Status Date: Dec. 01, 2009

Publication Date: Aug. 05, 2008

Notice of Allowance Date: Oct. 28, 2008

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0980608](#)

International Application(s)/Registration(s) Based on this Property: [A0013774/0980608](#)

Claimed Ownership of US Registrations: [3052284,3202553,3363666](#),and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing referrals in the field of matching patients with clinical trials for new treatments in the field of cancer

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 17, 2008 **Use in Commerce:** Sep. 17, 2008

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: Lance Armstrong Foundation
2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq.

Docket Number: 354932-198

Correspondent

Correspondent Name/Address: HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 01, 2009	REGISTERED-PRINCIPAL REGISTER	
Oct. 23, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	77075
Oct. 22, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 16, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	77075
Oct. 16, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	77075
Oct. 15, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 03, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jun. 03, 2009	NON-FINAL ACTION E-MAILED	
Jun. 03, 2009	SU - NON-FINAL ACTION - WRITTEN	81091
May 15, 2009	STATEMENT OF USE PROCESSING COMPLETE	69302
Apr. 28, 2009	USE AMENDMENT FILED	69302
May 15, 2009	EXTENSION 1 GRANTED	69302
Apr. 28, 2009	EXTENSION 1 FILED	69302
May 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Apr. 28, 2009	TEAS EXTENSION RECEIVED	

Apr. 28, 2009	TEAS STATEMENT OF USE RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 05, 2008	PUBLISHED FOR OPPOSITION	
Jul. 16, 2008	NOTICE OF PUBLICATION	
Jul. 01, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Jul. 01, 2008	ASSIGNED TO LIE	77075
Jun. 30, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2008	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT -WRITTEN	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Mar. 29, 2008	NOTICE OF PSEUDO MARK MAILED	
Mar. 28, 2008	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:** Oct. 23, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:17:41 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77431086

Application Filing Date: Mar. 25, 2008

US Registration Number: 3520209

Registration Date: Oct. 21, 2008

Register: Principal

Mark Type: Service Mark

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

Status Date: Oct. 21, 2008

Publication Date: Aug. 05, 2008

Mark Information

Mark Literal Elements: LIVESTRONG

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

International Registration Number: [0984614](#)

International Application(s)/Registration(s) Based on this Property: [A0013775/0984614](#)

Claimed Ownership of US Registrations: [3052284,3205197,3296017](#), and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing a website featuring health care insurance and short term medical insurance information; providing a website featuring information in the field of health insurance, short term medical insurance, health savings accounts, and finance in the field of health care

International Class: 036 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 2004 **Use in Commerce:** Apr. 2004

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: Lance Armstrong Foundation

Owner Address: 2201 E. 6th Street
Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq.

Docket Number: 354932-199

Correspondent

Correspondent Name/Address:
HEATHER A DUNN
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 09, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 09, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 19, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 21, 2008	REGISTERED-PRINCIPAL REGISTER	
Aug. 05, 2008	PUBLISHED FOR OPPOSITION	
Jul. 16, 2008	NOTICE OF PUBLICATION	
Jul. 01, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Jul. 01, 2008	ASSIGNED TO LIE	77075
Jun. 30, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2008	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2008	EXAMINERS AMENDMENT -WRITTEN	81091
Jun. 27, 2008	ASSIGNED TO EXAMINER	81091
Mar. 29, 2008	NOTICE OF PSEUDO MARK MAILED	

Mar. 28, 2008 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:** Oct. 21, 2008

Generated on: This page was generated by TSDR on 2012-10-15 18:20:48 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 78821024

Application Filing Date: Feb. 22, 2006

US Registration Number: 3493993

Registration Date: Aug. 26, 2008

Register: Principal

Mark Type: Service Mark

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

Status Date: Aug. 26, 2008

Publication Date: Oct. 17, 2006

Notice of Allowance Date: Jan. 09, 2007

Mark Information

Mark Literal Elements: LIVESTRONG

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 Registrations: [3052284](#)

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: Mutual fund investment and brokerage services; investment consulting and management; financial services, namely, an investment security; insurance underwriting in the field of health, dental, disability, life, and catastrophic event coverage; insurance administration and consulting

International Class: 036 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: May 30, 2006 **Use in Commerce:** May 30, 2006

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: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-137

