

ESTTA Tracking number: **ESTTA569346**

Filing date: **11/06/2013**

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

Proceeding	92057939
Party	Defendant MOAB Industries, LLC
Correspondence Address	MOAB INDUSTRIES LLC 661 N BEARCLAW PRESCOTT, AZ 86301 UNITED STATES
Submission	Answer
Filer's Name	Richard B. Megley, Jr.
Filer's e-mail	megleyjr@nshn.com, csucic@nshn.com
Signature	/Richard B. Megley, Jr./
Date	11/06/2013
Attachments	Answer.pdf(64355 bytes) Ex. A - Chrysler_officeaction4.2.13.pdf(2354305 bytes)

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

Chrysler Group LLC,

Petitioner,

vs.

Moab Industries, LLC,

Respondent.

Cancellation No. 92057939

Registration No. 3,912,705
(TM: MOAB INDUSTRIES)

MOAB INDUSTRIES, LLC'S ANSWER TO PETITION TO CANCEL

Respondent Moab Industries, LLC ("Moab" or "Respondent") now responds to the Petition to Cancel filed by Chrysler Group LLC ("Chrysler") as follows:

Chrysler and Its Marks

1. Chrysler is one of the nation's leading manufacturers of automotive vehicles and producer of the famous Chrysler®, Dodge®, Jeep®, Wrangler®, and Ram® brand cars and trucks. Respondent is causing damage to Chrysler and to its Jeep®, Wrangler®, and Ram® brands in particular through the misuse of Respondent's registered mark-Respondent intentionally identifies goods and services that it provides under its mark with Chrysler's famous Jeep®, Wrangler®, and Ram® brands and has misrepresented that its MOAB INDUSTRIES brand services include building Jeep®, Wrangler®, and Ram® brand vehicles. Through registration and use of its mark, Respondent is, therefore, deceiving the public, tarnishing Chrysler's brands, and preventing Chrysler from registering the MOAB mark long associated with its Jeep® brand. Accordingly, Chrysler is petitioning to cancel Respondent's registration in order to stop Respondent from wrongfully using the registered mark to cause further harm.

RESPONSE:

Moab is without sufficient information to admit or deny the allegations of the first sentence of Paragraph 1, and, therefore denies the same and the remaining allegations of Paragraph 1.

2. For more than 60 years, Chrysler and its predecessors in interest have manufactured and sold the Jeep® brand vehicle to consumers. As the original sport utility vehicle, first sold to the U.S. military for use during World War II, the Jeep® vehicle and brand have long been well-known to the public. Today, Chrysler sells a full line of Jeep® sport utility vehicles, consisting of five primary models: Wrangler®, Cherokee®, Grand Cherokee®, Patriot®, and Compass®.

RESPONSE:

Admitted.

3. Over the years, Chrysler has obtained numerous federal trademark registrations for its Jeep® brand, including the following incontestable registrations: U.S. Registration Nos. 526,175; 1,081,322; 1,129,553; 1,130,015; 1,128,972; 1,129,828; 1,134,153; 1,236,540; 2,461,861; 2,512,866; 2,586,284; 2,635,685; 2,681,201; 2,729,404; 2,800,213; and 2,849,309.

RESPONSE:

Admitted. Plaintiff notes that the designation of goods and services for some of the registrations listed in Paragraph 3 are as follows:

REGISTRATION NUMBER	GOOD AND SERVICES
U.S. Registration No. 1,130,015	clothing-namely, trousers, jackets,[blazers], rain wear, head wear, T-shirts, sweat suits, warm-up suits, sweaters, coats, gloves, [hoods,] and scarves.
U.S. Registration No. 1,128,972	[precious metals and their alloys,] jewelry, [precious stones,] and horological instruments
U.S. Registration No. 1,129,828	hand tools and instruments, namely, knives,[forks, and spoons].
U.S. Registration No. 1,134,153	small domestic utensils and containers (not of precious metals, or coated therewith); [combs and sponges; brushes (other than paint brushes); instruments and material for cleaning purposes;] glassware [,porcelain and earthenware, not included in other classes].
U.S. Registration No. 1,236,540	toys, namely, model replicas of land vehicles.
U.S. Registration No. 2,461,861	eyeglasses and sunglasses.
U.S. Registration No. 2,512,866	household containers, namely, mugs and insulated containers for beverages.
U.S. Registration No. 2,586,284	vehicles, namely infant and toddler strollers.
U.S. Registration No. 2,635,685	tents.
U.S. Registration No. 2,681,201	watches, clocks, and parts therefor.
U.S. Registration No. 2,729,404	sleeping bags and beds all for use when camping.
U.S. Registration No. 2,800,213	sporting equipment, namely, all-terrain boards.
U.S. Registration No. 2,849,309	footwear, namely boots.

4. In addition, Chrysler owns incontestable federal trademark registrations for its Wrangler® brand, including U.S. Registration Nos. 2,602,935 and 1,557,843.

RESPONSE:

Admitted. Moab notes that the designation of goods and services for U.S. Registration No. 2,602,935 is vehicles, namely, infant and toddler strollers.

5. Chrysler also owns numerous incontestable registrations for the iconic seven-slot grille design incorporated in its Jeep® brand vehicles, including the following: U.S. Registration Nos. 2,924,936; 2,823,099; 2,732,021; 2,161,779; 2,794,553; and 2,764,249 (collectively, the "Jeep® Grille Design Mark").

RESPONSE:

Admitted. However, the USPTO rejected Chrysler's attempt to obtain a trademark for "MOAB" due to Respondent's "MOAB" trademark.

6. Moreover, the Jeep® Wrangler® model bears a distinctive trade dress that combines the seven-slot grille, flat front nose, round head lamps, trapezoidal wheel well openings, removable top and doors, and flat back (collectively, the "Jeep® Wrangler® Trade Dress"). It is intended to, and does, create the same commercial impression as the original Jeep® model and the long line of models in the Jeep® brand vehicle family. Due to its longstanding exclusive use, the Jeep® Wrangler® Trade Dress is recognized throughout the United States as exclusively associated with the Jeep® brand.

RESPONSE:

The existence and composition of any such "distinctive Trade Dress" is a legal conclusion which Respondent denies.

7. For more than for 35 years, Chrysler and its predecessors in interest have manufactured and sold the Ram® model vehicle to consumers. Today, Chrysler sells a full line of Ram® brand vehicles, including its extremely popular Ram® 1500 model truck.

RESPONSE:

Admitted.

8. Over the years, Chrysler has obtained numerous federal trademark registrations for its Ram® brand, including the following incontestable registrations: U.S. Registration Nos. 1,169,189; 2,902,398; 3,236,959; 3,236,961; 3,599,223; and 3,806,969.

RESPONSE:

Admitted. However, the USPTO rejected Chrysler's attempt to obtain a trademark for "MOAB" due to Respondent's "MOAB" trademark..

9. Additionally, Chrysler owns multiple trademark registrations for the well-known Ram® Cross-Hair Grille Design Mark®, including the following: U.S. Registration Nos. 3,160,030 and 3,341,561.

RESPONSE:

Admitted. However, the USPTO rejected Chrysler's attempt to obtain a trademark for "MOAB" due to Respondent's "MOAB" trademark.

10. For more than for 95 years, Chrysler and its predecessors in interest have also manufactured and sold the Dodge® brand vehicle to consumers, and Chrysler also owns numerous federal trademark registrations for its Dodge® brand, including the following incontestable registrations: U.S. Registration Nos. 364,669; 569,431; 1,189,233; 1,409,844; 3,032,735; and 3,262,239.

RESPONSE:

Denied that U.S. Registration Nos. 364,669 and 3,262,239 are incontestable. Admitted that Chrysler obtained U.S. Registration Nos. 364,669; 569,431; 1,189,233; 1,409,844; 3,032,735; and 3,262,239, and that with the exception of U.S. Registration No. 364,669 and 3,262,239, the registrations are incontestable under 15 U.S.C. § 1065. Respondent notes that the designation of goods and services for U.S. Registration No. 3,032,735 is toys, namely, model replicas of land vehicles, and the mark that is the subject of that registration is Dodge Super 8 Hemi. Respondent notes that the mark for U.S. Registration No. 3,262,239 is Dodge Nitro.

