

ESTTA Tracking number: **ESTTA599481**

Filing date: **04/18/2014**

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

Proceeding	92057092
Party	Defendant Bulldog Winch Co., LLC
Correspondence Address	HOWARD SOBELMAN SNELL & WILMER LLP ONE ARIZONA CENTER, 400 E VAN BUREN PHOENIX, AZ 85004-2202 UNITED STATES hsobelman@swlaw.com
Submission	Reply in Support of Motion
Filer's Name	David E. Rogers
Filer's e-mail	drogers@swlaw.com
Signature	/David E. Rogers/
Date	04/18/2014
Attachments	Reply.pdf(148624 bytes) Exhibit6.pdf(206802 bytes) Exhibit6A.pdf(94510 bytes) Exhibit6B.pdf(70881 bytes) Exhibit6C.pdf(1645080 bytes) Exhibit6D.pdf(471328 bytes) Exhibit6E.pdf(1882116 bytes)

Attorney Docket No.: 54589.00100

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

Cequent Performance Products, Inc.,

Petitioner,

v.

Bulldog Winch Co. LLC

Respondent.

Cancellation No.: 92057092

Registration No.: 3455827

Mark: BULLDOG WINCH

**RESPONDENT'S REPLY
IN SUPPORT OF MOTION
FOR SUMMARY
JUDGMENT ON LACHES**

Trademark Trial and Appeal Board
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

I. There Is No Genuine Dispute of Material Fact that Prevents Granting Summary Judgment.

Petitioner's Opposition ("Opp.") relies on three basic arguments, but they are legal arguments quibbling over factual interpretation, and are not genuine issues of material fact that preclude granting summary judgment for Respondent.

First, Petitioner disputes the proper time for measuring its undue delay - it argues that the time should either be measured from Respondent's registration date of June 24, 2008 or from the date on which Respondent increased the number of winches it provides for trailers. Opp. at 5 ¶ 2; 11 ¶¶ 1-3. This is a legal, and not factual, argument, and is incorrect as a matter of law. For this cancellation action laches began on April 17, 2007, which is when Respondent's application was published for opposition because Petitioner had actual notice of Respondent's use of "Bulldog Winch" in 2006 when Petitioner and Respondent displayed at the same SEMA show in the same Exhibition Hall. MSJ at 3 ¶ 3; Ex. 1 ¶ 8(a) and Ex. 5, thereto.¹

Alternatively, even if the date of Respondent's April 23, 2008 registration date were used, Petitioner's delay in filing this action and the resulting prejudice to Respondent is more than sufficient to establish laches as a matter of law. Petitioner's new argument (never advanced in its pleadings or discovery responses) that laches did not start until Respondent first increased the number of its trailer-mounted winches is baseless because (1) Respondent's registration is not limited by winch type or trade channel so the doctrine of gradual encroachment does not apply, (2) growth within a product category is not gradual encroachment as a matter of law, and (3) contrary to Petitioner's representation, Respondent did not increase the number of its trailer-mounted winches until *after* this Petition was filed, so Petitioner's "gradual encroachment" argument is also objectively untrue, and thus fails as a matter of law.

Petitioner's second argument is that Respondent has not been prejudiced. Petitioner does not dispute in any material way Respondent's facts supporting prejudice but makes the incredible assertion that Respondent is not harmed because it *could have used* another mark to develop goodwill in its business and products. Under Petitioner's contorted theory no trademark owner would ever be prejudiced because it could always have used another mark. Petitioner also claims that some (not most) of Respondent's evidence could apply to both its "Bulldog Winch" products and private-label products. These assertions do not create a

¹ "MSJ" means Respondent's Motion for Summary Judgment on Laches. Exs. 1-5 refer to the Exhibits to Respondent's MSJ.

genuine factual dispute that precludes the issuance of summary judgment. First, even if all of the evidence that is “disputed” by Petitioner were discarded, the remaining undisputed evidence of prejudice is overwhelming. Second, the evidence in Respondent’s Exhibit 1 (the Declaration of Robert A. Horn, which was supplemented on March 21, 2014²) states that it relates *specifically* to “Bulldog Winch” products. Respondent also submits herewith as Exhibit 6 the Second Declaration of Bob Horn, which establishes the prejudice to Respondent if laches is determined to have started on the registration date of June 24, 2008.

Petitioner’s third argument is that confusion is “inevitable.” Its assertions do not involve disputed material facts - they merely involve an attempt to recast the facts in a manner favorable to itself. Petitioner fails to mention that it, and not Respondent, bears the burden to prove *by clear and convincing evidence* that confusion is “*inevitable*,” and that this is a higher standard than proving that confusion is merely *likely*. As explained herein, and in Respondent’s MSJ, Petitioner falls far short of meeting its heavy burden.

Finally, Petitioner does not even address the public interest factor of laches, thereby conceding it weighs entirely in Respondent’s favor. Nor does it deny that its true incentive here is not for the legitimate purpose of protecting its existing trademark rights, but for the improper purpose of out-spending the much smaller Respondent in an attempt to force it to drop its “Bulldog Winch” mark and associated goodwill. That way, Petitioner can clear the field for its contemplated new line of winches.³ This is underscored by Petitioner’s overreaching request for relief: Petitioner wants to cancel Respondent’s *entire registration* and not merely restrict it to, for example, “winches not used on trailers.”

Petitioner has not cited, and we cannot find, any case in which laches was not found under remotely similar circumstances. Petitioner’s attempt to monopolize the “Bulldog” mark (with or without the word “winch”) in Respondent’s winch market should be rejected. The undisputed, material facts are overwhelming and summary judgment of laches should be granted in favor of Respondent.

II. The Law of Summary Judgment and Laches.

A. Summary Judgment.

Summary judgment is to “dispose of factually unsupported claims.” Celotex Corp. v. Catrett, 477 U.S. 317, 323-24 (1986). The moving party bears the burden of demonstrating the absence of any genuine

² “First Declaration” means the Declaration of Robert A. Horn filed on February 27, 2014, which was supplemented on March 21, 2014.

³ Although it claims to have no definite plans to introduce such a product line. MSJ at 4 ¶ 1.

issue of material fact. Id. at 323. It is then incumbent upon the nonmoving party to “come forward with *specific facts* showing that there is a genuine issue for trial.” Matsushita Elec. Indus. Co. v. Zenith Radio Corp., 475 U.S. 574, 586-87 (1986) (emphasis added). Even if there are disputed material facts, summary judgment may be granted as long as the record *taken as a whole* could not lead a rational trier of fact to find for the nonmoving party. Matsushita, 475 U.S. at 587; Celotex, 477 U.S. at 322-23 (1986). There is no issue for trial unless there is sufficient evidence favoring the nonmoving party for a jury to return a verdict for that party. Anderson v. Liberty Lobby, Inc., 477 U.S. at 242, 249 (1986). The inquiry performed is determining whether there is a need for a trial; whether there are any genuine factual issues that properly can be resolved *only by* a finder of fact. Id. at 250. The mere existence of a scintilla of evidence in support of the Petitioner’s position is insufficient; there must be evidence on which a fact finder could reasonably find for the Petitioner. Id. at 252.

B. Laches.

Laches is the neglect in delay in bringing suit to remedy an alleged wrong, which taken together with lapse of time and other circumstances, causes prejudice to the adverse party. A.C. Auckerman Co. v. R.L. Chaides Const. Co., 960 F.2d 1020, 1029; 22 U.S.P.Q.2d 1321, 1325 (Fed. Cir. 1992). Laches exacts nothing of the Petitioner other than fair dealing with its adversary. Id. On appeal the standard of review of a conclusion of laches is abuse of discretion. A finding of laches may be set aside only if the decision rests on an erroneous legal interpretation or clearly erroneous factual finding. Id. at 1039, 22 U.S.P.Q.2d at 1325.

If the Petitioner had actual knowledge of Respondent’s use of its mark prior to the close of the opposition period, laches in a cancellation action is calculated from the publication date of the application - otherwise it is calculated from the registration date. Teledyne Tech., Inc. v. Western Skyways, Inc., 78 U.S.P.Q.2d 1203, 1210, n. 10 (TTAB 2008).

C. Inevitable Confusion.

As a threshold matter, “inevitable confusion” is not synonymous with “likelihood of confusion. Christian Broad. Network, Inc. v. ABS-CBN Int’l, 84 U.S.P.Q.2d 1560, 1574 (TTAB 2007) (upholding a laches defense because *although a likelihood of confusion was established*, the Board found that the record did *not* establish that confusion was inevitable) (emphasis added). “The standard of confusion required for a finding of inevitability of confusion is an increment higher than that required for a finding of a likelihood of confusion.” SunAmerica Corp., v. Sun Life Assurance Co. of Am., 77 F.3d 1325, 1334 (11th Cir. 1996);

Coach House Rest. v. Coach and Six Rests., 934 F.2d 1551, 1564 (11th Cir. 1991). Petitioner bears the heavy burden of establishing “inevitable confusion” by *clear and convincing evidence*. Harley-Davidson, Inc. v. O’Connell, 13 F. Supp.2d 271, 285 (N.D.N.Y. 1998) (emphasis added).

Even to show no *likelihood of confusion*, it is not necessary for Respondent to win on all factors, as long as the evidence as a whole could not lead a rational trier of fact to find for Petitioner. The Butcher Co., Inc. v. Bouthot, 124 F. Supp. 2d 750, 758-760 (D. Me. 2001) (summary judgment for defendant when three factors in its favor, including no actual confusion and sophistication of the buyers); Mitsubishi Elec. Indus. Co. v. Zenith Radio Corp., 475 U.S. 574, 587 (1986). The likelihood of confusion factors are not exclusive, some factors are much more important than others, and the relative significance of each is case specific. Brookfield Communications, Inc. v. West Coast Entm’t, 174 F.3d 1036, 1054 and n.16 (9th Cir. 1999); Murray v. Cable Nat’l Broad. Co., 86 F.3d 858, 860-61 (9th Cir. 1996); AMF, Inc. v. Sleekcraft Boats, 599 F.2d 341, 348-49 (9th Cir. 1979); Metro. Publ’g, Ltd. v. San Jose Mercury News, 861 F. Supp. 870, 874 (N.D. Cal. 1994).

III. Petitioner’s Arguments are Inaccurate and Irrelevant.

A. Laches Began on Either April 17, 2007 or June 24, 2008.

1. For Cancellation Laches Begins on the Application Publication Date or the Registration Date.

Petitioner does not dispute that: (1) Respondent began using its “Bulldog Winch” mark in June of 2006;⁴ (2) both Parties exhibited at the 2006 SEMA show in the same exhibition hall; (3) Respondent filed its application for “Bulldog Winch” on August 29, 2006; (4) Respondent’s application for “Bulldog Winch” was published on April 17, 2007; (5) Respondent’s registration issued on June 24, 2008; and (6) Petitioner did not file this action for cancellation until April 23, 2013.

Petitioner’s excuse for its six-plus years of delay is a new argument not advanced until this time. Realizing that its six-year delay is, and should be, fatal to its case,⁵ it now argues for the first time the doctrine of “gradual encroachment.” This was not raised in Petitioner’s pleadings, its responses to interrogatories (in which it was asked for all factual and legal bases for its claims) or in its 30(b)(6) deposition. See MSJ Exs. 3 and 4. Consequently, its “evidence” regarding its new theory should be disregarded. See generally U.S. v. Inc.

⁴ Petitioner claims Respondent’s use in commerce began in August of 2006 (Opp. at 8 ¶ 2) but to the extent there is any dispute it is not genuine or material. Respondent produced an invoice showing its first sale in June of 2006. Ex. 1 ¶ 3 and Ex. A, thereto; Ex. 2 at 8:6-7.

⁵ MSJ at 6-7.

Vill. of Island Park, 888 F. Supp. 419 (S.D.N.Y. 1995) (a witness may not invoke the 5th amendment to refuse to answer deposition questions than at the 11th hour submit affidavits in opposition to a summary judgment motion – similarly, here Petitioner invoked the attorney-client privilege to refuse to answer questions about why it did not bring an action against Respondent until 2013, but now has a carefully-crafted declaration response). Only after the close of discovery and reviewing Respondent’s MSJ and realizing its tenuous position has Petitioner manufactured its new theory, but its theory is (1) legally and factually incorrect, and (2) objectively untrue.

This is a cancellation action in the USPTO and not a litigation. Respondent’s registration recites the goods of “winches,” and it is not limited by the type of winches or trade channels. MSJ Ex. 5 and Ex. A, thereto; Klise Mfg. Co. v. Braided Accents, L.L.C., 2008 WL 2675076, at *9 (ITAB 2008) (Petitioner's argument that it decided not to act until respondent expanded its operations and encroached upon petitioner's business rings hollow; respondent did not change the nature or type of its goods being sold under its registered mark, but stayed within its rights accorded to it by virtue of the subject registration). Therefore, Respondent’s registration covers *all* winches and *all* channels of trade through which winches are normally sold, which Petitioner admits include sales for winches in connection with trailers. Opp. at 6 ¶ 1.

So, the worst case for Respondent is that the period for determining laches began on the date on which its registration issued, i.e., June 24, 2008. Teledyne, 78 U.S.P.Q.2d at 1210 n.10. This period of nearly five years until this petition was filed on April 23, 2013 is more than sufficient to establish undue delay. Turner, 52 U.S.P.Q.2d at 1312 (a five-year delay was “substantial” and “unreasonable”); Hubbard Feeds, Inc. v. Animal Feed Supplement, Inc., 182 F.3d 598, 602 n.5, 51 U.S.P.Q.2d 1373, 1375 (8th Cir. 1999) (delay of over four years); Pro-Football, 565 F.3d at 885, 90 U.S.P.Q.2d at 1597 (29-month delay unreasonable); CarrAmerica Realty Corp. v. Kaidanow, 321 F.3d 165, 171-72 (D.C. Cir. 2003) (two-year delay); Nat’l Parks & Conservation Ass’n v. Hodel, 679 F. Supp. 49, 53-54 (D.D.C. 1987) (three-year delay barred environmental claims on laches grounds); Christian Broad. Network, Inc. v. ABS-CBN Int’l, 84 U.S.P.Q.2d 1560 (ITAB 2007) (four days short of five years after registration date was unreasonable delay); Alfacell Corporation v. Anticancer, Inc., 71 U.S.P.Q.2d 1301 (ITAB 2004) (three days prior to the fifth anniversary date of the registration to file its petition for cancellation); Autozone, Inc. v. Strick, 95 U.S.P.Q.2d 1790 (N.D. Ill. 2010) (laches granted given four-year delay); McDonald's Corp. v. Druck & Gerner, D.D.S., P.C., 814 F.Supp. 1127,

1137 (N.D.N.Y. 1993) (plaintiff inexcusably delayed in asserting trademark rights when it did not send protest letter until two years after it received notice of infringement); Columbia University v. Columbia/HCA Healthcare Corp., 964 F. Supp. 733, 43 U.S.P.Q.2d 1083 (S.D.N.Y. 1997) (laches granted because of plaintiff's 3½ year delay); Grupo Gigante Sa de CV v. Dallo & Co., 391 F.3d 1088, 1105, 73 U.S.P.Q.2d 1258, 1270 (9th Cir. 2004) (finding of laches on summary judgment because defendant was prejudiced by four-year delay); Narton Corp. v. STMicroelectronics, Inc., 605 F.3d 397, 64 U.S.P.Q.2d 1761 (6th Cir. 2002) (affirming the district court's granting of summary judgment on laches because of more than three-year delay after plaintiff knew or should have known, of alleged infringement).