Correspondent

Correspondent Name/Address: Heather A. Dunn,
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 29, 2009	CERTIFICATE OF CORRECTION ISSUED	68973
Oct. 24, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Sep. 10, 2009	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 26, 2008	REGISTERED-PRINCIPAL REGISTER	
Jul. 22, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	78145
Jul. 22, 2008	ASSIGNED TO LIE	78145
Jul. 22, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 18, 2008	STATEMENT OF USE PROCESSING COMPLETE	66154
Jul. 09, 2008	USE AMENDMENT FILED	66154
Jul. 18, 2008	EXTENSION 3 GRANTED	66154
Jul. 09, 2008	EXTENSION 3 FILED	66154
Jul. 18, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Jul. 09, 2008	TEAS EXTENSION RECEIVED	
Jul. 09, 2008	TEAS STATEMENT OF USE RECEIVED	
Jan. 09, 2008	EXTENSION 2 GRANTED	98765
Jan. 09, 2008	EXTENSION 2 FILED	98765
Jan. 09, 2008	TEAS EXTENSION RECEIVED	
Jun. 19, 2007	EXTENSION 1 GRANTED	98765

Jun. 19, 2007	EXTENSION 1 FILED	98765
Jun. 19, 2007	TEAS EXTENSION RECEIVED	
Jan. 09, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 17, 2006	PUBLISHED FOR OPPOSITION	
Sep. 27, 2006	NOTICE OF PUBLICATION	
Aug. 29, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	76538
Aug. 29, 2006	ASSIGNED TO LIE	76538
Aug. 18, 2006	ASSIGNED TO LIE	78145
Aug. 16, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 10, 2006	ASSIGNED TO EXAMINER	80808
Mar. 01, 2006	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Change in Registration:	Yes
Correction made to Registration:	In the statement, Column 1, lines 1, 3&4, " Lance Armstrong Foundation, Inc. P.O. Box 161150 78716-1150 " should be deleted, and Lance Armstrong Foundation 2201 E. 6th Street 78702 should be inserted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Dec. 08, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:21:00 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 77003313

Application Filing Date: Sep. 20, 2006

US Registration Number: 3267242

Registration Date: Jul. 24, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 24, 2007

Publication Date: May 08, 2007

Mark Information

Mark Literal Elements: LIVESTRONG

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 Registrations: [3052284](#)

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: Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals

International Class: 021 - Primary Class **U.S Class:** 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2006 **Use in Commerce:** Jul. 01, 2006

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: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: NON-PROFIT CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn **Docket Number:** 354932-90014

Correspondent

Heather A. Dunn,
DLA Piper LLP (US)

Correspondent Name/Address: 555 Mission Street, Suite 2400
San Francisco, CALIFORNIA 94105-2933
UNITED STATES

Phone: (415) 836-2557

Fax: (415) 836-2501

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 26, 2009	CERTIFICATE OF CORRECTION ISSUED	69934
Oct. 26, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69934
Sep. 10, 2009	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 20, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 20, 2008	NOTICE OF SUIT	
Jul. 24, 2007	REGISTERED-PRINCIPAL REGISTER	
May 08, 2007	PUBLISHED FOR OPPOSITION	
Apr. 18, 2007	NOTICE OF PUBLICATION	
Mar. 10, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Mar. 09, 2007	ASSIGNED TO LIE	77976
Feb. 12, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 09, 2007	ASSIGNED TO EXAMINER	73359
Sep. 27, 2006	NOTICE OF PSEUDO MARK MAILED	
Sep. 26, 2006	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Change in Registration: Yes

Correction made to Registration: In the statement, Column 1, line 1, "INC." should be deleted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Dec. 09, 2009

Generated on: This page was generated by TSDR on 2012-10-15 18:19:44 EST

Mark: TEAM LIVESTRONG

TEAM LIVESTRONG

US Serial Number:	85975419	Application Filing Date:	Apr. 20, 2010
US Registration Number:	4049434	Registration Date:	Nov. 01, 2011
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Nov. 01, 2011		
Publication Date:	Aug. 16, 2011		

Mark Information

Mark Literal Elements:	TEAM LIVESTRONG
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 Registrations:	3052284,3126718,3202553,85018297 , and others
Child Of:	85018297

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: Charitable fundraising services

International Class: 036 - Primary Class **U.S Class:** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2009 **Use in Commerce:** Feb. 2009

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: Lance Armstrong Foundation