11. Chrysler and its predecessors have sold tens of millions of Jeep® and Ram® brand vehicles. Chrysler and its predecessors, together with the Jeep® and Ram® dealer associations, have also spent over a billion dollars on advertising and other promotional materials in connection with the Jeep® and Ram® brands, promoting Jeep® and Ram® products in a wide range of media, including television, radio, print and online.

RESPONSE:

Moab is without sufficient information to admit or deny the allegations of Paragraph 11 and, therefore, denies the same.

12. Chrysler routinely receives awards within the motor vehicle industry in honor of the consistent high quality and performance of its Jeep® brand vehicles. For example, the Jeep® Grand Cherokee® model is the most awarded SUV ever, and the Jeep® Wrangler® model in particular has repeatedly received awards and recognition for off-roading capabilities. In recent months alone, Four Wheeler magazine named the Jeep® Wrangler® Rubicon® "Four Wheeler of the Year" and named the Jeep® Wrangler® Rubicon® and Wrangler® Unlimited Rubicon® the "Best 4X4 Vehicles of the Decade," and Autobytel named the Wrangler® its 2012 SUV of the year. The 2012 Jeep® Wrangler® also won the Special Equipment Market Association (SEMA) Hottest SUV Award, which honors those vehicles that specialty-equipment manufacturers believe showcase the latest and most innovative products and provide the best platforms for accessorizing. And Petersen's 4-Wheel & Off-Road magazine named the Jeep® Wrangler® Moab™ model the 2013 "4x4 of the Year."

RESPONSE:

Denied that the Jeep® brand vehicles are consistently of high quality and performance. Upon information and belief, Jeep® brand vehicles have been recalled repeatedly for various defects, ranging from airbag to breaking issues. For example, in 2012, the National Highway Traffic Safety Administration (NHTSA) launched an investigation into the rear plastic gas tanks used in models of Jeep Grand Cherokees, which resulted in reports of 172 fatal fires and 254 deaths between 1992 and 2004. Moab is without sufficient information to admit or deny the remaining allegations of paragraph 14 and, therefore, denies the same. Moreover, Jeep's "Moab™ model" constitutes an international infringement of Respondent's trademark which is the subject of Moab Industries, LLC v. Chrysler Group LLC, Case No. 3:12-cv-08247, now pending in the United States District Court for the District of Arizona.

13. Chrysler also routinely receives awards within the motor vehicle industry in honor of the high quality and performance of its Ram® brand vehicles. This year alone, the Ram® 1500 model truck was named Motor Trend's 2013 Truck of the Year, the 2013 Rocky Mountain Truck of the Year by the Rocky Mountain Automotive Press, the 2013 North American Truck/Utility of the Year, and the Truck of Texas 2013 by the Texas Auto Writers Association.

RESPONSE:

Respondent denies the first sentence and admits the second.

14. As a result of the longstanding use and widespread promotion of the Jeep® brand, the Wrangler® brand, the Ram® brand, the Jeep® Grille Design Mark®, the Ram® Cross-Hair Grille Design Mark®, and the Jeep® Wrangler® Trade Dress (collectively, the "Marks"), the

substantial sales made in connection with the Marks, and the high quality of products offered under them, the Marks have garnered tremendous goodwill over the years and become famous among the consuming public throughout the country, who readily associate them with Chrysler.

RESPONSE:

Denied. Moab disputes that the Jeep mark offers high quality products. Upon information and belief, a number of Jeep® brand vehicles have been recalled for various defects, ranging from airbag to breaking issues. For example, in 2012, the National Highway Traffic Safety Administration (NHSTA) launched an investigation into the rear plastic gas tanks used in models of Jeep Grand Cherokees, which resulted in reports of 172 fatal fires and 254 deaths between 1992 and 2004.

15. Jeep® brand vehicles have also long been associated by the public and the press with the well-known challenging, rugged off-roading trails in and around Moab, Utah, with Chrysler and its predecessors having participated in and sponsored multiple Jeep® brand enthusiast events and press events there for decades. At the Moab Easter Jeep Safari offroading event, a nine-day annual event, started in 1967 and attended by hundreds of enthusiasts each year, Chrysler has, for years, conducted workshops, demonstrated Jeep® brand concept vehicles, showcased specially equipped Jeep® brand vehicles, and unveiled new Jeep® brand models. And since 1998, Chrysler's licensee has conducted the annual MOAB Jeep® Jamboree event, a three-day rock-crawling off-roading event that has attracted thousands of Jeep® brand enthusiasts over the years.

RESPONSE:

Denied that the Jeep® brand vehicles have long been associated with the trails in and around Moab, Utah. Chrysler is located and manufactures its Jeep® brand vehicles in Detroit, Michigan. Moab is without sufficient information to admit or deny the remaining allegations of paragraph 13 and, therefore, denies the same.

16. The long and extensive association and identity of the Jeep® brand with the offroading trails and events in and around Moab, Utah inevitably led to Chrysler's use of the MOAB mark in connection with its Jeep® brand. For example, in addition to the licensed MOAB Jeep® Jamboree, since 2003, Chrysler has sold a MOAB brand vehicle wheel for its Jeep® Wrangler® Rubicon® model, and in 2012, it decided to extend use of MOAB to a Jeep® Wrangler® vehicle model name.

RESPONSE:

Denied. Chrysler is located and manufactures its Jeep® brand vehicles in Detroit, Michigan. It was Chrysler's knowledge of Respondent's business, and the success of Respondent's business, that led Chrysler to adopt the use of the mark MOAB with the intent to trade on Respondent's goodwill. Respondent denies that Chrysler labeled any model "Moab" until 2012, Respondent further states that it sold such a Moab model after (1) knowing about Respondent's trademark and (2) the USPTO had rejected Chrysler's effort to obtain a trademark on "Moab" for a vehicle due to Respondent's trademark.

17. Thus, on June 13, 2012, Chrysler filed an intent-to-use based application, U.S. Application Serial No. 85/650,654, with the United States Patent and Trademark Office (the "USPTO") for the trademark MOAB for use in connection with "[m]otor vehicles, namely, passenger automobiles, their structural parts, trim and badges."

RESPONSE:

Admitted that on June 13, 2012, Chrysler filed the intent-to-use based application described in paragraph 18 but denied as to Chrysler's rights in the mark MOAB. On April 2, 2013, the USPTO issued a Final Office Action rejecting Chrysler's Application on the grounds that Chrysler's use of MOAB in connection with the goods described in the Application is likely to cause confusion with Respondent's Registration No. 3, 912, 705. (Ex. A, 4/2/13 Final Office Action, Trademark Application No. 85650654).

18. Since that time, Chrysler has used the MOAB mark as an edition designation for its famous Jeep® Wrangler® model, offering a Jeep® Wrangler® Moab™ edition and a Jeep® Wrangler® Unlimited Moab™ edition.

RESPONSE:

Admitted that Chrysler is infringing on Respondent's MOAB trademark.

19. Respondent is a corporation organized under the laws of the State of Arizona, with a mailing address at 661 N. Bearclaw, Prescott, Arizona 86301.

RESPONSE:

Admitted.

20. On information and belief, Respondent is in the business of installing specialty, aftermarket off-roading automotive equipment, primarily on Jeep® and Ram® brand vehicles, and offering automotive conversion services. Respondent operates its business in Arizona and has no location or business operations in or around Moab, Utah.

RESPONSE:

Respondent admits the first sentence and denies the second. Moab has tested its converted vehicles in and around Moab, Utah.

21. On October 9, 2008, Respondent filed a use-based application with the USPTO, Application Serial No. 77/589,936, to register the mark MOAB INDUSTRIES.