Respondent's allegation that it filed this Petition after it learned that Respondent expanded into trailer-mounted winches is legally irrelevant and untrue. See Opp. at 5 ¶ 2; 11 ¶¶ 1-3. Respondent introduced its first winch for mounting to trailers in the summer of 2008 and sold the first such winch in September of 2008. Ex. 6 ¶¶ 2-3 and Exs. 6A and 6B, thereto. This winch product was featured in the 2008 SEMA show New Products catalog – at *the same* SEMA show Petitioner attended, and Respondent's trailer-mounted winch was marketed in Respondent's 2009, 2010, 2011 and 2012 catalogs, yet Petitioner admits it did nothing. Ex. 6 ¶¶ 4-9; MSJ at 3 ¶ 3; Ex. 1 ¶¶ 9-10; Opp. at 11 ¶ 1; Prudential Ins. Co. of Am. V. Gibraltar Fin. Corp. of Cal., 694 F.2d 1150, 1154-55 (9th Cir. 1982) (business growth is not gradual encroachment on a trademark owner's rights). Petitioner also never mentioned this issue during settlement talks in early 2013.⁶ Ex. 6 ¶ 10 and Ex. 6D, thereto.

Further, Petitioner *did not*, as it represents to this Board, file this Petition within months after learning of Respondent expanding its trailer-mounted winches from one to four sizes. Opp. at 10 ¶ 3-11 ¶ 2; Ex. 6 ¶¶ 7-9. Respondent's 2014 catalog showing the new sizes of trailer-mounted winches was not even printed until May of 2013 (about a month after this action was filed) or distributed to customers until July of 2013 (about three months after this action was filed). Id. Petitioner's representations to this Board are thus objectively untrue, reflect the extent to which it will distort to clear the field for its "potential" new winch product line, and in any event are legally irrelevant because growth within a product category is not gradual encroachment.

⁶ Respondent does not offer evidence of these communications for the purpose of establishing liability or an amount of damages as prohibited by Fed. R. Evid. § 408, but to establish Petitioner's inconsistent statement and misleading representations. Fed. R. Evid. § 408 (the (the use of evidence for another purpose, such as proving a witness's bias or prejudice, negating a contention of undue delay, or proving an effort to obstruct a criminal investigation or prosecution, is not prohibited).

Prudential, 694 F.2d at 1154-55. Petitioner's failing to keep its case alive should thus be rejected as legally and factually unsupported.

B. Respondent Has Been Prejudiced.

Petitioner does not dispute the accuracy of Respondent's cases concerning prejudice or dispute that during Petitioner's delay that: (1) Respondent has used its "Bulldog Winch" mark continuously; (2) Respondent's "Bulldog Winch" product line has expanded five-fold; (3) Respondent has created new packaging for its existing and new winches; (4) Respondent has expanded its sales territory from a few states to essentially the entire U.S.; (5) Respondent has developed and used advertising, its website and marketing materials all using the "Bulldog Winch" mark; (6) Respondent has attended trade shows and advertised in industry publications using its "Bulldog Winch" mark; (7) Respondent sponsors 12-15 off-track racing teams that compete through substantially the entire U.S.; (8) the amount Respondent has spent to promote its "Bulldog Winch" mark (a) at the SEMA shows, (b) PWA membership and directory, (c) with its 5% sales commissions, (d) by making and distributing T-shirts and caps as promotional items, (e) through co-op advertising provided through its customers, (f) printing its "Bulldog Winch" catalog, and (g) that Respondent's sales of "Bulldog Winch" products have increased from about \$380,000 in 2007 to \$960,000 in 2013.⁷ In case the Board determines that the time for calculating laches begins on Respondent's June 24, 2008 registration date, Respondent has summarized its expenditures from June 24, 2008 to the filing of this Petition in Exhibit 6. See, e.g., Ex. 6 ¶ 18. Virtually all of this information was submitted with Respondent's original Exhibit 1.

Petitioner essentially argues that Respondent would not be prejudiced because it *could* use another mark and that it also sells winches under other marks. Opp. at 13 ¶ 4. Absurd. If that were the law there would never be prejudice because every business could always select a different mark.

Furthermore, Petitioner's statements suggesting that some of the prejudice experienced by Respondent relates to private-label winches and not "Bulldog Brand" products is flatly incorrect. MSJ Exhibit 1 makes it clear that the items listed relate to "Bulldog Winch" products. Exhibit 6 to this Reply does as well.

C. Confusion is not Inevitable or Even Likely.

Trademark law, and the likelihood of confusion factors, are meant to reflect the realities of the

⁷ Or, about \$543,000 in 2008 to about \$960,000 in 2013. Ex. 6 ¶ 16.

marketplace. McFly Inc. v. Universal City Studios, Inc., 228 U.S.P.Q. 153, 159 (C.D. Cal. 1985); In re Quadram, 228 U.S.P.Q. 863, 865 (TTAB 1985). A likelihood of confusion means that it must be probable that an appreciable number of ordinary consumers will be confused into believing there is an association between the plaintiff and defendant because of the use of similar trademarks. The mere possibility of confusion is not sufficient, but rather a probability must be shown. Gruner & Jahr USA Pub. v. Meredith Corp., 991 F.2d 1072, 1079 (2d Cir. 1993). The factors are not exclusive, some are much more important than others, and the relative significance of each is case specific. Brookfield Communications, Inc. v. West Coast Entrn't, 174 F.3d 1036, 1054 & n.16 (9th Cir. 1999).

The burden on Petitioner here is higher - it must prove by *clear and convincing evidence* that confusion is *inevitable*. Harley-Davidson, 13 F.Supp. 2d at 285 (inevitable confusion must be shown by clear and convincing evidence); Christian Broad., 84 U.S.P.Q.2d at 1574 (laches upheld even though a likelihood of confusion shown); SunAmerica, 77 F.3d at 1334 (the standard for inevitable confusion is higher than for a likelihood of confusion).

In this case, there is significant evidence of what actually occurs in the marketplace; the Board does not have to guess about what might happen by a mechanical application of the du Pont factors. The Parties have coexisted, providing their respective services in their respective markets, since 2006. The Parties have exhibited at the same trades shows in the same exhibition halls, share at least one common distributor, and both sell products that (to some extent) are used on trailers. MSJ at 2 ¶ 1. Relevant consumers have had significant exposure to both parties and their marks. Yet, there has been no marketplace confusion amongst the Parties' respective professional buyers. Id. at 12-13. Below, the most relevant duPont factors are analyzed in the order of their importance.

1. No Actual Confusion Despite Nearly Eight Years of Coexistence.

Petitioner does not dispute Respondent's case law in this Section or dispute the following facts: (1) Respondent and Petitioner had booths at the same SEMA trade show and the same exhibit hall in 2006-2008; (2) Respondent and Petitioner have each been listed in the PWA directory since 2008; (3) the Parties share at least one common customer, and (4) the Parties have co-existed since 2006.

First, there is no dispute that Respondent forthrightly stated that it receives 1-2 misdirected phone calls per year. MSJ at 14. The only dispute is how these misdirected calls should be characterized. The case

law is clear that these represent de minimis confusion that does not prevent a finding of summary judgment. See MSJ at 14.

Second, in another last ditch effort to salvage its case and survive summary judgment, Petitioner presents a new declaration statement by an unidentified customer made to an unidentified salesperson of Petitioner. The unidentified salesperson allegedly relayed the statement by the unidentified customer to Petitioner's vice president and 30(6)(6) witness, Todd Walstrom. Opp. at 22 ¶ 2. Even if the statement from the unidentified customer to Petitioner's unidentified salesperson were admissible under Fed. R. Evid. 803(3), the statement from the salesperson to Petitioner's vice president is not. Consequently, the statement is inadmissible double hearsay and should be given no weight. The veracity of the alleged statement is discredited because none of the declarants are identified, and there is no explanation as to why the salesperson did not provide his/her own declaration. Additionally, this type of vague statement allegedly made by one of Petitioner's customers does not establish actual confusion or create a genuine issue of material fact preventing a grant of summary judgment for laches. See cases cited at MSJ at 14. Consequently, Petitioner's single new incident of alleged actual confusion is inadmissible double hearsay, unreliable and irrelevant even if considered.

Additionally, the Parties have been involved in this dispute since April 23, 2013 when Petitioner filed this action. If there were truly marketplace conflict, Petitioner should have concrete evidence of it by now.

2. The Parties' Respective Goods are Dissimilar and Marketed and Advertised Through Different Trade Channels.

Petitioner does not dispute Respondent's case law in this Section or the following facts: (1) Petitioner sells its products to trailer manufacturers, light tower manufacturers, sign board manufacturers and agricultural equipment manufacturers, and not directly to consumers; (2) Petitioner has never used its "Bulldog" mark on winches; (3) Respondent sells to automotive aftermarket wholesalers and dealers, and not directly to consumers; (4) Respondent advertises primarily through co-op advertising through its wholesalers and dealers, and by sponsoring off-track racing events; (5) Petitioner's products on which it uses "Bulldog" are advertised in trailer industry publications and through co-op advertising with its trailer parts dealers; (6) Petitioner is not aware of the winch capacities or winch prices in Respondent's market, does not know how one would select the capacity of a winch, has never lost a sale to Respondent, and does not know what an automotive aftermarket dealer is; and (7) that the Google searches presented in Respondent's MSJ are

accurate and show that even on the Internet the two parties respective goods are categorized differently.

These are the real-world facts and not hypothetical suppositions. Respondent is unaware of a case on which a likelihood of confusion was found with such facts, let alone inevitable confusion. MSJ at 14-15.

3. Respondent Sells High-Priced Products and Both Parties Sell to Sophisticated, Professional Buyers.

Petitioner does not dispute the case law or material facts in this Section.

4. Similarity of the Marks.

Petitioner spends almost two pages discussing and comparing the Parties respective marks. This was not disputed in Respondent's MSJ and the Board can readily compare the Parties' respective marks. MSJ Ex. 5 and Exs. A and B, thereto.

5. Strength of Petitioner's Mark.

Petitioner does not dispute Respondent's case law or analysis in this Section. There is no evidence showing that Petitioner's "Bulldog" mark is known outside of Petitioner's insular market. MSJ at 17 ¶ 3. Petitioner now, however, misrepresents its advertising expenditures. During its deposition it stated that it spent between \$50,000 and \$90,000 promoting its "Bulldog" products. Ex. 3 at 94:15-21 and Ex. 12, thereto; Ex. 3 at 12:18-14:13. The higher amounts in Petitioner's Opposition are for *all* of Petitioner's brands, not just its "Bulldog" mark. Opp. at 7 ¶ 2; Ex. 3 at 12:18-14:13 and Ex. 12, thereto.

6. Likelihood of Expansion of the Product Lines.

Petitioner does not dispute Respondent's case law or facts in this Section.

D. The Public Interest Favors a Finding of Laches.

Petitioner does not challenge the facts or law establishing that a finding of summary judgment for Respondent is in the public interest. It thereby concedes this argument.

IV. Conclusion.

We cannot find and Petitioner has not cited any case in which laches was not found under such circumstances. Respondent is a legitimate, enterprising small business playing by the rules and working to grow. It is against the public interest for Petitioner to bully Respondent aside in order to clear a path for Petitioner's potential line of new products. There is no genuine issue of material fact and Petitioner's overreaching attempt to cancel Respondent's registration and monopolize the "Bulldog" mark in Respondent's market should be rejected. Respondent's Motion for Summary Judgment should be granted.

RESPECTFULLY SUBMITTED this 18th day of April, 2014.

SNELL & WILMER L.L.P.

By: /David E. Rogers/
Howard Sobelman
David E. Rogers
Snell & Wilmer L.L.P.
One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
Telephone: (602) 382-6225
Facsimile: (602) 382-6070

Attorneys for Respondent

CERTIFICATE OF SERVICE

I, Denise H. Dolan, hereby certify that on the 18th day of April, 2014, this document was served via email to the following attorney of record for Petitioner:

Kurt N. Jones
Woodard, Emhardt, Moriarty
McNett & Henry LLP
111 Mon. Cir., Suite 3700
Indianapolis, IN 46204-5137
(317) 634-3456
kjones@uspatent.com

By: /Denise H. Dolan/
Denise H. Dolan

EXHIBIT 6

Second Declaration of Robert A. Horn

I, Robert A. Horn, declare as follows:

1. I am the President, founder and owner of Bulldog Winch Company LLC, the Respondent in this action (hereafter, "Respondent").
2. Respondent first offered winches that could be mounted on trailers in the summer of 2008. Respondent prepared and distributed to its customers a catalog sheet for its new trailer-mounted winch. A true and correct copy of the 2008 catalog sheet is attached as Exhibit 6A.
3. Respondent's first sale of a winch for mounting onto a trailer was on September 12, 2008. A true and correct copy of the invoice for that sale is attached hereto as Exhibit 6B.
4. Respondent's trailer-mounted winch was featured in the "SEMA New Products Showcase" at the November 2008 SEMA show in which Petitioner also attend. It was also shown in the January 2009 SEMA Magazine that reviewed the New Products from the 2008 SEMA show. A true and correct copy of the introduction of this winch in the SEMA New Products is attached hereto as Exhibit 6C.
5. Respondent displayed and marketed its trailer-mounted winch in its 2009, 2010, 2011 and 2012 catalogs.
6. Respondent first offered two trailer-mounted winches instead of one in its 2014 catalog.
7. Respondent's 2014 catalog was not printed until May of 2013, about a month after this Petition was filed.
8. Respondent's 2014 catalog was not distributed to customers until July of 2013, about three months after this Petition was filed.
9. Customers were not aware of Respondent offering two winch sizes that could be mounted to trailers until the 2013 catalog was distributed in July of 2013, about three months after this Petition was filed.
10. Respondent offered four trailer-mounted winches (instead of two) beginning in December of 2013, about seven months after this Petition was filed.
11. Respondent's total sales in 2013 were about \$1,250,000 of which about \$960,000 was for "Bulldog Winch" products. Petitioner was aware of this because of the documents provided by me to Petitioner's Vice President, Todd Walstrom. A true and correct copy of the documents provided to Mr. Walstrom are attached hereto as Exhibit 6D.
12. Since Respondent's application for "Bulldog Winch" was registered on June 24, 2008, Respondent has (a) added two full-time and two contract employees, (b) expanded its winch product line five-fold, (c) created new packaging for its new and existing products, (d) developed and expanded its customer base and geographical sales territory from about 6-8 states to essentially the entire U.S., (e) developed and used: various advertising, its website, and marketing materials, (f) attended at least one trade show, and (g) sponsored 21 off-track racing teams (where winches are used for vehicle recovery), all using its "Bulldog Winch" mark. Attached as Exhibit 6E is a true and correct

copy of Respondent's 2008 catalog. Respondents' 2013 catalog is attached to my Supplemental (First) declaration as part of Exhibit B.

- (a) Respondent created and purchased a 10' x 20' booth for the 2006 SEMA show (which cost about \$13,500 to attend) and a 20' x 20' booth for the 2007 and 2008 SEMA show (which cost about \$11,000-\$12,000 each to attend). Notably, Petitioner had a booth at the same SEMA shows, and in the same exhibition hall. Respondent's booths prominently displayed the "Bulldog Winch" mark. True and correct copies of photographs of Respondent's booth and pages from the SEMA show directory and layouts of the exhibit halls are attached as collective Exhibit F to my Supplemental (First) Declaration.
- (b) Respondent has been a member of Performance Warehouse Association ("PWA") since 2008 and has been in its directory since that time. Notably, Petitioner was a member of the same organization during those same years. True and correct copies of the PWA membership list showing that Respondent and Petitioner have been members since 2008 are attached as collective Exhibit G to my Supplemental (First) Declaration.

13. Petitioner took no action against Respondent when Respondent's application for "Bulldog Winch" was published in April of 2007.

14. Petitioner took no action against Respondent when Respondent's "Bulldog Winch" mark registered in June of 2008.

15. Respondent has increased the size of its Phoenix facility from 3,000 to 6,000 square feet since June 24, 2008. All of its "Bulldog Winch" products are shipped from this facility, whereas many of its non-"Bulldog Winch" products are drop shipped directly to customers and do not pass through the Phoenix facility.