2201 E. 6th Street

Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: non-profit corporation **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-266

Correspondent

HEATHER A DUNN

Correspondent Name/Address: DLA PIPER LLP (US)
555 MISSION ST STE 2400
SAN FRANCISCO, CALIFORNIA 94105-0922
UNITED STATES

Phone: 415.836.2557

Fax: 415.659.7357

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 01, 2011	REGISTERED-PRINCIPAL REGISTER	
Aug. 16, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 16, 2011	PUBLISHED FOR OPPOSITION	
Jul. 12, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jul. 11, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 08, 2011	NOTICE OF PSEUDO MARK MAILED	
Jul. 07, 2011	DIVISIONAL PROCESSING COMPLETE	
Jun. 21, 2011	DIVISIONAL REQUEST RECEIVED	
Jun. 27, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Jun. 24, 2011	ASSIGNED TO LIE	68171
Jun. 21, 2011	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jun. 21, 2011	EX PARTE APPEAL-INSTITUTED	18297
Jun. 21, 2011	JURISDICTION RESTORED TO EXAMINING ATTORNEY	18297
Jun. 21, 2011	EXPARTE APPEAL RECEIVED AT TTAB	
May 28, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 27, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 27, 2011	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Dec. 21, 2010	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 21, 2010	FINAL REFUSAL E-MAILED	

Dec. 21, 2010	FINAL REFUSAL WRITTEN	81877
Nov. 23, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 22, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 22, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 20, 2010	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 20, 2010	PRIORITY ACTION E-MAILED	6326
May 20, 2010	PRIORITY ACTION WRITTEN	81877
May 19, 2010	ASSIGNED TO EXAMINER	81877
Apr. 24, 2010	NOTICE OF PSEUDO MARK MAILED	
Apr. 23, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 23, 2010	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:** Nov. 01, 2011

Generated on: This page was generated by TSDR on 2012-10-15 18:16:27 EST

Mark: TEAM LIVESTRONG

TEAM LIVESTRONG

US Serial Number: 85018297

Application Filing Date: Apr. 20, 2010

Register: Principal

Mark Type: Service Mark

Status: An appeal of a final refusal to register the mark is pending before the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Status Date: Nov. 14, 2011

Mark Information

Mark Literal Elements: TEAM LIVESTRONG

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 Registrations: [3052284](#), [3126718](#), [3202553](#), [85975419](#), and others

Parent Of: [85975419](#)

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: Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2009 **Use in Commerce:** Feb. 2009

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: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: non-profit corporation **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn, Esq. **Docket Number:** 354932-266

Correspondent

Correspondent
HEATHER A DUNN
DLA PIPER LLP (US)

Name/Address: 555 MISSION ST STE 2400
SAN FRANCISCO, CALIFORNIA 94105-0922
UNITED STATES

Phone: 415.836.2557

Fax: 415.659.7357

Correspondent e-mail: tmfilings@dlapiper.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 15, 2012	EX PARTE APPEAL-REFUSAL AFFIRMED	18297
Nov. 14, 2011	NOTIFICATION OF EXAMINERS STATEMENT E-MAILED	
Nov. 14, 2011	EXAMINERS STATEMENT E-MAILED	
Nov. 14, 2011	EXAMINERS STATEMENT - COMPLETED	81877
Sep. 21, 2011	JURISDICTION RESTORED TO EXAMINING ATTORNEY	18297
Jul. 21, 2011	NOTIFICATION OF ACTION DENYING REQ FOR RECON E-MAILED	
Jul. 21, 2011	ACTION DENYING REQ FOR RECON E-MAILED	
Jul. 21, 2011	ACTION CONTINUING FINAL - COMPLETED	81877
Jul. 07, 2011	DIVISIONAL PROCESSING COMPLETE	
Jun. 21, 2011	DIVISIONAL REQUEST RECEIVED	
Jun. 27, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Jun. 24, 2011	ASSIGNED TO LIE	68171
Jun. 21, 2011	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jun. 21, 2011	EX PARTE APPEAL-INSTITUTED	18297
Jun. 21, 2011	JURISDICTION RESTORED TO EXAMINING ATTORNEY	18297
Jun. 21, 2011	EXPARTE APPEAL RECEIVED AT TTAB	
May 28, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 27, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 27, 2011	TEAS REQUEST FOR RECONSIDERATION RECEIVED	