RESPONSE:

Admitted.

22. On February 1, 2011, Respondent obtained Registration No. 3,912,705 for the mark MOAB INDUSTRIES for use in connection with "Automotive conversion services, namely, installing specialty automotive equipment."

RESPONSE:

Admitted.

23. Respondent intentionally selected and adopted the MOAB INDUSTRIES mark for the very purpose of trading on the Jeep® brand's connection with Moab off-roading. And, Respondent has built its business by deliberately making prominent and repeated use of the Jeep®, Wrangler®, and Ram® brands, the Jeep® Grille Design Mark®, the Ram® Cross-Hair Grille Design Mark®, and the Jeep® Wrangler® Trade Dress in its marketing in order to trade on the Jeep® brand and its longstanding connection with the MOAB name. For example, Respondent's website <www.moabindustries.com> and other marketing is replete with, and dominated by, pictures and videos of, and references to, Chrysler's Jeep®, Wrangler®, and Ram® brand vehicles. The website prominently and repeatedly displays Chrysler's JEEP, WRANGLER, and RUBICON marks, as well as the iconic Jeep® Grille Design Mark® and Jeep® Wrangler® Trade Dress. Respondent further misleads consumers that it is the source of Chrysler's products by also featuring in its marketing Chrysler's DODGE and RAM marks, Ram® brand trucks, and Chrysler's famous Ram® Cross-Hair Grille Design Mark®.

RESPONSE:

Denied.

24. Indeed, on its website promoting MOAB INDUSTRIES brand services, Respondent made numerous affirmative misrepresentations respecting Jeep® and Wrangler® brand vehicles, as well as Chrysler's Dodge® and Ram® brand vehicles. The statements have misrepresented the source of MOAB INDUSTRIES brand goods and services, and the statements have been intended to, and have, traded on Chrysler's goodwill and the goodwill of its

famous brands. For example, Respondent made numerous misrepresentations in its marketing to the effect that it "builds" or "produces" Jeep® Wrangler® and Dodge® brand vehicles, including the following:

"[o]ur first and primary product that we produce is the Jeep Wrangler, of which we mostly build the Unlimited."; "Our secondary build is the Dodge 2500 Cummins Turbo Diesel"; "We also build custom rock crawling [W]ranglers"; and "[W]e build the highest quality branded Jeep on the market" Harm to Chrysler

RESPONSE:

Admitted that, as of December 13, 2012, Respondent's website contained the above quoted words along with other words omitted in Paragraph 24. Denied that Respondent's website contains numerous misrepresentations that trade on Chrysler's goodwill or the goodwill of its allegedly famous brands. Denied that the quoted phrases suggest that Chrysler endorses or sponsors Respondent's website or services. Any visitor to Moab's website would understand that "build" means conversion and is a common term of art in the off-road market. To the extent this Paragraph contains other allegations, they are denied. Denied the language that appeared on Respondent's website contained the above-quoted words at the time this Petition to Cancel was filed.

25. On September 3, 2012 and April 2, 2013, the examining attorney issued office actions refusing to register Chrysler's MOAB mark, Application Serial No. 85/650,654, citing the mark covered by Registration No. 3,912,705 owned by Respondent.

RESPONSE:

Admitted.

26. Further, based on U.S. Registration No. 3,912,705 and claimed use of the MOAB INDUSTRIES mark, Respondent filed a lawsuit against Chrysler on December 7, 2012, in the United States District Court for the District of Arizona, Civil Action No. 3:12-cv-08247-HRH, to prevent Chrysler from using its MOAB mark.

RESPONSE:

Admitted.

27. Chrysler is suffering ongoing damage as a result of Registration No. 3,912,705: a) it is being denied registration of its mark, b) Respondent is misusing the mark covered by the

registration to misrepresent the source of Respondent's goods and services and identify them with Chrysler's Jeep®, Wrangler®, and Ram® brands and their well-known longstanding association with the MOAB name, c) Respondent is tarnishing Chrysler's Jeep®, Wrangler®, and Ram® brands by identifying its goods and services with them, and d) Respondent is leveraging its misuse of the mark to try to prevent Chrysler from using the very name with which it has long been associated.

RESPONSE:

Denied.

FIRST GROUND FOR CANCELLATION

Misrepresentation of the Source of Goods

28. Chrysler repeats and incorporates by reference the allegations in the preceding paragraphs in this Petition.

RESPONSE:

Respondent repeats and realleges its Responses to Paragraphs 1 through 28 above as its Responses to Paragraphs 1 through 28 herein.

29. U.S. Trademark Registration No. 3,912,705 for the mark MOAB INDUSTRIES for use in connection with "[a]utomotive conversion services, namely, installing specialty automotive equipment" is invalid because it is being used by Respondent to misrepresent the source of the goods or services on or in connection with which the mark is used.

RESPONSE:

Denied.

30. Chrysler has been and continues to be injured by the existence of U.S. Registration No. 3,912,705.

RESPONSE:

Denied.

31. Accordingly, pursuant to 15 U.S.C. § 1064(3), the Board should cancel Registration No. 3,912,705 in its entirety.

RESPONSE:

Denied.

SECOND GROUND FOR CANCELLATION

Likelihood of Confusion

32. Chrysler repeats and incorporates by reference the allegations in the preceding paragraphs in this Petition.

RESPONSE:

Respondent repeats and realleges its Responses to Paragraphs 1 through 32 above as its Responses to Paragraphs 1 through 32 herein.

33. The Examiner has determined there is a likelihood of confusion of Chrysler's MOAB mark with Respondent's MOAB INDUSTRIES mark that is the subject of Registration No. 3,912,705. Respondent has also affirmatively asserted in the federal court litigation there is likely confusion between Chrysler's MOAB mark when used in connection with its products and Respondent's MOAB INDUSTRIES mark when used in connection with its services.

RESPONSE:

Respondent denies that Chrysler owns any "Moab mark", and admits the remaining allegations in Paragraph 33.

34. Ordinarily there would be no likelihood of confusion between Chrysler's MOAB mark when used in connection with its products and Respondent's MOAB INDUSTRIES mark when used in connection with its services. To the extent there is any likely confusion, it is being caused by Respondent's excessive and prominent use of Petitioner's famous Jeep®, Wrangler®, Ram®, Jeep® Grille Design, and Ram® Cross-Hair Grille Design marks in conjunction and juxtaposition with Respondent's marks and Respondent's intentional adoption of a mark that was already associated with Chrysler and its Jeep® brand before Respondent's adoption.

RESPONSE:

Denied.

35. To the extent there is likelihood of confusion, then Respondent's MOAB INDUSTRIES mark, when used in connection with Respondent's services of installing specialty aftermarket automotive equipment (which includes installation of automotive wheels and/or equipment related to wheels), so resembles Petitioner's previously-used MOAB mark for automotive wheels as to be likely to cause confusion, mistake, and/or to deceive consumers concerning an affiliation, connection, association, or sponsorship. Thus, the continued registration of Respondent's MOAB INDUSTRIES mark on the Principal Register is inconsistent with Petitioner's prior common law rights in the MOAB mark.

RESPONSE:

Denied.

36. Chrysler has been and continues to be injured by the existence of U.S. Registration No. 3,912,705.

RESPONSE:

Denied.

37. Registration No. 3,912,705 should therefore be cancelled pursuant to 15 U.S.C. § 1064(1).

RESPONSE:

Denied.

AFFIRMATIVE DEFENSES

Moab asserts the following Affirmative Defenses and reserves the right to further amend its response as additional information becomes available:

1. Any customer confusion was caused by Chrysler's infringement of Respondent's mark.
2. The claims made in the Petition are barred, in whole or in part, by the doctrines of fair use, nominative fair use and/or descriptive use.
3. All claims in the Petition are barred in whole or in part by the doctrines of laches, estoppel, and unclean hands. By at least 2011, Chrysler executives had reviewed Moab's website, yet raised no concerns about anything in that website with Moab because (1) Chrysler knew that any visitor to that website would understand that "build" means conversion, and is a term of art in the off-road aftermarket; (2) Chrysler had a plan to misappropriate Moab's identity; and (3) Chrysler wanted the ability to assert a claim against Moab in case Moab had the temerity to call out Chrysler on its misconduct.