16. Respondent increased its sales of "Bulldog Winch" products from about \$543,000 in 2008 to about \$960,000 in 2013.

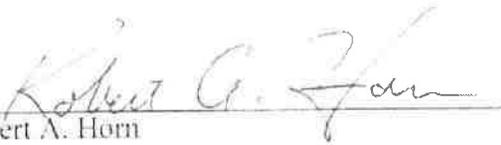
17. Petitioner's vice president (Todd Wahlstrom) contacted Respondent in early April of 2013, but did not demand that Respondent's registration be cancelled or abandoned. Nor did he mention that Petitioner was concerned about Respondent because of an expanded line of trailer-mounted winches. Instead, the parties discussed ways in which the use of Respondent's "Bulldog Winch" mark might be altered. True and correct copies of some of these communications are attached as collective Exhibit H to my Supplemental (First) Declaration.

18. Respondent has spent an estimated \$300,000 promoting its products sold under the "Bulldog Winch" mark since June 24, 2008. Some of Respondent's expenditures include:

- (a) approximately \$12,000 on the SEMA trade show in 2008;
- (b) approximately \$400 per year since 2008 to be in the PWA directory;
- (c) a 5% sales commission for all "Bulldog Winch" products sold, or an estimated \$201,000 since June 24, 2008;

- (d) an estimated \$15,280 in co-op advertising with its customers in 2012 and an estimated \$22,100 in co-op advertising with its customers in 2013 and an estimated \$65,361.56 in total co-op advertising since June 24, 2008;
- (e) an estimated \$12,600 printing catalogs for 2012 and 2013 combined, and an estimated \$20,000 to print product catalogs since June 24, 2008; and
- (f) an estimated \$3,700 for promotional T-shirts and ball caps that display the “Bulldog Winch” mark.

I hereby declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.


Robert A. Horn


Date

EXHIBIT 6A



4,500lb TRAILER WINCH

PART #15007

SPECIFICATIONS:

Rated Line Pull: 4,500lbs
(2040kgs)

Motor: permanent magnet DC
12V motor with 1.7hp(1.3kw)

Control: Hand held with 30' cable

Gear Train: 3 stage planetary

Gear Ratio: 189:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 1/4"x50'
(6.4mmx15.2m)

Drum Dia x L: 1.625"x3"
(41.3mmx76.2mm)

Battery Leads:
6 gaugex4ft

Overall Dimensions(L x W x H):
15.2"x8.7"x6.5"
(385x220x165mm)

Mounting Bolt Pattern:
10CM

Weight: N.W. 39.6lbs (18kgs)

2 Year Limited Warranty

KIT INCLUDES :

- POWERS LOAD IN AND OUT
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- AUTOMATIC LOAD HOLDING BRAKE
- 1.7 HP PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE
- EASY TO MOUNT ALL-IN-ONE DESIGN WITH FAIRLEAD & POWER UNIT PRE-MOUNTED TO BASE
- 2-BOLT MOUNTING ON FLAT SURFACE



Pull, Speed, Amps

Line Pull lbs(kgs)	Line Speed ft/min(m/min)	Current A
0	22.0(6.8)	20
1500(680)	13.0(4.0)	160
2500(1133)	9.15(2.8)	270
3500(1587)	5.6(1.7)	360
4500(2040)	3.0(0.9)	430

Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull lbs(kgs)	Total Rope on Drum ft(m)
1	4500(2040)	5.9(1.8)
2	3550(1609)	13.0(4.0)
3	2940(1333)	22.1(6.8)
4	2500(1133)	32.5(10.0)
5	2180(988)	44.8(13.8)
6	1930(875)	49.4(15.2)

Recommended for Maximum Performance:

- * Snatch block/pulley block to double line for loads over 2200lbs
- * Additional wiring kit if mounted more than 4ft from battery

Roller Fairlead



Reduces wear on wire rope

Wire Rope



- Heavy duty galvanized steel aircraft cable 1/4"x50' (6.4mmx15.2m) with clevis hook
- Deep, narrow drum for easier self-spooling
- Covered drum for extra safety



Hand held control with 30' lead for operating all rear of trailer

EXHIBIT 6B

Bulldog Winch Co., LLC
 1725 W. Williams Dr.
 Suite #46
 Phoenix, AZ 85027



Invoice

Date	Invoice #
9/12/2008	1426

Bill To	Ship To
Bruces Speed Shop 305 Route 46 Rockaway, NJ 07866	Bruces Speed Shop 305 Route 46 Rockaway, NJ 07866

S.O. No.	P.O. No.	Rep	Terms
3271	E-mail		2% 10th Net 30th

Item	Description	Orde...	Prev. I...	Backo...	Invoiced	Rate	Amount
15007	4,500lb Trailer Winch, 12VDC, 1.7HP Motor, 1/4"x50ft wire rope, hand control switch with 30ft cable.	6	0	0	6	275.93	1,655.58
10001	8000lb Winch with 5.2hp Series Wound Motor, roller fairlead	1	0	0	1	329.25	329.25
10003	12000lb Winch with 6.0hp Series Wound Motor, roller fairlead	1	0	0	1	494.73	494.73
10004	6000lb Winch with roller fairlead	1	0	0	0	302.76	0.00
15002	3000lb ATV Winch with Mini-Rocker Switch, Mounting Channel, Roller Fairlead	1	0	0	1	105.04	105.04
20008	Universal Mounting Plate for 10001 8000lb, 10002 9500lb, 10003 12000lb Winches	1	0	0	1	50.26	50.26
20010	Mounting Plate for Jeep TJ	1	0	0	1	65.76	65.76
20019	Universal Mounting Plate for 10004 6000lb Winch	1	0	0	1	50.26	50.26
20025	7.5 ft. wiring kit	3	0	0	3	21.02	63.06
20026	24 ft. wiring kit	2	0	0	2	72.83	145.66
20049	Snatch Block - 19K Break Capacity Up to 3/8" (9.5mm) dia wire rope	1	0	0	1	26.04	26.04
Shipping	Shipping	1	0	0	1	141.00	141.00

Phone (623) 581-0121	Total	\$3,126.64	
Fax (623) 581-0131		Payments/Credits	\$-3,126.64
			Balance Due

EXHIBIT 6C

SEMA

The Official Voice of the Performance, Specialty and Accessory Industry **News**

 January 2009
VOL. 45/NO. 1
www.semanews.com

**1,000
NEW
PRODUCTS!**



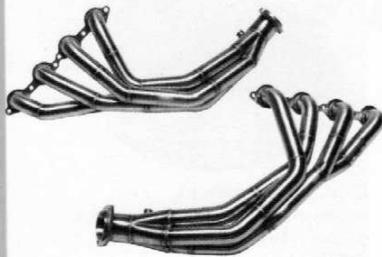
Billet Specialties
15x3.5 Comp Series One-Piece Wheel
800/245-5382
www.billetspecialties.com
PN: CS035356517

Born for speed, engineered to perform, this bolt-on wheel is available with 5x4.5 or 5x4.75 bolt circle. SFI approved.



Billet Specialties
Comp Series Rear Wheel
800/245-5382
www.billetspecialties.com
PN: CS03

Born for speed, engineered to perform, these wheels are available in 5x4.5, 5x4.75 and 5x5 bolt patterns.



Billy Boat Performance Exhaust
Corvette C6 Z06 Long-Tube Header
623/581-7600
www.bbexhaust.com
PN: FCOR-0445

T304 stainless steel; CNC mandrel-bent 1 $\frac{7}{8}$ -inch tubing; $\frac{3}{8}$ -inch-thick flanges; precision cut by water jet; hand fabricated.; fully TIG-welded.



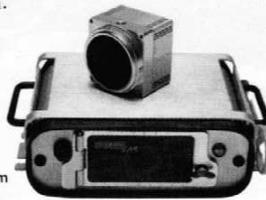
Bulldog Winch Co. LLC
4,500-lb. Trailer Winch
623/581-0121
www.bulldogwinch.com
PN: 15007

A 4,500-lb. trailer winch with 50 feet of wire rope and a 30-foot hand control switch.



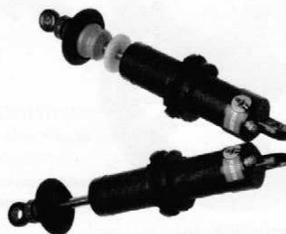
ChaseCam
ChaseCam Auto-Record
619/337-2300
www.chasecam.com

Using intelligent power circuitry and motion-sensing recording, the ChaseCam auto-record feature will record an entire weekend of racing without pushing a single button.



ChaseCam
ChaseCam HD
619/337-2300
www.chasecam.com
PN: PDR HD

High-definition solid-state video recorder with ChaseCam motion-sensing auto-record. Records an entire weekend of racing in HD automatically without pushing any buttons.



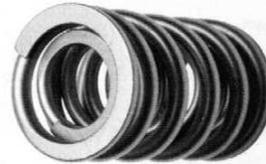
Bilstein Shock Absorbers
MDS System Ferrari F430 GT2/Corvette C6R GT1
858/386-5900
www.bilstein.com

Coil-over monotube shock with an independent 10-way rebound and a 10-way compression adjustable shaft. Shaft utilizes a 1:1 linear billet valving piston.



Cherry Bomb
Cherry Bomb Bullets
866/869-9704
www.cherrybomb.com
PN: 87528

Glasspacks with sizes available 2x4-inch inlets; 12 inches in length. Great for off-road and racing applications or extreme street.



Comp Performance Group
Comp Cams #26926 Super Dual Valve Spring
800/999-0853
www.compcams.com

Race-quality, lightweight, small-OD dual valve springs designed for maximum durability and load-loss prevention.



Comp Performance Group
Comp Cams LS3/L92 Off-Set 1.7 Shaft Rockers
800/999-0853
www.compcams.com
PN: 1521

These provide optimum geometry and adjustability, reduce valvetrain friction and increase horsepower.



Heatshield Products
Lava Mat
800/750-3978
www.heatshieldproducts.com
PN: 770003

Works as a heat-shield barrier with that trick carbon-fiber look. Improved durability 25% stronger than fiberglass. Withstands 1,200°F continuous, 2,000°F intermittent.

Comp Performance Group
Comp Cams LS-R Cams
800/999-0853
www.compcams.com

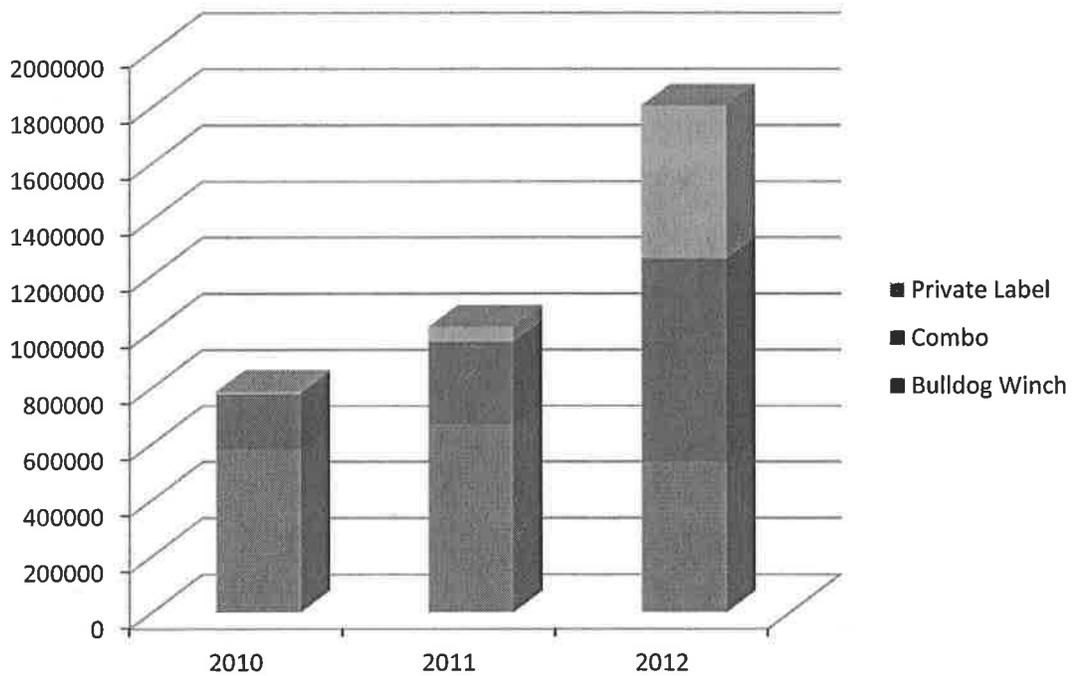
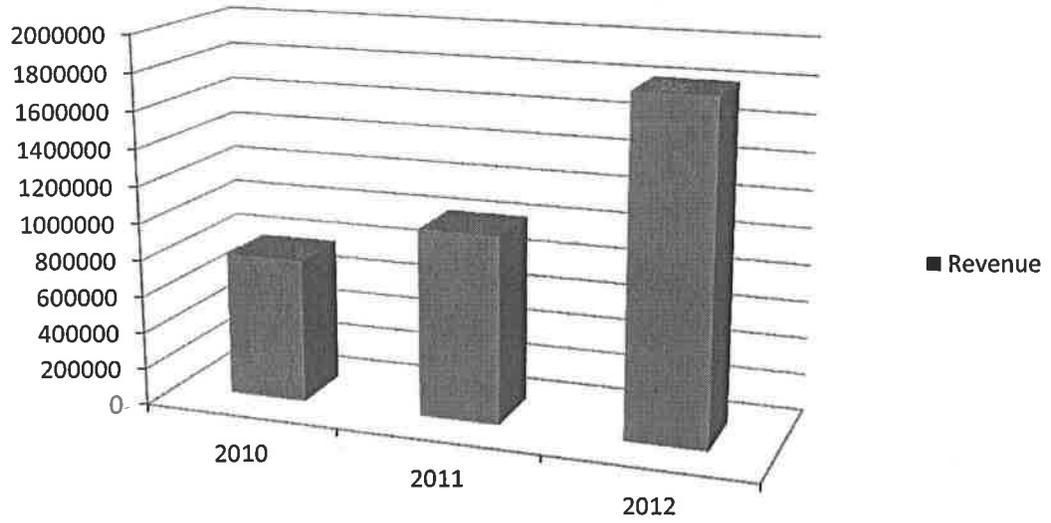
Taking advantage of new LS cylinder heads, these camshafts offer the broadest power band and the best high-rpm LS power available.