Dec. 21, 2010	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 21, 2010	FINAL REFUSAL E-MAILED	
Dec. 21, 2010	FINAL REFUSAL WRITTEN	81877
Nov. 23, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 22, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 22, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 20, 2010	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 20, 2010	PRIORITY ACTION E-MAILED	6326
May 20, 2010	PRIORITY ACTION WRITTEN	81877
May 19, 2010	ASSIGNED TO EXAMINER	81877
Apr. 24, 2010	NOTICE OF PSEUDO MARK MAILED	
Apr. 23, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 23, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney:	BLAIR, JASON PAUL	Law Office Assigned:	LAW OFFICE 104
---------------------	-------------------	---------------------------------	----------------

File Location

Current Location:	TMEG LAW OFFICE 104 - EXAMINING ATTORNEY ASSIGNED	Date in Location:	Nov. 14, 2011
--------------------------	---	--------------------------	---------------

Generated on: This page was generated by TSDR on 2012-10-15 18:16:58 EST

Mark: LIVESTRONG

LIVESTRONG

US Serial Number: 85021855

Application Filing Date: Apr. 23, 2010

Register: Principal

Mark Type: Trademark

Status: A fourth request for extension of time to file a Statement of Use has been granted.

Status Date: Aug. 27, 2012

Publication Date: Jul. 13, 2010

Notice of Allowance Date: Sep. 07, 2010

Mark Information

Mark Literal Elements: LIVESTRONG

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 Registrations: [3052284](#), [3126718](#), [3202553](#), and others

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: Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars

International Class: 005 - Primary Class

U.S Class: 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(b)

For: Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars

International Class: 029 - Primary Class

U.S Class: 046

Class Status: ACTIVE

Basis: 1(b)

For: Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared food kits composed of grains, ready for cooking and assembly as a meal

International Class: 030 - Primary Class

U.S Class: 046

Class Status: ACTIVE

Basis: 1(b)

For: Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages

International Class: 032 - Primary Class

U.S Class: 045, 046, 048

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

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: Lance Armstrong Foundation
2201 E. 6th Street
Owner Address: Austin, TEXAS 78702
UNITED STATES

Legal Entity Type: non-profit corporation **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heather A. Dunn **Docket Number:** 354932-275

Correspondent

Correspondent Name/Address: HEATHER A. DUNN
DLA PIPER LLP (US)
555 MISSION ST STE 2400
SAN FRANCISCO, CALIFORNIA 94105-0922
UNITED STATES

Phone: 415.836.2557 **Fax:** 415.659.7357

Correspondent e-mail: tmfilings@dlapiper.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 28, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 27, 2012	EXTENSION 4 GRANTED	66530
Aug. 22, 2012	EXTENSION 4 FILED	66530

Aug. 22, 2012	TEAS EXTENSION RECEIVED	
Mar. 10, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 09, 2012	EXTENSION 3 GRANTED	66530
Mar. 05, 2012	EXTENSION 3 FILED	66530
Mar. 05, 2012	TEAS EXTENSION RECEIVED	
Sep. 08, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 07, 2011	EXTENSION 2 GRANTED	66530
Sep. 02, 2011	EXTENSION 2 FILED	66530
Sep. 06, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Sep. 02, 2011	TEAS EXTENSION RECEIVED	
Mar. 09, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 07, 2011	EXTENSION 1 GRANTED	98765
Mar. 07, 2011	EXTENSION 1 FILED	98765
Mar. 07, 2011	TEAS EXTENSION RECEIVED	
Sep. 07, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 13, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 13, 2010	PUBLISHED FOR OPPOSITION	
Jun. 04, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jun. 03, 2010	ASSIGNED TO LIE	70138
May 19, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 19, 2010	EXAMINER'S AMENDMENT ENTERED	88888
May 19, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 19, 2010	EXAMINERS AMENDMENT E-MAILED	6328
May 19, 2010	EXAMINERS AMENDMENT -WRITTEN	81877
May 19, 2010	ASSIGNED TO EXAMINER	81877
May 01, 2010	NOTICE OF PSEUDO MARK MAILED	
Apr. 30, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

Apr. 27, 2010 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information

TM Attorney: BLAIR, JASON PAUL **Law Office Assigned:** LAW OFFICE 104

File Location

Current Location: INTENT TO USE SECTION **Date in Location:** Sep. 06, 2011