WHEREFORE, Respondent respectfully requests that the Board deny Chrysler's Petition.

Date: November 6, 2013

Respectfully submitted,

/s/ Richard B. Megley, Jr.

Richard B. Megley, Jr.

(USPTO Registration No. 41,992)

NIRO, HALLER & NIRO

181 W. Madison St., Suite 4600

Chicago, Illinois 60602

Email: megleyjr@nshn.com

Telephone: (312) 236-0733

Facsimile: (312) 236-3137

Counsel for Moab Industries, LLC

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on November 6, 2013 the foregoing

MOAB INDUSTRIES, LLC'S ANSWER TO PETITION TO CANCEL

was served upon the following counsel of record via electronic transmission.

Judith A. Powell
Charles H. Hooker, III
Jennifer Fairbairn Deal
KILPATRICK STOCKTON LLP
1100 Peachtree St., Ste. 2800
Atlanta, GA 30309
Telephone: (404) 815-6500
Facsimile: (404) 815-6555
Email: jpowell@ktslaw.com
Email: chooker@ktslaw.com
Email: jdeal@ktslaw.com

Gregory James Marshall
Sid Leach
Trisha Dyan Farmer
SNELL & WILMER LLP
1 Arizona Center
400 E. Van Buren
Phoenix, AZ 85004-2202
Telephone: (602) 382-6000
Facsimile: (602) 382-6070
Email: gmarshall@swlaw.com
Email: sleach@swlaw.com
Email: tfarmer@swlaw.com

Attorneys for Petitioner, Chrysler Group LLC

Maria Crimi Speth
JABURG & WILK, P.C.
3200 N. Central Avenue, Suite 2000
Phoenix, Arizona 85012
Email: mcs@jaburgwilk.com
Telephone: (602) 248-1000

Attorneys for Registrant/Defendant, Moab Industries, LLC

To: Chrysler Group LLC (tmadmin@kiltown.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85650654 - MOAB - C0386-867968

Sent: 4/2/2013 2:24:47 PM

Sent As: ECOM101@USPTO.GOV

Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)
[Attachment - 9](#)
[Attachment - 10](#)
[Attachment - 11](#)
[Attachment - 12](#)
[Attachment - 13](#)
[Attachment - 14](#)
[Attachment - 15](#)
[Attachment - 16](#)
[Attachment - 17](#)
[Attachment - 18](#)
[Attachment - 19](#)
[Attachment - 20](#)
[Attachment - 21](#)
[Attachment - 22](#)
[Attachment - 23](#)
[Attachment - 24](#)
[Attachment - 25](#)
[Attachment - 26](#)
[Attachment - 27](#)
[Attachment - 28](#)
[Attachment - 29](#)
[Attachment - 30](#)
[Attachment - 31](#)
[Attachment - 32](#)
[Attachment - 33](#)
[Attachment - 34](#)

[Attachment - 35](#)

[Attachment - 36](#)

[Attachment - 37](#)

[Attachment - 38](#)

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85650654

MARK: MOAB

85650654

CORRESPONDENT ADDRESS:

William H. Brewster

Kilpatrick Townsend & Stockton LLP

1100 Peachtree Street, Suite 2800

Atlanta GA 30309

CLICK HERE TO RESPOND TO

<http://www.uspto.gov/trademarks/teas/r1>

APPLICANT: Chrysler Group LLC

CORRESPONDENT'S REFERENCE/DOCKET NO. :

C0386-867968

CORRESPONDENT E-MAIL ADDRESS:

tmadmin@kiltown.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 4/2/2013

THIS IS A FINAL ACTION.

Status

This Office action is in response to applicant's communication filed on March 4, 2013.

The requirement for the significance of the wording in the mark has been met and is withdrawn.

For the reasons set forth below, the refusal under Trademark Act Section 2(d) is now made FINAL with respect to U.S. Registration Nos. 3912705 and 4078497. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.64(a).

Refusal To Register Under Section 2(d)—Likelihood of Confusion

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 3912705 and 4078497, Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.*

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused, mistaken, or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). In the seminal decision *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973), the court listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all the factors are necessarily relevant or of equal weight, and any one of the factors may control in a given case, depending upon the evidence of record. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d 1344, 1355, 98 USPQ2d 1253, 1260 (Fed. Cir. 2011); *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont de Nemours & Co.*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity and nature of the goods and/or services, and similarity of the trade channels of the goods and/or services. *See In re Viterra Inc.*, 671 F.3d 1358, 1361-62, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593, 1595-96 (TTAB 1999); TMEP §§1207.01 *et seq.*

Registration No. 3912705—MOAB INDUSTRIES

I. Comparison of the Marks

Applicant's mark MOAB is confusingly similar to registrant's mark MOAB INDUSTRIES. The term MOAB is the dominant feature of registrant's mark because it is combined with the generic term INDUSTRIES. The term INDUSTRIES refers to the commercial production or sale of goods. See attached dictionary definition. The term is commonly used to identify the provider of commercial services and has no trademark significance. Consequently, the term MOAB is the dominant feature of registrant's mark.

Applicant's mark MOAB is identical to the dominant feature of registrant's mark. Greater weight is given to the dominant feature when determining whether marks are confusingly similar because dominant wording is more significant in creating a commercial impression. See *In re Nat'l Data Corp.*, 753 F.2d at 1058, 224 USPQ at 751; See *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii).

The mere deletion of wording from a registered mark may not be sufficient to overcome a likelihood of confusion. See *In re Mighty Leaf Tea*, 601 F.3d 1342, 94 USPQ2d 1257 (Fed. Cir. 2010); *In re Optica Int'l*, 196 USPQ 775, 778 (TTAB 1977); TMEP §1207.01(b)(ii)-(iii). Applicant's mark does not create a distinct commercial impression because it contains the same common wording as registrant's mark, and there is no other wording to distinguish it from registrant's mark. The marks are similar in sound, meaning and appearance and identical in overall commercial impression. Therefore, the marks are confusingly similar.

II. Comparison of the Goods and/or Services

Applicant's goods, namely, passenger vehicles and structural parts for passenger vehicles including trims and badges are closely related to registrant's services, namely, automotive conversion services including installing specialty automotive equipment.

Consumers are likely to be confused by the use of similar marks on or in connection with goods and with services featuring or related to those goods. TMEP §1207.01(a)(ii); see *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988) (holding BIGG'S for retail grocery and general merchandise store services likely to be confused with BIGGS for furniture); *In re United Serv. Distribs., Inc.*, 229 USPQ 237 (TTAB 1986) (holding design for distributorship services in the field of health and beauty aids likely to be confused with design for skin cream); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (holding 21 CLUB for various items of men's, boys', girls' and women's clothing likely to be confused with THE "21" CLUB (stylized) for restaurant services and towels); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB 1985) (holding CAREER IMAGE (stylized) for retail women's clothing store services and clothing likely to be confused with CREST CAREER IMAGES (stylized) for uniforms); *Steelcase Inc. v. Steelcare Inc.*, 219 USPQ 433 (TTAB 1983) (holding STEELCARE INC. for refinishing of furniture, office furniture, and machinery likely to be confused with STEELCASE for office

furniture and accessories); *Mack Trucks, Inc. v. Huskie Freightways, Inc.*, 177 USPQ 32 (TTAB 1972) (holding similar marks for trucking services and on motor trucks and buses likely to cause confusion).

Applicant applies the mark MOAB to passenger vehicles including vehicles for use in off-roading and registrant's applies the mark MOAB INDUSTRIES to the conversion of passenger vehicles into vehicles for that are equipped for use in rough terrain, including vehicles for use in off-roading. See attached evidence from applicant's and registrant's respective websites. In this case, the goods and services are closely related because they are both being used in connection with off-roading vehicles. Therefore, use of similar marks in connection with these goods and/or services is likely to result in confusion.