EXHIBIT 6D



Revenue

Revenue

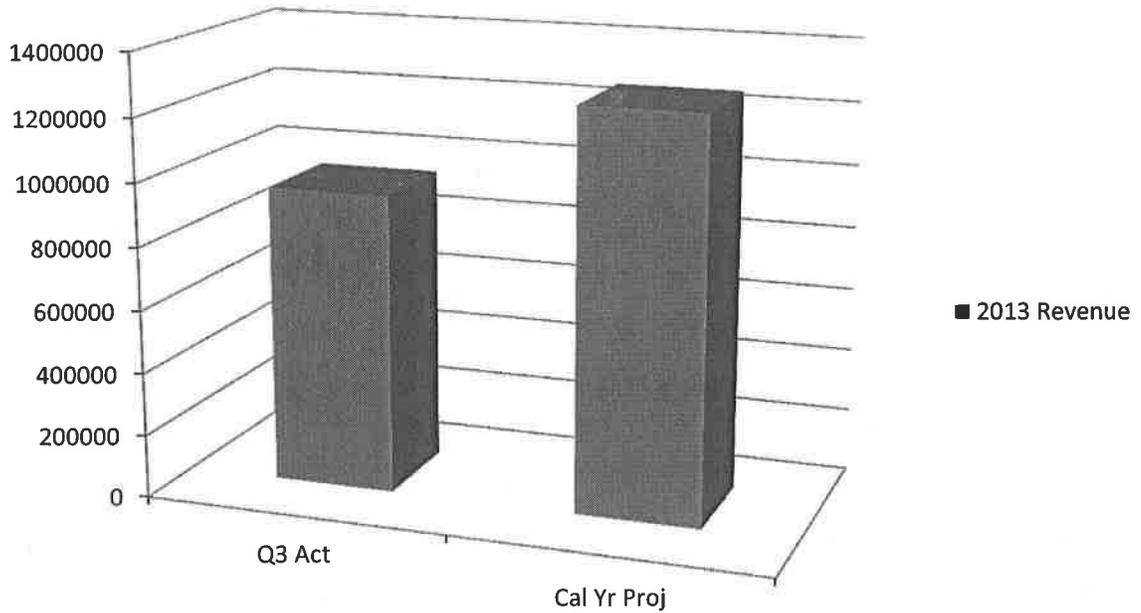


Unaudited

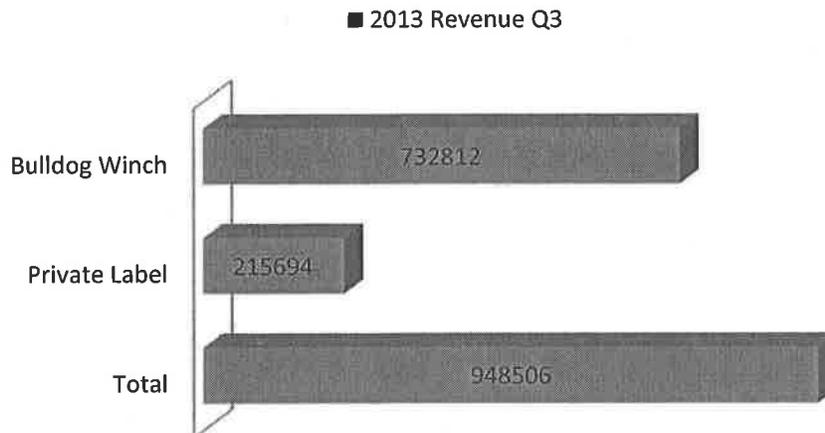


Revenue

2013 Revenue



2013 Revenue Q3



Unaudited



New Product Intros 2013

- Core
 - 10027 12.5k Alpha

- Accessories
 - 15176x Custom ATV/UTV Mounts –
 - 15176 Teryx 4 Door
 - 15177 Kawasaki 300 Brute Force
 - 15178 Can Am Maverick
 - 20034 Updated Rigging Kit
 - 20181 Big Dog Shackle
 - 20186 2.5"x2.5" Receiver Mount Shackle
 - 20190x Neoprene Covers
 - 20195 7pc Truck Rigging Kit – value
 - 20196 7pc 16000lb WLL Rigging Kit
 - 20197 Booster Cable Set 20ft Plug-to-Plug
 - 20199x AR Synthetic Rope
 - 20205x 2ga Wiring Kits



New Product Intros 2013

- Core
 - 10027 12.5k Alpha



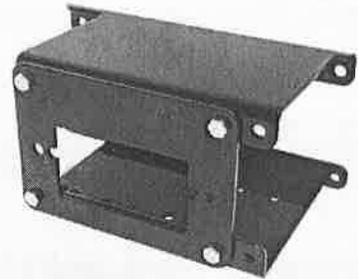
- Positioned between current 12k and 15k in features/benefits and price
- Premium series winch targeted to Truck Market
- IP68
- 6hp motor with heat sink and thermal limiter
- 500amp contactor
- Stainless hardware
- Limited Lifetime Warranty



New Product Intros 2013

Accessories

- 15176x Custom ATV/UTV Mounts
 - 15176 Teryx 4 Door
 - 15177 Kawasaki 300 Brute Force
 - 15178 Can Am Maverick



- 20034 Updated Rigging Kit



- 20181 Big Dog Shackle



- 20186 2.5"x2.5" Receiver Mount Shackle





New Product Intros 2013

Accessories

- 20190x Neoprene Covers



- 20195 7pc Truck Rigging Kit – value
- 20196 7pc 16000lb WLL Rigging Kit



- 20197 Booster Cable Set 20ft Plug-to-Plug





New Product Intros 2013

Accessories

- 20199x AR Synthetic Rope



- 20205x 2ga Wiring Kits





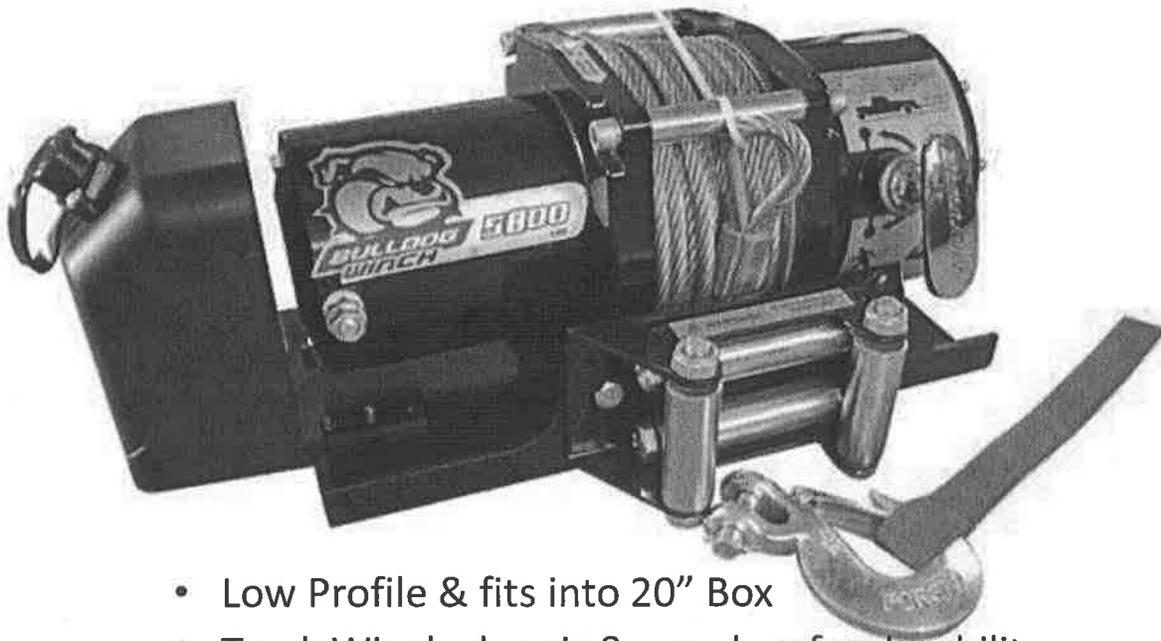
New Product Intros 2014

- Core
 - 10029 new Trailer Winch
 - 15021 Snow Plow Winch
- Accessories
 - 20208 JK 10th Anniversary Bumper Winch Mount
 - 20209 JK COD/Moab Edition Bumper Winch Mount & Fairlead Plate
 - 20210 JK Vacuum Canister Relocation Bracket
 - 20182 Big Dog Hook
 - Big Dog Rope



New Product Intros 2014

- Core
 - 10029 new Trailer Winch

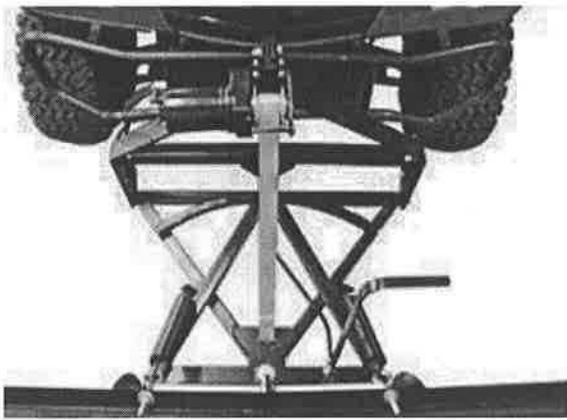


- Low Profile & fits into 20" Box
- Truck Winch chassis & gear box for durability
- Narrow drum & rope tensioner plate for easy rope deployment and re-spooling
- Includes mounting plate
- Counter sunk winch mounting bolts and fairlead mount above deck level for easy deck mounting
- 20ft wired controller to use at back of trailer
- Wireless ready



New Product Intros 2014

- Core
 - 15021 Snow Plow Winch

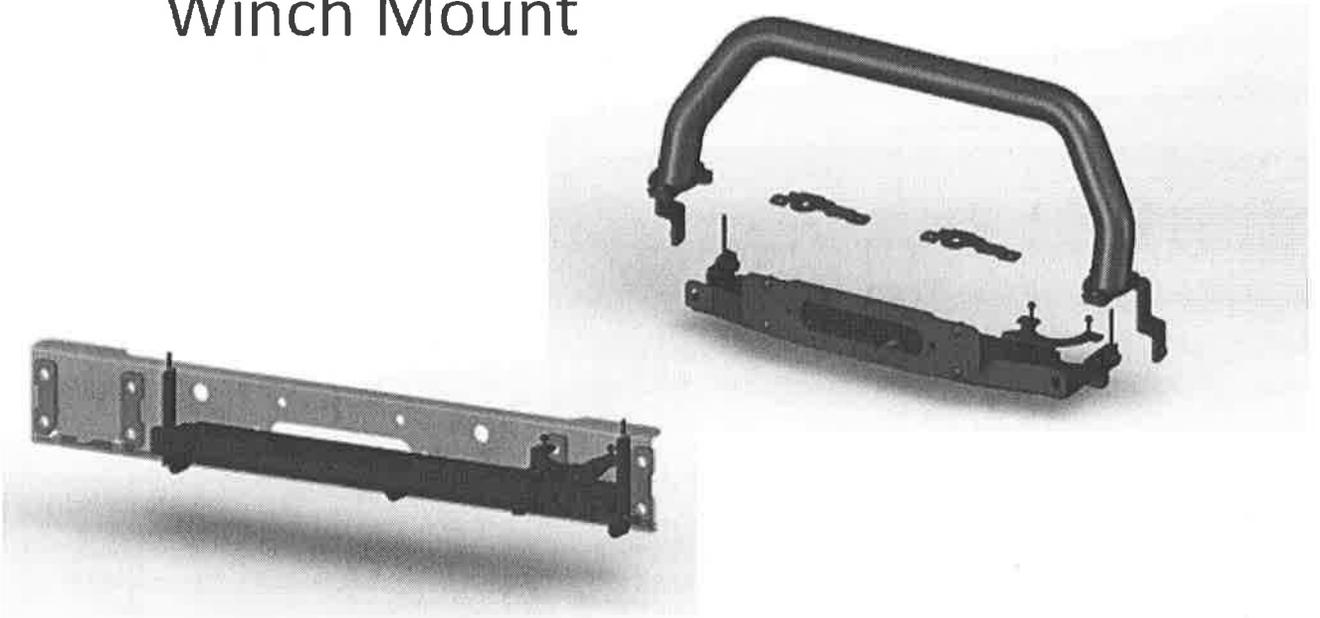


- 600lb capacity
- High Torque/Low amp draw permanent magnet motor
- 30" Woven Strap
- 250Amp Contactor for high frequency switching
- Includes Quick Connect for easy mounting/dismounting



New Product Intros 2014

- Accessories
 - 20208 JK 10th Anniversary Bumper Winch Mount



- 20209 JK COD/Moab Edition Bumper Winch Mount & Fairlead Plate
- 20210 JK Vacuum Canister Relocation Bracket





New Product Intros 2014

Accessories

- 20182 Big Dog Hook



- Big Dog Rope



EXHIBIT 6E



2008



Winches-Rigging-Mounts-Bumpers



For Superior Customer Service:
623-581-0121 phone
623-581-0131 fax
customer@bulldogwinch.com
www.bulldogwinch.com

BULLDOG was founded on the principles of:

Quality
Innovation
Value
Superior Customer Service

BULLDOG offers an extensive line of Truck and ATV winches with a broad assortment of accessories designed for the off-road enthusiast.

We believe that our customers deserve the best quality product at the best price. That's what we deliver!

If you believe in pushing your vehicle to the limit, then you need ***BULLDOG*** along for the ride.

CONTENTS	TRUCK	ATV/UTV
Winches	2 to 6	17 to 21
Winch Cover	14	—
Mounts	7 to 9	22 to 24
Fairleads	9	22
Rigging	10 to 12	25 to 26
Electrical	8 + 15	25
Bumpers	16	—



12,000 lb SELF RECOVERY WINCH

PART#10003

SPECIFICATIONS:

Rated Line Pull: 12,000lbs
(5443kgs)

Motor: 12V DC 6.0hp(4.5kW)
Series Wound

Control: Remote hand held with
12' (3.7m) lead

Gear Train: 3 stage planetary

Gear Ratio: 265:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 3/8" x 90'
(9.5mm x 27.4m)

Drum Dia x L: 2.5" x 8.8"
(63.5mm x 223.5mm)

Battery Leads:
1ga x 6' (8mm x 1.83m)

Overall Dimensions(L x W x H):
21.7" x 6.3" x 8.6"
(551.2 x 160 x 218.4mm)

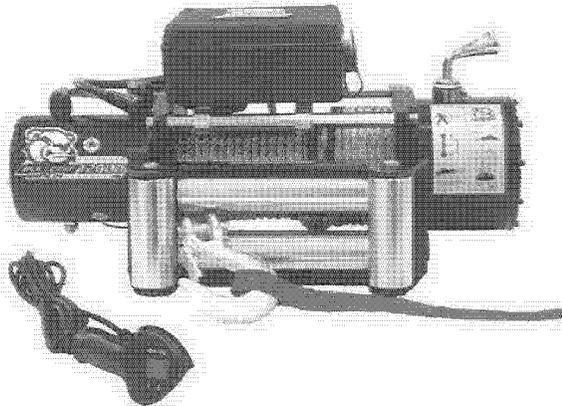
Mounting Bolt Pattern:
10" x 4.5" (254 x 114.3mm)

Weight: N.W. 90lbs (41kgs)

2 Year Limited Warranty

KIT INCLUDES:

- HEAVY DUTY STEEL HOUSING AND FRAME COMPONENTS FOR MAXIMUM STRENGTH, DURABILITY AND RELIABILITY
- PREMIUM SERIES WOUND 6.0HP(4.5KW) MOTOR FOR MAXIMUM PERFORMANCE
- POWERS LOAD IN AND OUT
- AUTOMATIC LOAD HOLDING BRAKE
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft./min (m./min)	Current A
0	21.3 (6.5)	65
2000 (907)	11.5 (3.5)	126
4000 (1814)	9.4 (2.9)	175
6000 (2722)	7.9 (2.4)	230
8000 (3629)	6.5 (2)	280
10000 (4536)	5.8 (1.8)	355
12000 (5443)	4.4 (1.3)	400

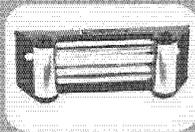
Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum ft (m)
1	12000 (5443)	17 (5.2)
2	9210 (4178)	41 (12.5)
3	8030 (3642)	71 (21.6)
4	6894 (3127)	90 (27.4)

Recommended for Maximum Performance:

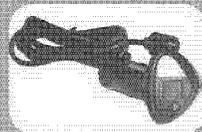
- 650CCA Battery for maximum power
- snatch block/pulley block to double line for loads over 5000lbs

Roller Fairlead



Heavy Duty construction reduces wear on wire rope and helps with angled pulls

Remote Control



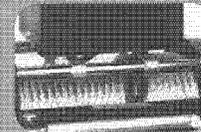
With 12' (3.7m) lead and quick connect for easy storage

Sealed Power



Water resistant for maximum performance in adverse conditions

Wire Rope

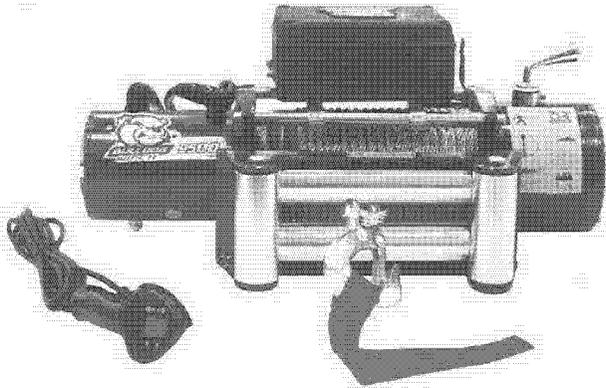


Heavy duty galvanized steel craft cable 3/8" x 90' (9.5mm x 27.4m) with eye hook

9,500 lb SELF-RECOVERY WINCH



- HEAVY DUTY STEEL HOUSING AND FRAME COMPONENTS FOR MAXIMUM STRENGTH, DURABILITY AND RELIABILITY
- PREMIUM SERIES WOUND 5.6HP(4.0KW) MOTOR FOR MAXIMUM PERFORMANCE
- POWERS LOAD IN AND OUT
- AUTOMATIC LOAD HOLDING BRAKE
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft./min (m./min)	Current A
0	24.6 (7.5)	80
2000 (907)	14.4 (4.4)	180
4000 (1814)	10.6 (3.2)	240
6000 (2722)	8.5 (2.6)	280
8000 (3629)	7.0 (2.1)	330
9500 (4309)	6.4 (2)	380

Line Pull and Rope Capacity in Layer

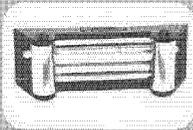
Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum (ft./m)
1	9500 (4309)	16.2 (4.9)
2	7700 (3493)	39 (11.9)
3	6500 (2948)	68.2 (21)
4	5700 (2585)	100 (30.48)

Recommended for Maximum Performance:

- 650CCA Battery for maximum power
- snatch block/pulley block to double line for loads over 5000lbs

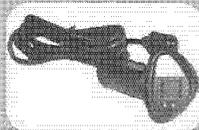
KIT INCLUDES :

Roller Fairlead



Heavy Duty combination reduces wear on wire rope and helps with angled pulls.