This refusal is now made final.

Registration No. 4078497—MOAB STAR

I. Comparison of the Marks

Applicant's mark MOAB is confusingly similar to registrant's mark MOAB STAR and design. Applicant has appropriated the dominant feature of registrant's mark and applied it to closely related goods. Applicant's mark does not create a distinct commercial impression because it contains the same dominant term as registrant's mark, and there is no other wording to distinguish it from registrant's mark. Therefore, the marks are confusingly similar.

The marks are compared in their entireties under a Trademark Act Section 2(d) analysis. See TMEP §1207.01(b). Nevertheless, one feature of a mark may be recognized as more significant in creating a commercial impression. Greater weight is given to that dominant feature in determining whether there is a likelihood of confusion. *In re Nat'l Data Corp.*, 753 F.2d 1056, 224 USPQ 749 (Fed. Cir. 1985); *Tektronix, Inc. v. Daktronics, Inc.*, 534 F.2d 915, 189 USPQ 693 (C.C.P.A. 1976); *In re J.M. Originals Inc.*, 6 USPQ2d 1393 (TTAB 1987); see

Consumers are generally more inclined to focus on the first word, prefix or syllable in any trademark or service mark. See *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F. 3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005); see also *Mattel Inc. v. Funline Merch. Co.*, 81 USPQ2d 1372, 1374-75 (TTAB 2006); *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) ("it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered" when making purchasing decisions). The term MOAB is the dominant term in registrant's mark because it is the leading term in the mark. Since applicant's mark is identical to the dominant feature of registrant's mark, the marks create similar commercial impressions. Therefore, the marks are confusingly similar.

Although registrant has included an image of a star in its mark, the addition of this design is not sufficient to distinguish the marks. For a composite mark containing both words and a design, the word portion may be more likely to be impressed upon a purchaser's memory and to be used when requesting the goods and/or services. *In re Dakin's Miniatures, Inc.*, 59 USPQ2d 1593, 1596 (TTAB 1999); TMEP

§1207.01(c)(ii); see *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908, 1911 (Fed. Cir. 2012) (citing *CBS Inc. v. Morrow*, 708 F. 2d 1579, 1581-82, 218 USPQ 198, 200 (Fed. Cir 1983)). Thus, although such marks must be compared in their entireties, the word portion is often considered the dominant feature and is accorded greater weight in determining whether marks are confusingly similar, even where the word portion has been disclaimed. *In re Viterra Inc.*, 671 F.3d at 1366, 101 USPQ2d at 1911 (Fed. Cir. 2012) (citing *Giant Food, Inc. v. Nation's Foodservice, Inc.*, 710 F.2d 1565, 1570-71, 218 USPQ2d 390, 395 (Fed. Cir. 1983)).

II. *Comparison of the Goods and/or Services*

Applicant's goods, namely, passenger vehicles and parts, trims and badges are identical or closely related to registrant's goods, namely, vehicle lights and automotive parts in the nature of paint pads, bumper guards and vehicle paint protection pieces because these goods are typically designed to be used together.

Where evidence shows that the goods at issue have complementary uses and are often used together or otherwise purchased by the same purchasers for the same or related purposes, the goods have generally been found to be sufficiently related such that confusion would be likely if they are marketed under the same or similar marks. See *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1567, 223 USPQ 1289, 1290 (Fed. Cir. 1984) (holding bread and cheese to be related because they are often used in combination and noting that "[s]uch complementary use has long been recognized as a relevant consideration in determining a likelihood of confusion"); *Gen. Mills Inc. v. Fage Dairy Processing Indus.*, 100 USPQ2d 1584, 1597-98 (TTAB 2012) (holding yogurt products and ready-to-eat cereals to be related because they are complementary products given consumers' longstanding behavior of mixing these types of breakfast foods and the fact that consumers are regularly exposed to yogurt and cereal combined as a food product).

The attached evidence demonstrates that passenger vehicles and replacement automotive parts for passenger vehicles are complementary goods because goods such as these are designed to be used together in order to meet performance standards and warranty requirements. Automotive parts that are made by the original equipment manufacturer (OEM) are guaranteed to fit to original factory specifications and function with the same quality and performance standards as the parts that are being replaced. See attached evidence regarding the benefits of using the original equipment manufacturer's parts in automobiles. When similar marks are applied to passenger vehicles and automotive parts for passenger vehicles, potential purchasers are likely to presume that the goods originate from a single source because vehicle manufacturers frequently apply their house mark to the vehicles they manufacture as well as replacement parts and/or accessories for these vehicles. Potential purchasers are not only accustomed to seeing the same mark being used in connection with these goods but also seek out OEM parts to help ensure that vehicles continue to perform to the standards set forth by the automobile manufacturer. The use of similar marks in connection with these goods is likely to result in confusion.

Vehicles and their various accessories, parts, and attachments may be closely related goods such that the average person encountering the same or similar marks for such products is likely to be confused as to their source. See, e.g., *In re Gen. Motors Corp.*, 196 USPQ 574, 576 (TTAB 1977). It is well established in the marketplace that manufacturers of vehicles often produce accessories and attachments for such vehicles and market them under the same mark. E.g., *In re Gen. Motors Corp.*, 23 USPQ2d 1465, 1469

(TTAB 1992); *In re Sien Equip. Co.*, 190 USPQ 84, 85 (TTAB 1976).

Applicant's passenger vehicles, parts, bridges and trims are closely related to registrant's automotive lights and automotive parts because these goods typically originate from a single source and are sold in the same channels of trade. See attached evidence from Honda, Sheehy Honda and Sheehy Lexus which shows that passenger vehicles and automotive parts originate from a single manufacturer and are often marketed together in the same channels of trade.

The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. See *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); see *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

The fact that purchasers are sophisticated or knowledgeable in a particular field does not necessarily mean that they are sophisticated or knowledgeable in the field of trademarks or immune from source confusion. TMEP §1207.01(d)(vii); see, e.g., *Imagineering Inc. v. Van Klassens Inc.*, 53 F.3d 1260, 1265, 34 USPQ2d 1526, 1530 (Fed. Cir. 1995); *Top Tobacco LP v. N. Atl. Operating Co.*, 101 USPQ2d 1163, 1170 (TTAB 2011).

In light of the similarities between the marks and the closely related nature of the goods and/or services, the examining attorney has determined that the mark cannot proceed to registration.

This refusal is now made final.

Proper Response To Final Office Action

Applicant must respond within six months of the date of issuance of this final Office action or the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond by providing one or both of the following:

- (1) A response that fully satisfies all outstanding requirements;
- (2) An appeal to the Trademark Trial and Appeal Board, with the appeal fee of \$100 per class.

37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.6(a)(18); TBMP ch. 1200.

TEAS Plus Applicants

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, *see* TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

/Saima Makhdoom/

Attorney

Law Office 101

(571) 272-8802 (telephone)

(571) 273-8802 (Facsimile)

Saima.Makhdoom@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.



Search

Industry

Also found in: Legal, Financial, Acronyms, Idioms, Encyclopedia, Wikipedia

0 01 sec

This site

Follow | Share

This page

Share

Desktop
 Translations
 Word Browser

Install Google Chrome

A free browser that lets you do more of what you like online!

in-dus-try

n. pl. in-dus-tries

1. Commercial production and sale of goods.
2. A specific branch of manufacture and trade. *the textile industry* See Synonyms at [business](#).
3. The sector of an economy made up of manufacturing enterprises. *government regulation of the auto industry*
4. Industrial management.
5. Energetic devotion to a task or an endeavor. *diligence demonstrated great intelligence and industry as a researcher*
6. Ongoing work or study associated with a specified subject or figure. *the Civil War industry* *the Hemingway industry*
7. Archeology.
 - a. A collection of artifacts or tools made from a specified material. *the Neolithic industry*
 - b. A standardized tradition of toolmaking associated with a specified tool or culture. *the Neolithic industry* *the Acheulean industry*

[Middle English *industrie, skill*, from Old French from Latin *industria, diligence*, from feminine of *industrius, diligent*; see *ster-* in Indo-European roots.]

Word History: A clear indication of the way in which human effort has been harnessed as a force for the commercial production of goods and services is the change in meaning of the word *industry*. Coming from the Latin word *industria*, meaning "diligent activity directed to some purpose," and its descendant Old French *industrie* with the senses "activity," "ability," and "a trade or occupation," our word (first recorded in 1475) originally meant "skill" and "diligence" as well as "a trade." Over the course of the Industrial Revolution, as more and more human effort became involved in producing goods and services for sale, the last sense of *industry* as well as the slightly newer sense "systematic work or habitual employment" grew in importance to a large extent taking over the word. We can even speak now of the Shakespeare industry, rather like the garment industry.

The American Heritage Dictionary of the English Language, Fourth Edition copyright ©2000 by Houghton Mifflin Company. Updated in 2003. Published by Houghton Mifflin Company. All rights reserved.

Corporation vs LLC

Learn The Basics of A Corporation vs An LLC. Business Pros & Cons!

industry | indus-tri

n. pl. -tries

1. (Economics) organized economic activity concerned with manufacture, extraction and processing of raw materials, or construction.
2. (Business & Commerce) a branch of commercial enterprise concerned with the output of a specified product or service. *the steel industry*
3. (Sociology)
 - a. industrial ownership and management interests collectively, as contrasted with labour interests
 - b. manufacturing enterprises collectively, as opposed to agriculture
4. diligence, assiduity

[from Latin *industria* "diligence", from *industrius* "active" of uncertain origin]

Collins English Dictionary - Complete and Unabridged © HarperCollins Publishers 1992 - 2003, 2011

HR Management Certificate

Improve Your Career with an HR MGMT Certificate from Cornell Online!

Deliver today! (12% off) on the latest code to 15

Adidas Dynamic Fit Men Adizero



Print | Send | Feedback

Site Map | Ask definition

Power Companies HATE This!



Work List

Add current page to the list

Access Denied (content_filter_denied)

Your request was denied because this URL contains content that is categorized as "Web Advertisements; Suspicious". If you believe the

Need a hungry child donate to school feeding program



coal industry - the producers of coal considered collectively
computer industry - the manufacturers of computers considered collectively
construction industry, **housing industry** - an industry that builds housing
electronics industry - the manufacturers of electronic products considered collectively
entertainment industry, **show biz**, **show business** - those involved in providing entertainment: radio and television and films and theater
film industry, **movie industry** - the entertainment industries involved in producing and distributing movies
growth industry - an industry that is growing rapidly
lighting industry - an industry devoted to manufacturing and selling and installing lighting
arms industry, **weapons industry** - an industry that manufactures weapons of war
plastics industry - an industry that produces and delivers all sorts of products
plastics industry - an industry that manufactures plastic articles
securities industry, **markets** - the securities markets in the aggregate. "the market always frustrates the small investor"
service industry - an industry that provides services rather than tangible objects
shipbuilding industry - an industry that builds ships
shoe industry - an industry that manufactures and sells shoes
sign industry - an industry that produces signs
steel industry - the industry that makes steel and steel products
telecommunications industry - a new industry that is expanding rapidly (especially telecommunications or electronics)
tobacco industry - an industry that manufactures and sells products containing tobacco
toy business, **toy industry** - an industry that manufactures and sells toys for children
trucking industry - an industry that provides transportation for commercial products

2. industry - the organized action of making of goods and services for sale. "American industry is making increased use of computers in control production"

manufacture
college industry - small-scale industry that can be carried on at home by family members using their own equipment
production - (economics) manufacturing or mining or growing something (usually in large quantities) for sale. "he introduced more efficient methods of production."
industrial enterprise, **industrialization**, **industrialization** - the development of industry on an extensive scale
business enterprise, **commercial enterprise**, **business** - the activity of providing goods and services involving financial and commercial and industrial aspects. "computers are now widely used in business"
point system - a system of evaluation based on awarding points according to rules
industry - the people or companies engaged in a particular kind of commercial enterprise. "each industry has its own trade publications"
privatize, **privatization** - change from governmental to private control or ownership. "The oil industry was privatized"
scab - employ scabs or strike breakers in



3. industry - persevering determination to perform a task; "his diligence won him quick promotions" "frugality and industry are still regarded as virtues"

industry, **diligence**
determination, **purpose** - the quality of being determined to do or achieve something: firmness of purpose; "his determination showed in his every movement" "he is a man of purpose"
steadily, **perseverance**, **concentration** - great and constant diligence and attention
industrious, **diligence** - the quality of being constantly diligent and attentive
industry, **diligence** - diligent study

Financial Management
 Ginger Boran - Expert In Client Delivery & Business Development
 www.deductivebusiness.com

industry

- noun*
- business**: production, manufacturing, trade, trading, commerce, commercial enterprise, activities - here, industry is developing rapidly
 - trade world**: business, service, line, field, craft, industrial, occupational, the 19th-century industry

3. **intelligence, effort, labour, hard work, resolve, activity, application, striving, industry, toil, vigor, zeal, persistence, assiduity, tenaciousness** No one doubts *his industry* or his integrity.

Quotations

- "Go to the ant, thou sluggard; consider her ways, and be wise" Bible: Proverbs
- "Where there is no desire, there will be no industry" [John Locke, *Some Thoughts Concerning Education*]
- "Avenge the spur of industry" [David Hume, *Essays: Moral and Political, Of Civil Liberty*]

Online Thesaurus of the English Language - Definitions and Synonyms © The Editors, 2012 © HarperCollins Publishers 1997, 2012

Financial Management

Charles Waddell - President of Global Plasma Solutions. See more!
www.worldwideplasma.com

Translations

Select a language: _____

industry (ˈɪndəstri) — plural **industries** noun

- 1. (any part of) the business of producing or making goods *the shoe-making industry*. The government *should invest more money in industry*.
- 2. hard work or effort *He owes his success to both ability and industry*.

industrial (-dəstri) adjective

having concerning etc industries or the making of goods *that area of the country is industrial* (often implies also agricultural)

industrialist (-dəstri) noun

a person who takes part in the running of a large industrial organization *a wealthy industrialist*

industrialized (-dəstriəlaɪzd) adjective

(of a country) having a large number of industries

industrious (-dəstriəs) adjective

busy and hard-working *industrious people*

industrial estate

an area of a town etc set aside for (the building of) factories

industrial relations

the relationship between the management and the workers in a factory etc.

Cambridge English Dictionary © 2012 Cambridge University Press

Hold Down Pipe Clamps

Piping Technology & Products. Contact Us For Free Quotes
www.pipetech.com

industry —

Webster's Tenth Edition © HarperCollins Publishers 2008

Bible Trivia Questions

See How Much You Know The Bible Plus Free Access To Verses w/ App!
www.bibletrivia.com

Want to thank TFD for its existence? [Tell a friend](#) | [1,050,000+ hits](#) | [add a link to this page](#), [add the site to Google](#), or [visit the webmaster's page](#) for free fun content!

Link to this page: <http://www.thefreedictionary.com/industry>

Please bookmark with social media, your notes are notified and synchronized.

Aftermarket Versus Manufacturer Car Parts

Is the Extra Cost Worth It?

By [Tom Ivers](#) | [Updated on 03/21/2013](#) | [Edmunds Network](#) | [Consumer Advice Editor](#)

Like this article? [Share it with your friends](#)

Save Money!
Search for car incentives and rebates before you visit the dealer

[Click Here](#)



Subaru Oil Filter
OEM parts tend to be more expensive, but are easier to choose if usually are backed by a one-year warranty. | [March 28, 2013](#) | [Photo: iStockphoto.com](#)

3 Photos

When you take your car to the dealership's service department for repairs, you know you're getting Original Equipment Manufacturer (OEM) car parts. However, if you take your car to an independent mechanic, you may be offered aftermarket parts. These parts are often less expensive than OEM parts, but they may not be as durable. Here's how to decide if aftermarket parts are worth the extra cost.