Remote Control



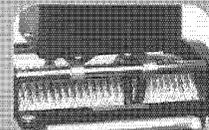
With 12' (3.7m) lead and quick connect for easy storage.

Sealed Power



Water resistant for maximum performance in adverse conditions.

Wire Rope



Heavy Duty galvanized steel aircraft cable 2/164" x 100' (8.9m x 30.48m) with Clevis hook.

PART#10002

SPECIFICATIONS:

Rated Line Pull: 9,500lbs
(4309kgs)

Motor: 12V DC 5.5hp(4.0kW)
Series Wound

Control: Remote hand held with
12'(3.7m) lead

Gear Train: 3 stage planetary

Gear Ratio: 265:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 21/64" x 100'
(8.3mm x 30.48m)

Drum Dia x L: 2.5" x 8.8"
(63.5mm x 223.5mm)

Battery Leads:
1ga x 6' (7.5mm x 1.83m)

Overall Dimensions(L x W x H):
21.7" x 6.3" x 8.6"
(551.2 x 160 x 218.4mm)

Mounting Bolt Pattern:
10" x 4.5" (254 x 114.3mm)

Weight: N.W. 84lbs (38kgs)

2 Year Limited Warranty



8,000lb SELF RECOVERY WINCH

PART#10001

SPECIFICATIONS:

Rated Line Pull: 8,000lbs
(3629kgs)

Motor: 12V DC 5.2hp(3.8kW)
Series Wound

Control: Remote hand held with
12'(3.7m) lead

Gear Train: 3 stage planetary

Gear Ratio: 235:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 5/16" x 100'
(3.1mm x 30.48m)

Drum Dia x L: 2.5" x 8.8"
(63.5mm x 223.5mm)

Battery Leads:
1ga x 6' (7.5mm x 1.83m)

Overall Dimensions(L x W x H):
21" x 6.3" x 8.6"
(533.4 x 160 x 218.4mm)

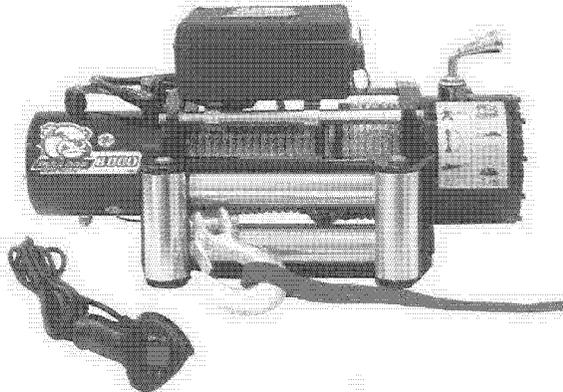
Mounting Bolt Pattern:
10" x 4.5" (254 x 114.3mm)

Weight: N.W. 80lbs (36kgs)

2 Year Limited Warranty

KIT INCLUDES:

- HEAVY DUTY STEEL HOUSING AND FRAME COMPONENTS FOR MAXIMUM STRENGTH, DURABILITY AND RELIABILITY
- PREMIUM SERIES WOUND 5.2HP(3.8KW) MOTOR FOR MAXIMUM PERFORMANCE
- POWERS LOAD IN AND OUT
- AUTOMATIC LOAD HOLDING BRAKE
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft. min / m min	Current A
0	22 (6.7)	90
4000 (1814)	12 (3.7)	200
6000 (2722)	9 (2.7)	270
8000 (3629)	6.5 (2)	330

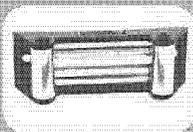
Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull (lbs/kgs)	Total Rope on Drum (ft./m)
1	8000 (3629)	19.6 (6.0)
2	6540 (2966)	42.6 (13.0)
3	5500 (2495)	72 (22)
4	4750 (2155)	100 (30.48)

Recommended for Maximum Performance:

- 650CCA Battery for maximum power
- snatch block/pulley block to double line for loads over 5000lbs

Roller Fairlead



Heavy Duty construction reduces wear on wire rope and helps with angled pulls

Remote Control



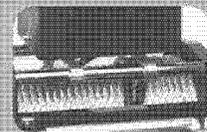
With 12' (3.7m) lead and quick connect for easy storage

Sealed Power



Water resistant for maximum performance in adverse conditions

Wire Rope

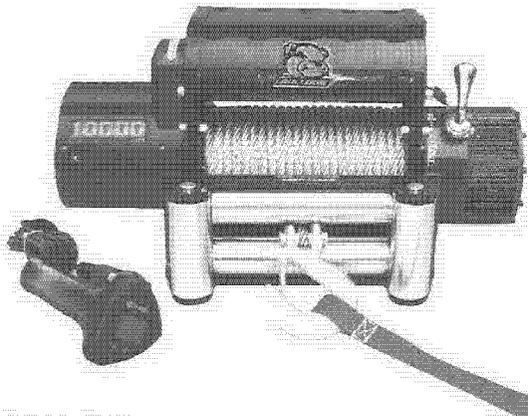


Heavy Duty galvanized steel aircraft cable 5/16" x 100'(3.1m x 30.48m) with clevis hook

10,000 lb SELF-RECOVERY WINCH



- HEAVY DUTY STEEL HOUSING AND FRAME COMPONENTS FOR MAXIMUM STRENGTH, DURABILITY AND RELIABILITY
- PREMIUM SERIES WOUND 5.8HP(4.2KW) MOTOR FOR MAXIMUM PERFORMANCE
- POWERS LOAD IN AND OUT
- AUTOMATIC LOAD HOLDING BRAKE
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft./min (m/min)	Current A
0	25.5 (7.8)	70
2000(907)	14.9 (4.5)	120
4000(1814)	11.1 (3.4)	180
6000(2722)	8.8 (2.7)	250
8000(3629)	7.0 (2.1)	310
10000(4536)	5.9 (1.8)	380

Line Pull and Rope Capacity in Layer

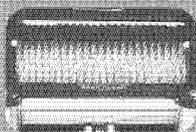
Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum ft (m)
1	10000(4536)	16 (4.9)
2	7964(3612)	42 (12.8)
3	6591(2990)	72 (22)
4	5632(2555)	87 (26.5)

Recommended for Maximum Performance:

- 650CCA Battery for maximum power
- snatch block/pulley block to double line for loads over 5000lbs

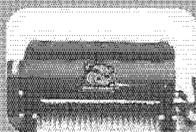
KIT INCLUDES :

Wire Rope



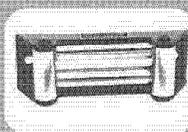
Heavy Duty galvanized steel aircraft cable 9/25" x 87 (25mm x 26.5m) with clevis hook

Sealed Power



Sealed power unit for maximum performance in diverse conditions

Roller Fairlead



Heavy Duty roller fairlead and steel wear on wire rope and rope with angle pulls

Remote Control



With 12(3.7m) lead and quick connect for easy storage. Twist lock connector prevents pull-outs

PART#10005

SPECIFICATIONS :

Rated Line Pull: 10,000lbs (4536kgs)

Motor: 12V DC 5.8hp(4.2kW) Series Wound

Control: Remote hand held with 12 (3.7m) lead

Gear Train: 3 stage planetary

Gear Ratio: 265:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 9/25" x 87' (9.2mm x 26.5m)

Drum Dia x L: 2.52" x 8.82" (64mm x 224mm)

Battery Leads:

2ga x 6' (1.83mm x 1.8m)

Overall Dimensions(L x W x H):

21.3" x 6.3" x 8.6" (541 x 160 x 218.4mm)

Mounting Bolt Pattern:

10" x 4.5" (254 x 114.3mm)

Weight: N.W. 88 lbs (40kgs)

2 Year Limited Warranty



6,000 lb SELF-RECOVERY WINCH

PART#10004

SPECIFICATIONS:

Rated Line Pull: 6,000lbs
(2722kgs)

Motor: 12V DC1.87hp(1.4kW)
Permanent Magnet

Control: Remote hand held with
12'(3.7m) lead

Gear Train: 3 stage planetary

Gear Ratio: 307:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 9/32" x 85'
(7.2mm x 25.9m)

Drum Dia x L: 2.5" x 5.26"
(63.5mm x 134mm)

Battery Leads:
2ga x 6' (6.5mm x 1.83m)

Overall Dimensions(L x W x H):
16.9" x 6.3" x 8.6"
(429 x 160 x 218mm)

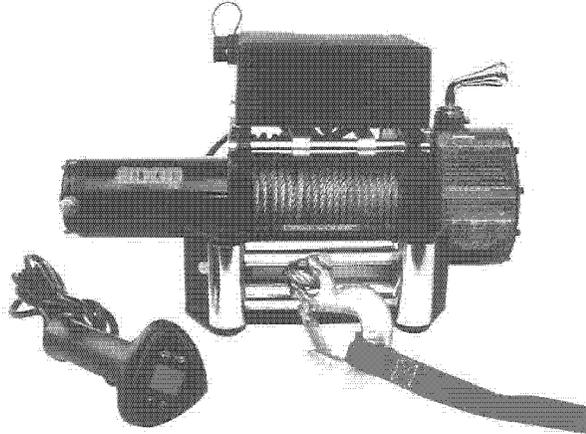
Mounting Bolt Pattern:
6.5" x 4.5" (165 x 114.3mm)

Weight: N.W. 52.8lbs (24kgs)

2 Year Limited Warranty

KIT INCLUDES :

- HEAVY DUTY STEEL HOUSING AND FRAME COMPONENTS FOR MAXIMUM STRENGTH, DURABILITY AND RELIABILITY
- POWERS LOAD IN AND OUT
- AUTOMATIC LOAD HOLDING BRAKE
- FREESPPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- 1.87HP(1.4KW) PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft./min (m./min)	Current A
0	10 (3)	30
2000 (907)	7.5 (2.3)	120
4000 (1814)	4.9 (1.5)	210
6000 (2722)	2.9 (0.9)	320

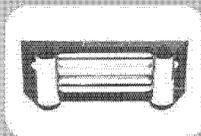
Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum ft.(m)
1	6000 (2722)	13 (3.9)
2	4990 (2263)	29 (8.8)
3	4280 (1941)	48 (14.6)
4	3730 (1692)	69 (21)
5	3310 (1501)	85 (25.9)

Recommended for Maximum Performance:

- 650CCA Battery for maximum power
- snatch block/pulley block to double line for loads over 3000lbs

Roller Fairlead



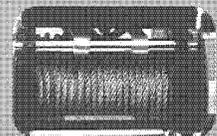
Heavy Duty construction reduces wear on wire rope and helps with angled pulls

Remote Control



With 12'(3.7m) lead and quick connectors for easy storage

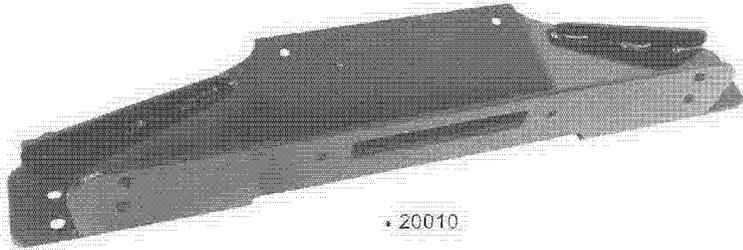
Wire Rope



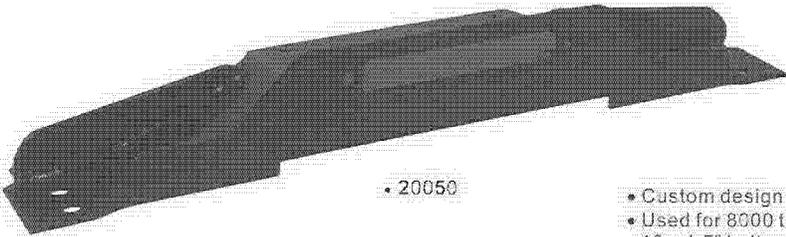
Heavy Duty galvanized steel aircraft cable 9/32" x 85' (7.2mm x 25.9m) with clevis hook



MOUNTS



• 20010



• 20050

- Custom design mounting plate to fit Jeep TJ.
- Used for 8000 to 12000lb winches with standard 10 x 4.5" bolt pattern.

Part#	Description
20010	Mounting plate for jeep TJ
20050	Heavy duty mounting plate for jeep TJ



- Contains brackets for custom frame mounting to Jeep YJ and CJ.
- Used for 8000 to 12000lb winches with standard 10 x 4.5" bolt pattern.

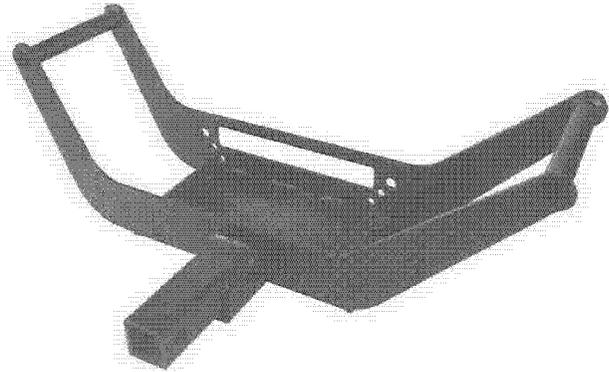
Part#	Description
20000	Mounting plate kit for jeep CJ and YJ

MOUNTS



- Provides portable and flexible mounting solution.
- Fits any standard 2 x 2" receiver.
- Used for 8000 to 12000lb winches with standard 10 x 4.5" bolt pattern.
- Includes receiver securing pin.

Part#	Description
20011	2x2" Hitch receiver winch mount



- Provides power connection to the front of the vehicle.
- Includes: 7.5ft of double power/ground wire with looped ends, complete quick connector, and 12pc cable ties to secure the wires.

Part#	Description
20025	Wiring kit 7.5'



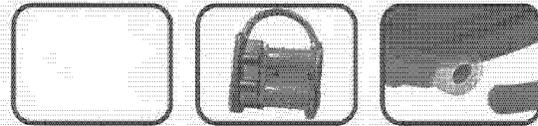
- Provides power connection to the rear of the vehicle.
- Includes: 24ft of double power/ground wire with looped ends, complete quick connector, dust cover, and 6pc cable ties to secure the wires.
- Universal fit cut-to-length.