Car Maintenance

- [Car Maintenance Guide](#)
- [Car Insurance](#)
- [Car Loans](#)
- [Car Repairs](#)
- [Car Washes](#)
- [Car Washes](#)

Edmunds Network

Inside Line Straightline

- [2012-13 Tax Refund: How to Get It](#)

Get a Vehicle History Report



Edmunds Community

Edmunds Answers

Car Questions Being Asked

independent shop, you'll most likely get aftermarket car parts. Is there anything wrong with that? Does a less expensive part mean a poorer-quality part? And in what situations should you use only OEM parts?

To answer these questions, we've created a list of pros and cons to help you make a more informed decision when choosing what parts go into your car. In the way, you can strike a balance between cost and quality.

Aftermarket Parts

An aftermarket part is any part for a vehicle that is not sourced from the car's maker. If the parts are direct replacement parts, they will not void your car's warranty. A number of companies make parts designed to function the same, or in some cases even better than the original. Tom Torbjomsen, host of *Automotive's Car Show*, estimates that about 90 percent of independent shops use aftermarket parts. "Be an informed consumer," said Torbjomsen. "Shop around, make sure you're dealing with a good mechanic, and request high-quality aftermarket parts."

PROS

- **Less expensive:** Aftermarket parts are usually less expensive than OEM parts; how much you save varies by brand. Shop around to find the best price and to get an idea of how much that part actually costs. If the price of a part seems too good to be true, ask questions about its quality.
- **Quality can be equal to or greater than OEM.** In some cases, you may end up with a better part than you started with. "The aftermarket companies reverse-engineer the part, and work the weaknesses out," said Torbjomsen. For example, when an automaker designs its brake pads, it has to strike a balance between cost, durability, noise levels and performance. If you want better performance and don't mind some extra brake noise (some brake pads squeak even though they are stopping the car effectively), an aftermarket pad may be your best choice.
- **More variety:** There are hundreds of companies that make aftermarket parts, some specialize in specific parts, and other companies, like *RockAuto*, make almost any part you can think of. More variety means greater selection and a wider range of prices.
- **Better availability:** You can walk into any gas station, auto parts store or local mechanic, and they're bound to have a part that fits your car. This gives you more options as to where to take your car for service.

CONS

- **Quality varies greatly.** The saying "you get what you pay for" rings true here. Some aftermarket parts are inferior because of the use of lower-quality materials. Stick with aftermarket brands you're familiar with or are recommended by a mechanic you trust, even if these parts cost a bit more.
- **Overwhelming selection.** If you're not familiar with aftermarket brands, the selection could be overwhelming, and there's some chance you may get a bad quality part. Even a part as simple as a spark plug can be made by dozens of different companies and comes in numerous variations. Consult your mechanic for advice or simply stick with the OEM part when the price difference isn't significant.

Get more information on car care and maintenance at [Edmunds.com](#).

Edmunds.com

11/10/2011 10:38:27 AM

Edmunds Forum

Search forums

Privacy policy

Join these discussions:

[Does anyone know how to...](#)

[Problems at the EPA...](#)

[Expenditure...](#)

[Get a Quote for a Car...](#)

Select a New Car

- **May not have a warranty:** To keep costs down, some aftermarket parts are sold without a warranty.

OEM Parts

OEM parts are made by the vehicle's manufacturer. These match the parts that came with your vehicle when it rolled off the assembly line.

PROS

- **Easier to choose your part:** If you go to the parts counter at a dealership and ask for any part, you'll usually get one type. You don't have to worry about assessing the quality of different brands and prices.
- **Greater assurance of quality:** The OEM part should work exactly as the one you're replacing. It is what the vehicle was manufactured with and provides a piece of mind in its function and performance.
- **Comes with a warranty:** Most automakers back up their OEM parts with a one-year warranty. And if you get your car repaired at the dealer, they'll usually stand by their labor as well.

CONS

- **More expensive:** OEM parts usually cost more than an aftermarket part. When it comes to bodywork, OEM parts tend to cost about 20% more, according to the Property Casualty Insurers Association of America (PCI). There is more of a burden on parts and service to increase a dealership's profit, since the sales departments have been underperforming. But the gap in pricing might be closing, says Turbo, since "we've seen a balance in the scales; dealers are now trying to compete with independent shops."
- **Need to be bought at the dealership:** Even though there are other ways of buying OEM parts (eBay, online wholesalers), most people still go to a dealership to buy their car parts. This limits the number of places you can buy from. You can request OEM parts from your local mechanic, but it may take longer to get your vehicle repaired since the parts must be ordered.
- **Quality may not be superior:** You paid the extra money for an OEM part, hoping that it was vastly better than an aftermarket part. But that may not always be the case. A Turbodiesel mentioned earlier, some aftermarket parts are equal to or in some cases better than OEM parts. So you might be paying extra just for the name.

When Should You Request OEM Parts?

When it comes to collision repairs, make sure you are getting OEM parts, since aftermarket body panels may not fit properly or have proper crumple zones for crash safety.

If you lease your car, there are also economic considerations. Since aftermarket parts decrease a vehicle's book value, using them to repair your vehicle's body may cost you part or all of your security deposit.

But here's the rub: In [California](#) and the District of Columbia, a body shop's repair estimate does not have to indicate whether aftermarket parts can be used. You'll often find that your insurance company will favor aftermarket parts because they are cheaper. If you request OEM parts, some insurance companies ask you to pay an additional fee. Check with your insurance provider.

beforehand, to see what parts they will cover.

Which is the Best Way To Go?

All aftermarket parts are not created equal – but all OEM parts are. This creates its own set of advantages and disadvantages. If you're familiar with a number of brands or work on your own car, aftermarket parts can save you a lot of money. If you're not familiar with aftermarket brands, prefer to have everything done at the dealership and don't mind paying a bit extra for that peace of mind, OEM is a good choice for you.

[See more on Edmunds.com](#)

Post a Comment
You must be signed in to post a comment.



More on Edmunds



2012 New Car Buying Guide



Compare Power Windows



Car Pictures, Reviews



What's Hot



New Car Ratings

Explore Edmunds

New Cars

- [Calculators](#)
- [Car Finder](#)
- [Compare Cars](#)
- [EPA Miles](#)
- [Get Monthly Payment](#)
- [Incentives & Rebates](#)
- [Search Inventory](#)
- [Used Car Values](#)

Used Cars

- [Search Inventory](#)
- [Compare Used Cars](#)
- [Used Car Data](#)
- [Vehicle Tax](#)
- [True Cost of Ownership](#)

Car Reviews

- [Car Reviews and Best Deals](#)
- [Fuel Economy & Performance](#)
- [Look Into Used Cars](#)
- [Automotive News Team](#)
- [Auto Shows](#)
- [Dealers' Stories](#)
- [Best Car Deals](#)
- [Special](#)
- [Sign Up for Newsletters](#)
- [Read & Write Consumer Reviews](#)

Tips & Advice

- [Buying a Car](#)
- [Leasing a Car](#)
- [Selling a Car](#)
- [Fuel Economy & Safety](#)
- [Fuel Economy & Green Cars](#)
- [Car Technology](#)
- [Auto Finance](#)
- [Auto Insurance](#)
- [Auto Maintenance](#)
- [Auto Repairs](#)

Maintenance

- [Maintenance Costs & Schedules](#)
- [Tire Care & Care](#)
- [Tune-Up & Service](#)
- [New Products](#)
- [Maintenance Articles](#)
- [Dealer Service Reviews](#)

What's Hot

- [Car News](#)
- [Car Pictures](#)
- [Car Values](#)
- [Car Reviews](#)

Home | About | Services | Locations | Contact Us



Questions? Call Now: 337-769-9270



Get the OEM Advantage — your uptime depends on it



Regular, Regular, Regular

MI Volve Service is the only service that provides you with the OEM Advantage — your uptime depends on it. We offer you the best of both worlds: the reliability of OEM parts and the expertise of our technicians. This means that when you call us, you get the best of both worlds: the reliability of OEM parts and the expertise of our technicians.