Part#	Description
20026	Wiring kit 24'



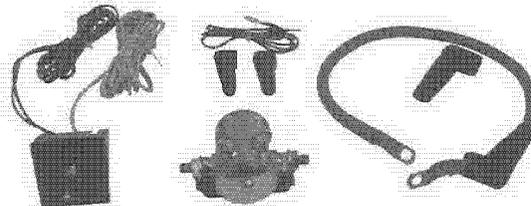
- Provides power connection for trailers and other applications.
- Universal fit cut-to-length.
- Includes: 16ft of double power/ground wire, quick connector, dust cover, 6pc cable ties to secure wires.

Part#	Description
20043	Wiring Kit 16'



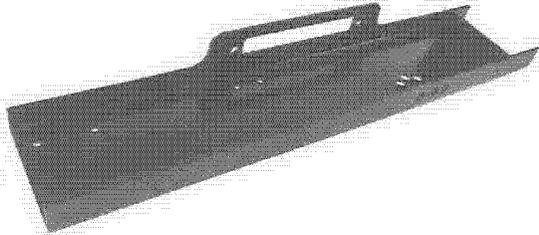
- Provides extra safety to cut off power to winch power wire when not in use.
- Switch is mounted inside vehicle for in-cab control.

Part#	Description
20036	Power Interrupt Kit



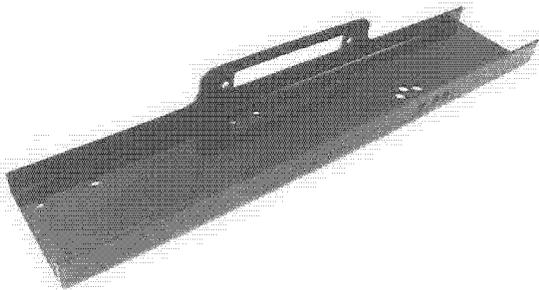


MOUNTS



- Provides a mounting surface for the winch and roller fairlead.
- Used for 8000 to 12000lb winches with standard 10 x 4.5" bolt pattern.

Part#	Description
20008	Universal mounting plate for 8000 to 12000lb winches



- Provides a mounting surface for the winch and roller fairlead.
- Used for 6000lb and other winches with standard 6.5 x 4.5" bolt pattern.

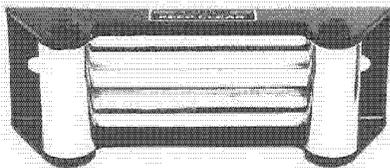
Part#	Description
20019	Universal mounting plate for 6000lb winch



»» Hawse Fairlead

- Guides and protects the wire rope onto the drum.
- Reduces wear on wire rope.

Part#	Description
20003	Hawse fairlead for 8000 to 12000lb winches



»» Roller Fairleads

- Guides and protects the wire rope onto the drum.
- Reduces wear on the wire rope.
- Great for angled pulls.

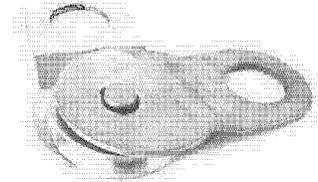
Part#	Description
20022	Roller fairlead for 6000lb winch
20002	Roller fairlead for 8000 to 12000lb winches

RIGGING



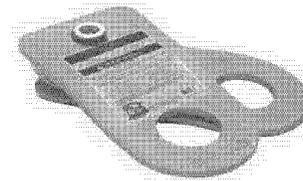
» Snatch Blocks

- Increases your winch's pulling power.
- Changes direction of your pull without damaging the wire rope.
- A must for any winching job!

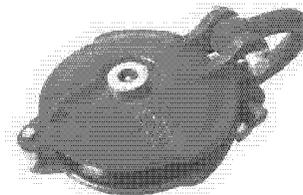


• 20005

Snatch Blocks	Max Load/ Breaking Capacity	Working Load Limit	Max Wire Rope Dia		Wheel Dia	Grease Port
			in	mm	in	
20005	17K	7K	3/8"	9.5	4	Y
20049	19K	8K	3/8"	9.5	4	Y
20027	24K	9K	7/16"	12	5	Y
20028	30K	12K	1/2"	14	6	Y



• 20049



• 20027/20028

» Shackles - Screw Pin Type

- Safely connects the looped ends of cables, chains, snatch blocks, and straps.
- Threaded pin for easy removal and securing.

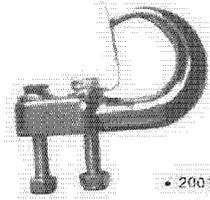
Shackles	Body Size	Pin Dia	Working Load Limit
20020	3/4"	7/8"	9.5K
20021	7/8"	1"	13K



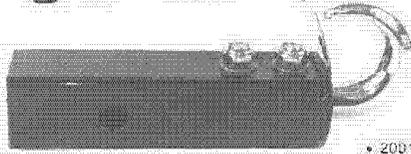
• 20020/20021



RIGGING



• 20016

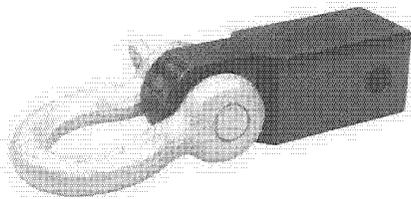


• 20017

» Hooks

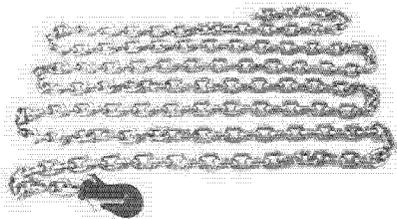
- Great anchor points to add to the vehicle.

Part#	Description
20016	Tow hook includes two 12mm x45mm bolts and 12mm nuts. Mounting holes are 35mm OC, 10,000lb (4535kg) capacity
20017	2" hitch receiver mount recovery hook, 10,000lb (4535kg) capacity



- Fits all 2x2" receivers.
- Provides a good attachment point.
- Hitch pin not included.

Part#	Description
20037	3/4" receiver mount bow shackle

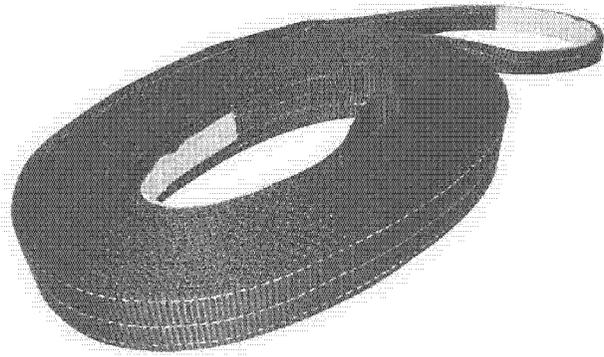


» Chain

- Used to hook to another vehicle or sharp objects to create an anchor point.
- Never use a chain on a tree.
- Chains can severely damage or kill trees!

Part#	Description
20013	5/16" x 16.4 (8mm x 5m), 6000lb (2721kgs) capacity
20024	10mm x 16.4 (5m), 12000lb (5443kgs) capacity

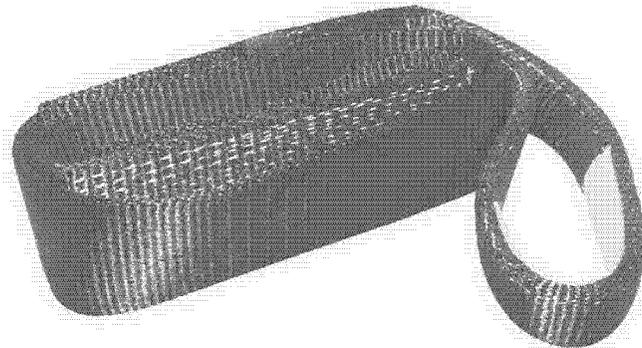
RIGGING



Straps

- High quality, high capacity, heavy-duty polyester strap.
- Includes sewn-in tie cord and sealable bag for storage.
- Very low stretch.
- End loops are reinforced.

Part#	Description
20029	Tow Strap 2" x 20' (20,000lb.)
20014	Tow Strap 2" x 30' (20,000lb.)
20030	Tow Strap 3" x 30' (30,000lb.)



Tree Savers

- High quality, high capacity, heavy-duty polyester strap.
- Protects tree while providing a strong anchor point.
- Includes sewn-in tie cord and sealable bag for storage.
- Very low stretch.
- End loops are reinforced.

Part#	Description
20015	Tree Saver 3" x 10' (30,000lb.)
20033	Tree Saver 3" x 6' (30,000lb.)



RIGGING

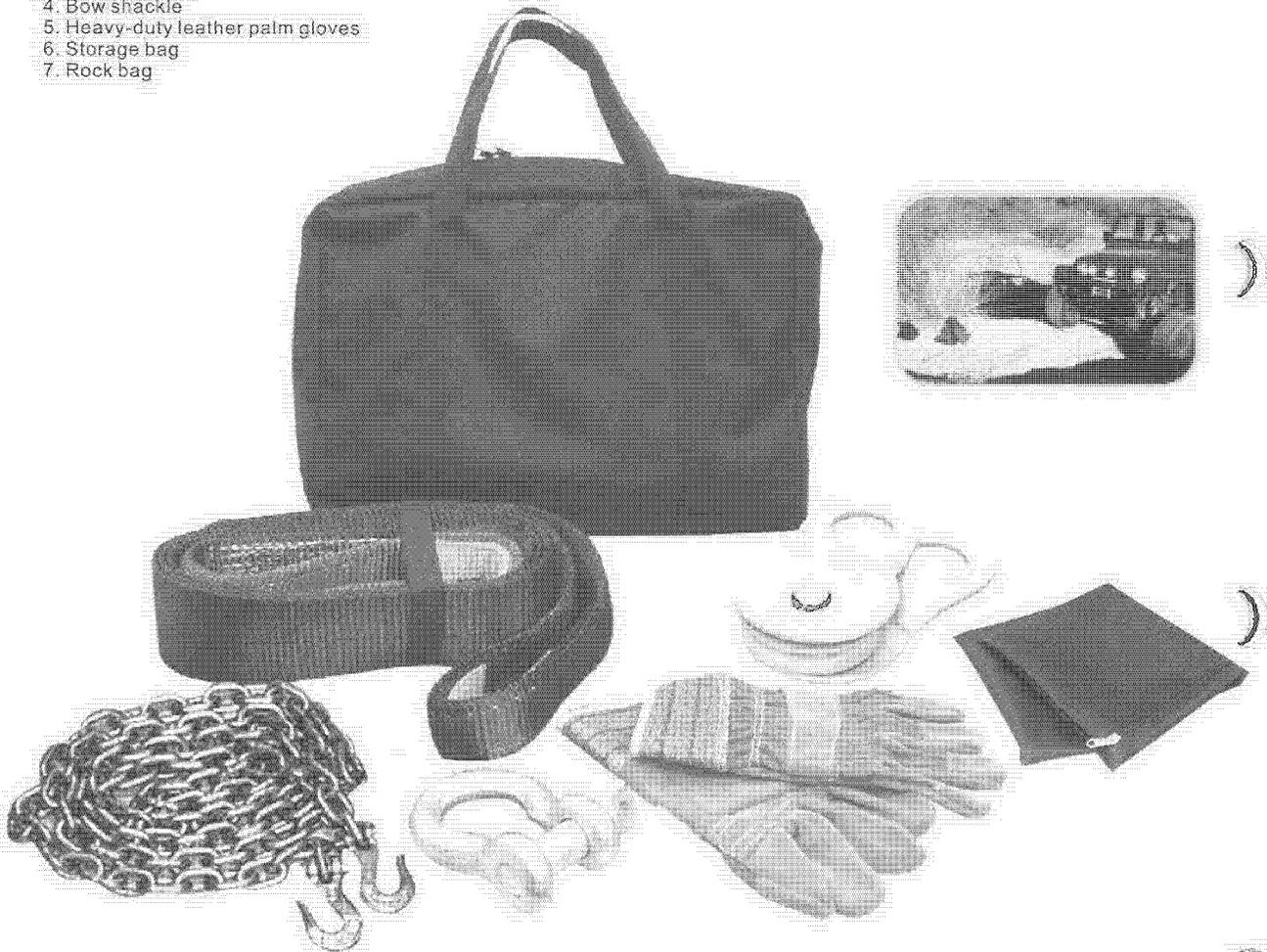
» 7PC Truck Rigging Kit

Part#	Description
20035	Includes Rock Bag for wire rope safety.

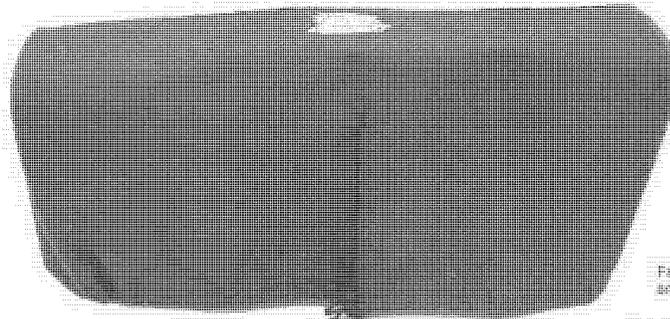
- Very complete kit. A must have on the trail!
- Bonus rock bag absorbs wire rope energy in the event wire rope breaks.

• Includes:

1. 3"x10' tree saver
2. 5/16"x10' chain
3. Snatch block
4. Bow shackle
5. Heavy-duty leather palm gloves
6. Storage bag
7. Rock bag



ACCESSORIES

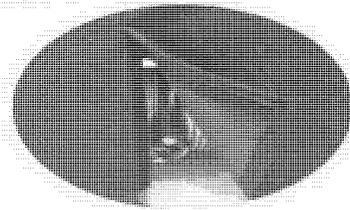


Front rope slot with hook and loop closure

» Soft Winch Cover

Part# 20046

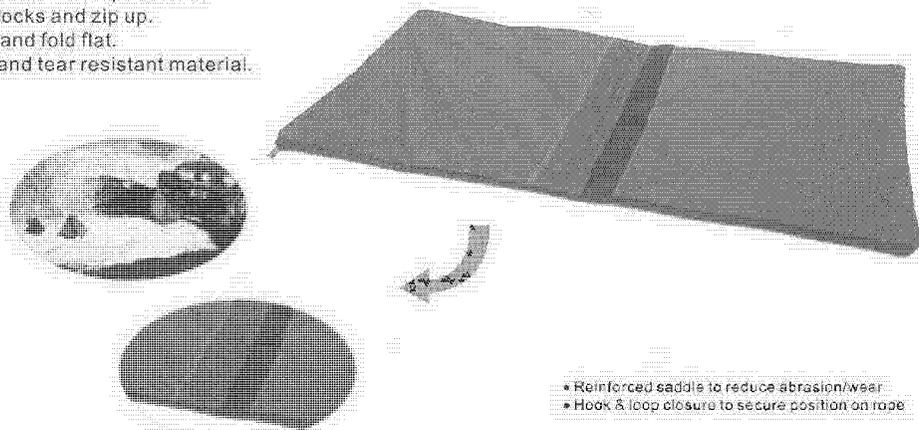
- Keeps winch protected from the elements.
- Durable long lasting polyester material.
- Polyurethane interior coating for improved water resistance and superior cold weather characteristics.
- Tie cord secures cover under motor and gear housings.



» Rock Bag

Part#	Description
20048	Winch rope dampener

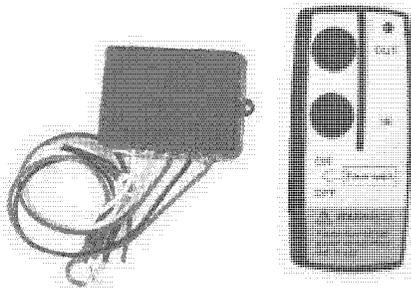
- Helps absorb energy from wire rope failure.
- Easy to use : fill with rocks and zip up.
- Easy to store : empty and fold flat.
- Heavy duty abrasion and tear resistant material.



- Reinforced saddle to reduce abrasion/wear
- Hook & loop closure to secure position on rope

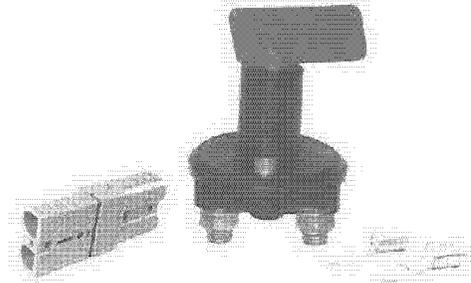


ELECTRICAL



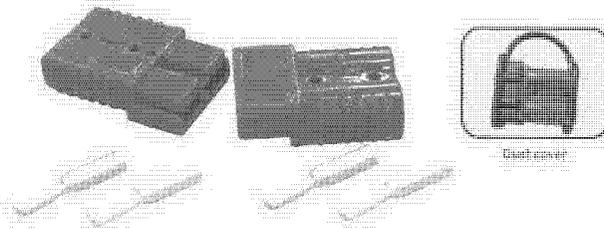
Part#	Description
20045	Wireless control for truck winch

- Convenient power in/power out control from any position within a 45 ft radius.
- Allows operator to keep clear from dangerous rigging.
- Operator can monitor winching from different positions.
- Eliminates running hand control cable over vehicle.
- Extends operating distance.



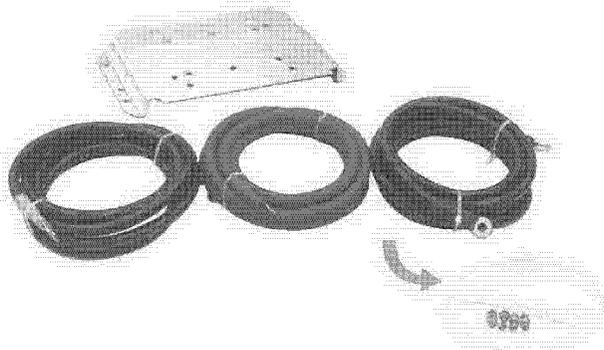
Part#	Description
20039	Universal master shut-off switch

- Allows interruption of the main power cable for effective protection against unauthorized use of accessories.
- Removable key for extra security.



» Quick Connector 2 to 4 gauge

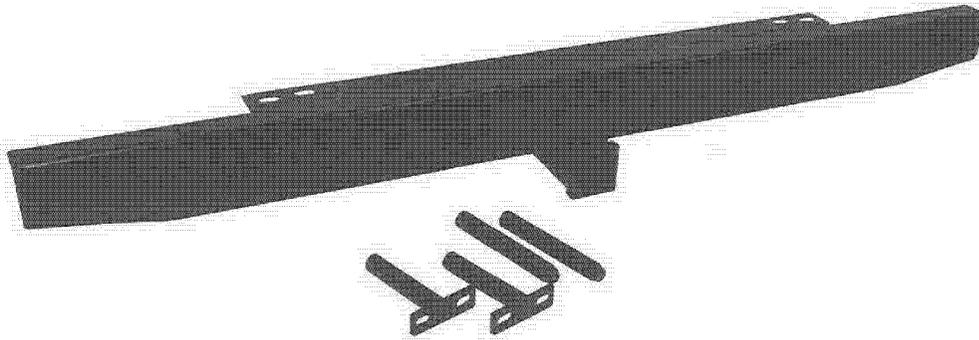
Part#	Description
20018	Quick connector for double 2 to 4 gauge wires. Fits most truck winch wiring.



Part#	Description
20044	Power unit remote mount kit

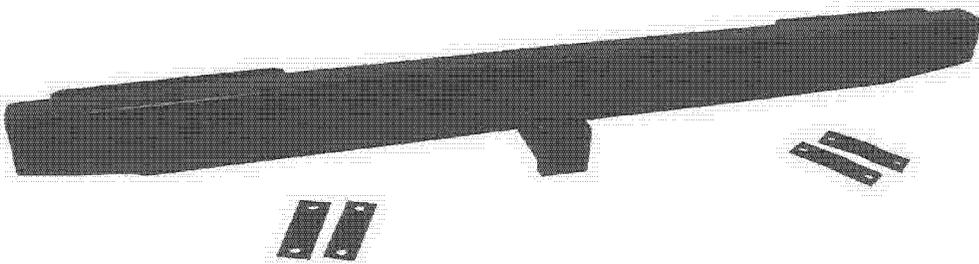
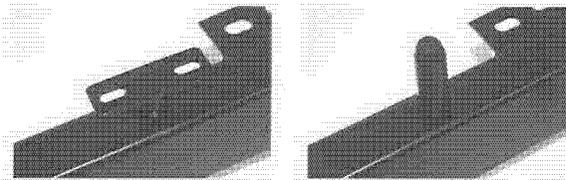
- Allows power unit to be mounted under hood, within 7.5ft of winch and 6ft from battery
- Includes mounting plate that works with all models of **Bulldog** power units
- Three 7.5ft cables from power unit to winch motor
- Includes mounting screws and 12pcs cable ties

BUMPERS



- 54" heavy-duty construction.
- Tapered ends for improved approach angles.
- Solid steel accessory pegs.
- 2x2" Receiver for accessory mounting.
- Fits TJ, YJ, CJ.

Part#	Description
20012	Front bumper with 2x2" accessory mount



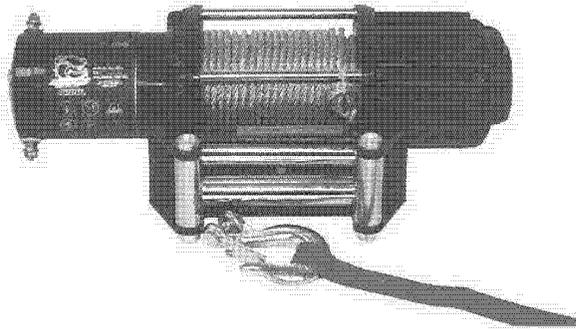
- 54" heavy-duty construction.
- Tapered ends for improved departure angles.
- Fits TJ, YJ, CJ.

Part#	Description
20057	Rear bumper with 2x2" accessory mount

4,000 lb UTV WINCH



- CENTER MOUNT DRUM
- POWERS LOAD IN AND OUT
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- AUTOMATIC LOAD HOLDING BRAKE
- 1.8HP PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE



PART#15004

SPECIFICATIONS:

Rated Line Pull: 4000lbs
(1814kgs)

Motor: 12V DC 1.8hp(1.35kW)
Permanent Magnet

Control: (1) Handlebar Mounted
Mini-rocker switch
(2) Hand held remote

Gear Train: 3 stage planetary

Gear Ratio: 136: 1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 7/32" x55'
(5.5mm x 16.8m)

Drum Dia x L: 2" x 4.8"
(51mm x 122mm)

Battery Leads: 6 gauge

Overall Dimensions(L x W x H):
16.3" x 4.6" x 4.6"
(415 x 117 x 117mm)

Mounting Bolt Pattern:
6.6" x 3.0" (168 x 76mm)

Weight : 28.6lbs (13kg)

2 Year Limited Warranty

Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft./min (m. min)	Current A
0	19.8(6.0)	11
1000(454)	10.9(3.3)	40
2000(907)	7.6(2.3)	70
3000(1361)	5.9(1.8)	95
4000(1814)	3.6(1.1)	310

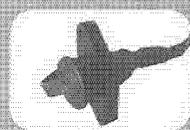
Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum (ft/m)
1	4000 (1814)	13.1 (4m)
2	3520 (1597)	28.2 (8.6m)
3	3098 (1405)	45.9 (14m)
4	2726 (1238)	60 (18.3m)

Recommended for Maximum Performance:

- snatch block/pulley block to double line for loads over 2000lbs

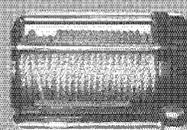
KIT INCLUDES :



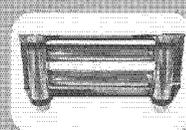
Remote Mount-plug and Hand Held switch



Mounting Channel



Heavy Duty galvanized steel aircraft cable 7/32" x 60 (5.5mm x 18.3m) with device lock



Heavy Duty construction rollers wear on wire rope and helps with engine cable



Handlebar mounted mini rocker switch



Wiring kit



Contactor



3,500 lb ATV WINCH

PART#15005

SPECIFICATIONS:

Rated Line Pull: 3,500lbs
(1587kgs)

Motor: Permanent Magnet DC
12V motor with 1.6hp (1.2kw)

Control: (1) Handlebar mounted
mini-rocker switch
(2) Hand held remote

Gear Train: 3 stage planetary

Gear Ratio: 136:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 7/32" x 50'
(5.5mm x 15.2m)

Drum Dia x L: 2.0" x 2.9"
(51mm x 73.7mm)

Battery Leads: 6 gauge

Overall Dimensions(L x W x H):
13.6" x 4.5" x 4.8"
(345 x 114 x 114mm)

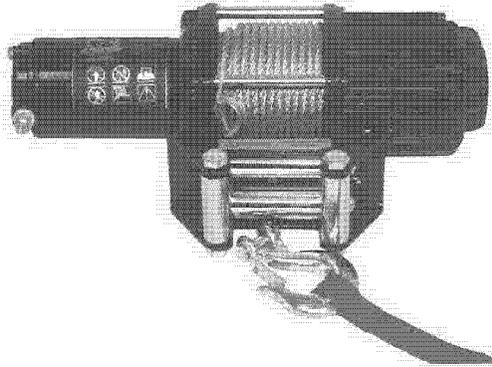
Mounting Bolt Pattern:
4.9" x 3.0" (124x76mm)

Weight : 25.4lbs (11.5kg)

2 Year Limited Warranty

KIT INCLUDES :

- CENTER MOUNT DRUM
- POWERS LOAD IN AND OUT
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- AUTOMATIC LOAD HOLDING BRAKE
- 1.6HP PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft/min (m/min)	Current A
0	9.5(2.9)	11
1000(454)	8.5(2.6)	40
2000(907)	7.2(2.2)	70
3000(1360)	5.2(1.6)	95
3500(1587)	4.6(1.4)	180

Line Pull and Rope Capacity in Layer

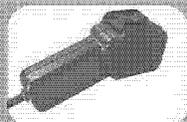
Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum ft (m)
1	3500(1587)	8.2(2.5m)
2	3080(1400)	18'(5.5m)
3	2710(1232)	29.5'(9m)
4	2385(1084)	42.7'(13m)
5	2100(954)	50'(15.2m)

Recommended for Maximum Performance:

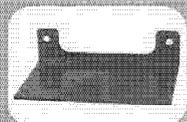
- Snatch block/pulley block to double line for loads over 2000lbs



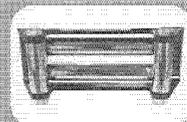
Remote Mount-plug and Hand Held switch



Mounting Channel



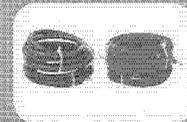
Heavy Duty 1/2 inch diameter steel wire rope 7/32 x 5-05 50m x 3/8 inch with power fork



Heavy Duty 6 inch diameter redox steel or wire row and hold wire angle iron



Handlebar-mounted mini rocker switch

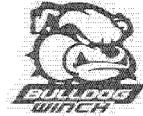


Wiring kit

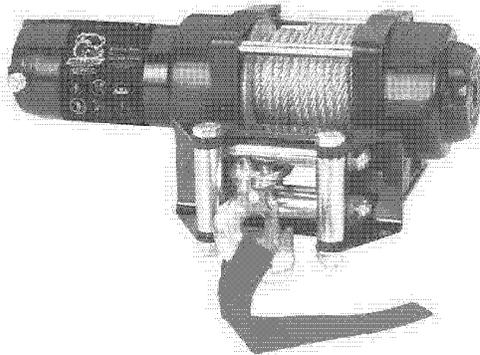


Contactor

2,500 lb ATV WINCH



- CENTER MOUNT DRUM
- POWERS LOAD IN AND OUT
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- AUTOMATIC LOAD HOLDING BRAKE
- 1.0HP PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE



PART#15006

SPECIFICATIONS:

Rated Line Pull: 2500lbs
(1134kgs)

Motor: 12V DC 1.0hp (0.75kW)
Permanent Magnet

Control: Handlebar Mounted
Mini-rocker switch

Gear Train: 3 stage planetary

Gear Ratio: 136:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 3/16" x 50'
(4.8mm x 15.2m)

Drum Dia x L: 2.0" x 2.9"
(51mm x 73mm)

Battery Leads:
6 gauge

Overall Dimensions(L x W x H):
13.5" x 4.3" x 4.5"
(343 x 110 x 115mm)

Mounting Bolt Pattern:
4.9" x 3.0" (124 x 76mm)

Weight : 20.9lbs (9.5kg)

2 Year Limited Warranty

Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft./min (m./min)	Current A
9	24 (7.3)	18
500 (227)	19 (5.8)	51
1000 (454)	15 (4.6)	88
1500 (680)	14 (4.3)	125
2000 (907)	11 (3.3)	165
2500 (1134)	9 (2.7)	204

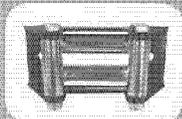
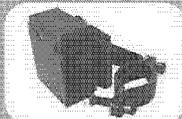
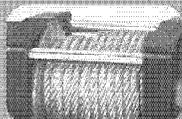
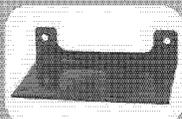
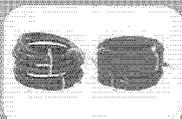
Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull lbs(kgs)	Total Rope on Drum ft(m)
1	2500 (1134)	8.2' (2.5m)
2	2200 (998)	17.4' (5.3m)
3	1930 (875)	27.2' (8.3m)
4	1700 (771)	37.7' (11.5m)
5	1480 (673)	50' (15.2m)

Recommended for Maximum Performance:

- snatch block/pulley block to double line for loads over 1200lbs

KIT INCLUDES :

 <p>Roller Fairlead</p> <p>Heavy Duty construction reduces wear on wire rope.</p>	 <p>Handlebar Mounted Mini-Rocker Switch</p> <p>Weather resistant and universal fit.</p>	 <p>Wire Rope</p> <p>Heavy Duty galvanized steel zinc-plated cable 5/16" x 50' @ 2mm x 15.2m with clevis hook.</p>	 <p>Mounting Channel</p>	 <p>Wiring-kit</p>	 <p>Contactor</p>
--	---	---	--	---	--



3,000 lb ATV WINCH

PART#15002

SPECIFICATIONS:

Rated Line Pull: 3,000lbs (1361kgs)

Motor: 12V DC 1.2hp (0.9kW) Permanent Magnet

Control: Handlebar Mounted Mini-rocker switch

Gear Train: Planetary

Gear Ratio: 153:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 3/16" x 40' (5mm x 12.2m)

Drum Dia x L: 1.25" x 2.83" (31.75mm x 71.88mm)

Battery Leads: 8ga x 6' (3.2mm x 1.83m)

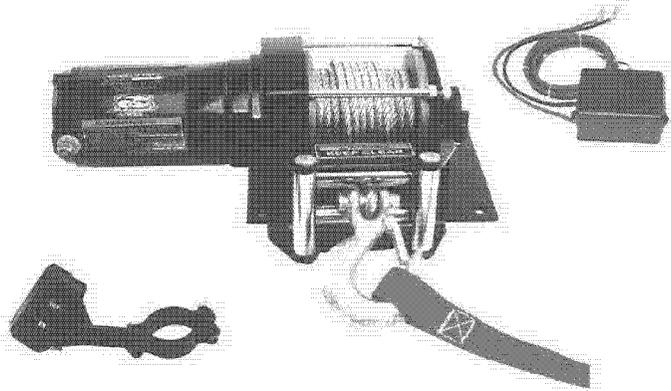
Overall Dimensions(L x W x H): 11.8" x 4.3" x 4.1" (299.7 x 109.2 x 104.1mm)

Mounting Bolt Pattern: 3.15" (80mm) on center

Weight: N.W. 20.2lbs (9.2kgs)

2 Year Limited Warranty

- POWERS LOAD IN AND OUT
- FREESPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- AUTOMATIC LOAD HOLDING BRAKE
- 1.2HP PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft/min (m/min)	Current A
0	10.5 (3.2)	12
1000 (454)	7.9 (2.4)	60
2000 (907)	3.6 (1.1)	100
3000 (1361)	2.0 (0.6)	130

Line Pull and Rope Capacity in Layer

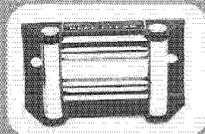
Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum ft (m)
1	3000 (1361)	5.2 (1.6)
2	2320 (1052)	12 (3.6)
3	1890 (857)	19.6 (6.0)
4	1590 (721)	29.5 (9.0)
5	1380 (626)	40 (12.2)

Recommended for Maximum Performance:

- Snatch block/pulley block to double line for loads over 1500lbs

KIT INCLUDES:

Roller Fairlead



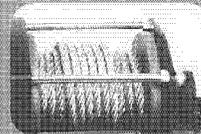
Heavy duty construction reduces wear on wire rope and has 25° angled zinc.

Handlebar Mounted Mini-Rocker Switch



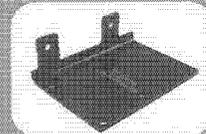
Weather resistant and universal fit.

Wire Rope



Heavy duty galvanized steel aircraft cable 3/16" x 40 (5mm x 12.2m) with clevis hook.

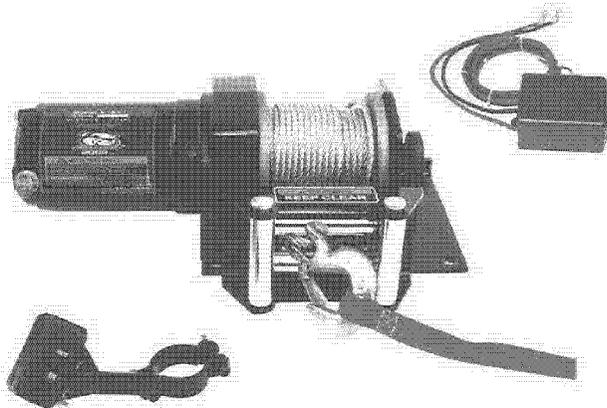
Universal Mounting Channel



2,000 lb ATV WINCH



- POWERS LOAD IN AND OUT
- FREESPPOOLING CLUTCH FOR QUICK WIRE ROPE DEPLOYMENT
- AUTOMATIC LOAD HOLDING BRAKE
- 1.0HP PERMANENT MAGNET MOTOR FOR MAXIMUM PERFORMANCE



Pull, Speed, Amps

Line Pull lbs (kgs)	Line Speed ft/min (m/min)	Current A
0	10.5 (3.2)	8
500 (227)	9.2 (2.8)	30
1000 (454)	7.2 (2.2)	60
1500 (680)	5.2 (1.6)	90
2000 (907)	2.9 (0.9)	120

Line Pull and Rope Capacity in Layer

Layer	Rated Line Pull lbs (kgs)	Total Rope on Drum (ft/m)
1	2000 (907)	6.6 (2.0)
2	1630 (739)	14 (4.3)
3	1380 (626)	23.5 (7.2)
4	1190 (540)	35 (10.7)
5	1050 (476)	47 (14.3)
6	940 (426)	50 (15.2)

Recommended for Maximum Performance:

- snatch block/pulley block to double line for loads over 1000lbs

PART#15001

SPECIFICATIONS:

Rated Line Pull: 2,000lbs
(907kgs)

Motor: 12V DC 1.0hp (0.75kW)
Permanent Magnet

Control: Handlebar mounted
Mini-rocker switch

Gear Train: Planetary

Gear Ratio: 153:1

Clutch: Freespooling

Brake: Automatic Load Hold

Wire Rope Dia x L: 5/32" x 50'
(4mm x 15.2m)

Drum Dia x L: 1.25" x 2.83"
(31.75mm x 71.88mm)

Battery Leads:
8ga x 6' (3.2mm x 1.83m)

Overall Dimensions(L x W x H):
11.2" x 4.1" x 4.1"
(284.5 x 104.1 x 104.1mm)

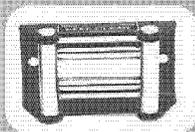
Mounting Bolt Pattern:
3.15" (80mm) on center

Weight: N.W. 19.4lbs (8.8kgs)

2 Year Limited Warranty

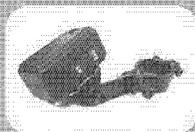
KIT INCLUDES:

Roller Fairlead



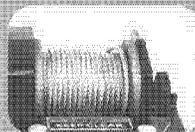
Heavy Duty cast-iron clutch fairlead
wear on wire rope and helps with
angled pulls.

Handlebar Mounted
Mini-Rocker Switch



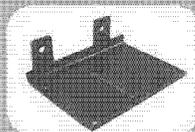
Weather-resistant and universal fit.

Wire Rope

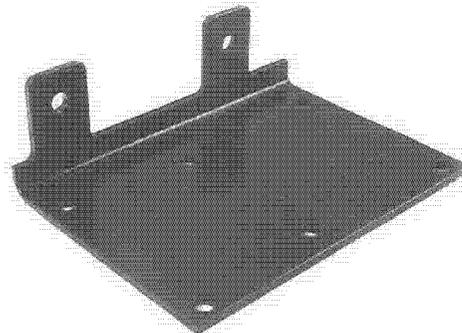


Heavy Duty galvanized steel strand,
size 5/32" x 50' (4mm x 15.2m) with
clay hook.

Universal Mounting
Channel



FAIRLEAD/CHANNELS



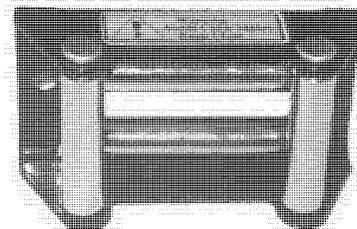
- Provides a mounting surface for the winch and roller fairlead.

Mounting Channels	Winch Mounting Pattern	2nd Mounting Pattern	Fairlead Mount	Fits Winch Models
20007	80mm 2-Bolt center mount	162x93mm 4-Bolt	109mm	15001, 15002 early production
20056	80mm 2-Bolt center mount	162x93mm 4-Bolt	122.5mm	15001, 15002 current
20063	124x76mm 4-Bolt	80mm 2-Bolt center mount	122.5mm	15005, 15006
20060	168x76mm 4-Bolt	80mm 2-Bolt center mount	165mm	15004

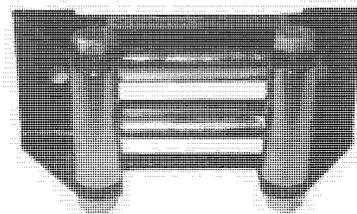
» Roller Fairleads

- Guides and protects the wire rope onto the drum.
- Reduces wear on the wire rope.
- Great for angled pulls.

Roller Fairleads	Mount	Fits Winch Models
20001	109mm	15001, 15002 early production
20055	122.5mm	15001, 15002, 15005, 15006 current
20059	165mm	15004



• 20001

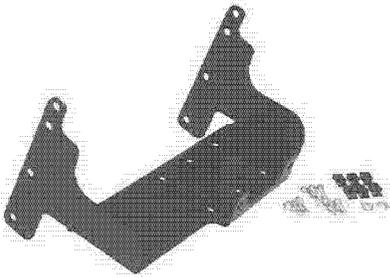


• 20055

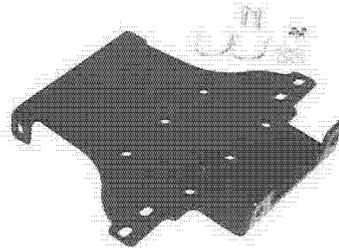


MOUNTS

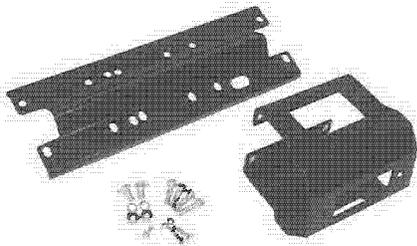
>> CUSTOM MOUNTING PLATES



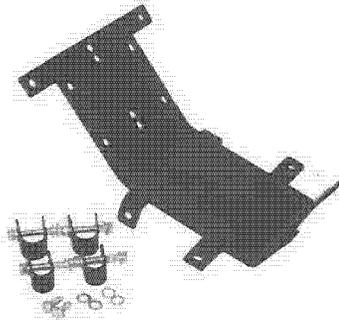
Part#	Description
15102	Fits most 1996-01 Polaris Explorer, Magnum 1997-99 Polaris Xpress 2004-05 Polaris ATP



Part#	Description
15103	Fits 2005-6 Honda Foreman Rubicon

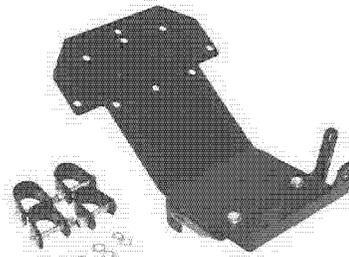


Part#	Description
15104	Fits 2002-06 Polaris Sportsman with winch pocket in bumper



Part#	Description
15105	Fits 1995-2001 Honda Foreman TRX 1998-2004 Honda Foreman S/ES TRX450

Part#	Description
15107	Fits 2000-06 Honda Rancher

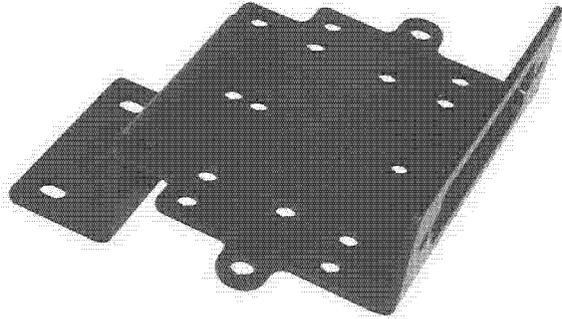


MOUNTS



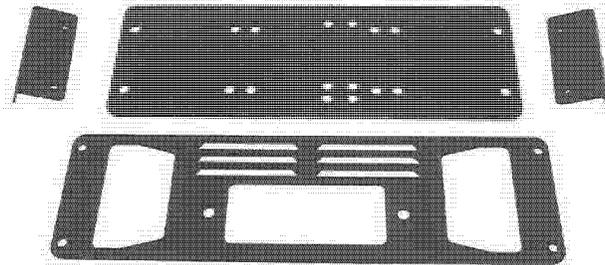
YAMAHA RHINO

Part# 15110



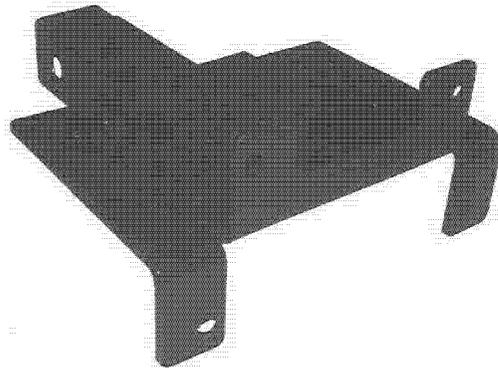
RANGER POLARIS RANCHER

Part# 15111



Part#	Description
20061	2x2" receiver mount ATV and UTV winch

- Works with Bulldog Winch # 15001, 15002, 15004, 15005, 15006.





RIGGING



• 20004

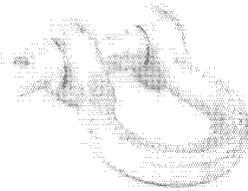


• 20023

»» Pulley Blocks/Snatch Blocks

- Increases your winch's pulling power.
- Changes direction of your pull without damaging the wire rope.
- A must for any winching job!

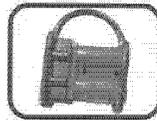
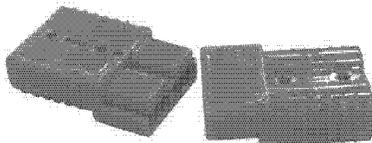
Snatch Blocks	Max Load/ Breaking Capacity	Working Load Limit	Max Wire Rope Dia		Wheel Dia
			in	mm	in
20004	4K	1.6K	7/32"	5.5	1.75
20023	8K	3.2K	5/16"	8	2.5



»» Bow Shackles

- Safely connects the looped ends of cables, chains, snatch blocks, and straps.
- Threaded pin for easy removal and securing.

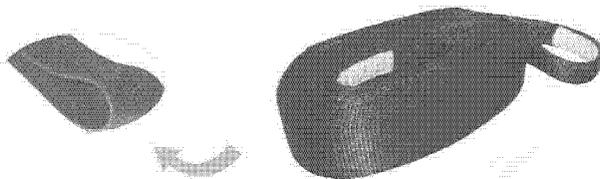
Shackles	Body Size	Pin Dia	Working Load Limit
20006	5/8"	3/4"	6.5K



Dust cover

- Quick connector for double 4 to 6 gauge wires.
- Fits most ATV winch wiring.

Part#	Description
20047	Quick connector 4 to 6 ga



- Heavy-duty woven poly material.
- Provides anchor point around tree while protecting tree from damage.
- Sewn in tie cord for easy storage.
- Very low stretch.
- Reinforced end loops.

Tree Savers	Size	Breaking Capacity	Working Load Limit
20051	1" x 8'	8k	2.7k

RIGGING



7pc ATV Rigging Kit

Part# 20034

- Weather resistant storage bag attaches to ATV rack.

Includes:

1. 1" x 8' tree saver strap.
2. Snatch block 8k.
3. 2pc 5/8" bow shackles.
4. Heavy-duty leather palm gloves.
5. Rock bag-wire rope dampener.
6. Storage bag with water resistant materials and 6 straps to secure on ATV racking.



SAFETY FIRST !

WARNING

Breaking Capacity: or Maximum Load is generally considered to be the breaking load of a component. Breaking Capacity is an average figure at which samples have been found to break under laboratory conditions. These conditions are rarely duplicated in actual use. Breaking Capacity or Maximum Load should not be used as a criteria for service, design or rating purposes. Use Working Load Limit (WLL).

Working Load Limit (WLL): the maximum mass or force which a product is authorized to support in general service when pull is applied in-line with respect to the centerline of the product. Avoid side loading.

Shock Loads: Loads which exceed the static load caused by rapid change of movement, such as jerking, impacting, or swinging of loads. Avoid Shock Loads! Rigging equipment should be replaced after being subjected to shock loads!

Matching Components: All attachments used with wire rope and chain must be of suitable material and WLL. The assembly WLL will be equal to the WLL of the lowest rated part of the assembly. Use common sense! "A chain is only as strong as its weakest link!"
(For example: if you use a 10k WLL strap with a 9.5k WLL shackle and a 8k WLL snatch block the Rigging Assembly WLL is equal to 8k)

Inspection: No product can operate indefinitely at its rated capacity or WLL. Wire rope, chain, shackles, snatch blocks, straps etc must all be inspected regularly for visible damage, distortion, elongation, corrosion, cracks, nicks, or abrasion which may cause failure or reduce the strength or ability of the products to perform safely.

If any of these conditions exist the product should be removed from service and replaced! Safety First!



BULLDOG Winch Co., LLC
1725 W Williams Dr., Ste 46
Phoenix, AZ 85027-1344
623-581-0121 tel
623-581-0131 fax
customers@bulldogwinch.com
www.bulldogwinch.com