On Demand Solutions | Locations & Service | Quality Commitment | OEM Advantage | Engineering

OEM Advantage

MI Volve Service is the only service that provides you with the OEM Advantage — your uptime depends on it. We offer you the best of both worlds: the reliability of OEM parts and the expertise of our technicians. This means that when you call us, you get the best of both worlds: the reliability of OEM parts and the expertise of our technicians.

Partners

MI Volve Service is the only service that provides you with the OEM Advantage — your uptime depends on it. We offer you the best of both worlds: the reliability of OEM parts and the expertise of our technicians. This means that when you call us, you get the best of both worlds: the reliability of OEM parts and the expertise of our technicians.

Partners

MI Volve Service is the only service that provides you with the OEM Advantage — your uptime depends on it. We offer you the best of both worlds: the reliability of OEM parts and the expertise of our technicians. This means that when you call us, you get the best of both worlds: the reliability of OEM parts and the expertise of our technicians.

News

MI Volve Service is the only service that provides you with the OEM Advantage — your uptime depends on it. We offer you the best of both worlds: the reliability of OEM parts and the expertise of our technicians. This means that when you call us, you get the best of both worlds: the reliability of OEM parts and the expertise of our technicians.

Our Partners





Sheehy Honda
7434 Richmond Hwy Alexandria, VA 22306

New: 888-563-5615
Pre-Owned: 888-563-5615
Service: 888-767-3149
Parts: 888-851-7202

Home | About Us | Contact Us | Inventory | Services | Financing | Parts | Dealer Login | My Account | My Account

INVENTORY SEARCH

New

Select Year

Honda

Select Model

SEARCH

Specials & Internet Specials

Value Your Trade

Black Book[®]

CLICK HERE



Search for Inventory



Scan QR Code to Inventory



View Map & Location



Apply Credit Application



Like Us On Facebook

- HOME
- NEW INVENTORY
- USED INVENTORY
- FINANCE
- ORDER PARTS
- MY HONDA DEALER WEBSITE
- HOUSES
- SHEEHY'S FEATURED VIDEO



MODEL SEARCH



WELCOME TO SHEEHY HONDA

Sheehy Honda

As a premier Honda dealership in Alexandria, VA, Sheehy Honda provides quality vehicles at prices that our customers can afford. With a wide variety of **new** Honda and **used** Honda cars, trucks, and SUVs, Sheehy Honda is here to make your car buying experience only the best!

In addition, we also have our **Used Car lot** with a variety of different car brands! Whether you're looking to purchase a new or used vehicle, **EXCELLENT SERVICE** is what you've come to the right dealership in addition to Alexandria, VA, we also serve surrounding communities of Washington DC, Springfield, Falls Church, Arlington Virginia and Manassas, Maryland.

Call now to get a free price quote or schedule service! (703) 563-9610



Sheehy Honda
7434 Richmond Hwy. Alexandria, VA 22306

New: 888-563-5615
Pre-Owned: 888-563-5615
Service: 888-767-3149
Parts: 888-851-7202

Home | About Us | Contact Us | My Account | My Cart | My Orders | My History | My Profile | My Settings



Sheehy Auto Parts



Home | Log In | Your Account | Catalogs | Auctions | Shopping Cart | Order Status | Policies | Contact us

OEM Automotive Parts

Search by Category

Year:

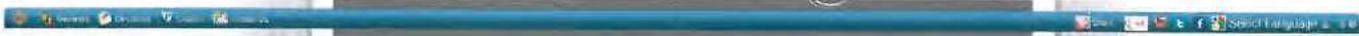
Make:

Model:

Search by Part Number

Multi part number supported





Interested in Lexus Parts and Accessories?
[Click Here](#)

ALL PRICING REFLECTS OUR INTERNET DISCOUNT!!

TradeNOW **RIGHTS TO USE**

Copyright 2012 TradeNOW



NAVIGATION	Home	Inventory	Sales	Finance	Lexus and Parts	Specials	Equipment	About Us			
DEPARTMENTS	Accessories	Express Lane	Finance	Floor	Internal	Rent	Parts	Sales	Service	Special Finance	Used
HONDA	Honda Cars	Honda Trucks	Honda SUV	Honda Vans	Honda Accord	Honda Civic	Honda CRUZE	Honda CRZ	Honda Fit	Honda Insight	Honda Ridgeline
	Honda LEX	Honda Pilot	Honda Odyssey								





Sheehy Lexus



Parts and Accessories Online

[Home](#) [Log In](#) [Your Account](#) [Catalogs](#) [Auctions](#) [Shopping Cart](#) [Order Status](#) [Contact Us](#) [Policies](#)

Got Accessories?
You online Catalog for all your Accessory needs!
[Click here to view and buy](#)

Save BIG with Us...
We'll ship anywhere in the world at the best price!
[Call Us](#)

See our Special Deals
We post new specials every week. Since we buy in huge bulk, you get great deals!
[Click Here to view Specials](#)

GM Automotive Parts

Search by Category
Year:
Make:
Model: [Search](#)

Search by Part Number
 [Search](#)
Multi part number search

Lexus Catalog



[Learn More About Our Catalog](#) [Shop!](#)

[Lexus Auctions On](#)



Replacement Performance PARTS
Complete Online Parts Catalog System
We will Meet or Beat Any Price!



LEXUS ACCESSORIES CATALOG
Select

Shop For Parts & Accessories Online

Accepting these merchant cards



Shethy Lexus Parts • 410-641-2593 •

TradeMOTION 

Copyright © 2015 TradeMotion

The screenshot shows the homepage of the Sheehy Lexus of Annapolis website. At the top, the Lexus logo is on the left, and the location "SHEEHY LEXUS OF ANNAPOLIS" is centered, with phone numbers for Annapolis (410) 407-8152 and Poolesville (301) 407-8152. A navigation menu includes Home, New Models, Pre-Owned, Service, Parts, Financing, Specials, About Us, and Contact. The main banner features three Lexus cars with the headline "AN ENTIRELY NEW PURSUIT" and "Introducing the New 2013 LS Line". Below the banner is a "Quick Links" section with buttons for Purchase Inquiry, Research New Models, Search Pre-Owned, Build Your Lexus, Schedule Service, Order Parts, Personalize Your Lexus, and View Accessories. A "Search Inventory" section has radio buttons for "In-Stock" and "Credit/Lease" and a search box containing "Lexus". An "Internet Specials" section is partially visible at the bottom right.

All Models

REGION

73

22

Continued PERFORMANCE Sales Event

UP TO \$2,000 OWNER LOYALTY*



LEXUS

CLICK HERE TO LEARN MORE

Welcome to Shedy Lexus of Annapolis Online. One of the Friendliest Lexus Dealers in MD!

Shedy Lexus of Annapolis is proud to provide the finest Lexus vehicles in the region. Our mission is to provide the highest level of customer service and the latest technology and features. We are committed to providing you with the best possible experience. We are proud to be a member of the Lexus network and to provide you with the best possible experience. We are proud to be a member of the Lexus network and to provide you with the best possible experience.

New and Used Lexus Cars for Sale in Annapolis, MD

New and used Lexus cars for sale in Annapolis, MD. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD.

Find Us: Shedy Lexus of Annapolis Service Center for the Best Lexus Service in Annapolis and a Great Selection of Lexus Parts

Find us at Shedy Lexus of Annapolis Service Center for the best Lexus service in Annapolis and a great selection of Lexus parts. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD.

Exciting! Get a Car in Annapolis

Exciting! Get a car in Annapolis. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD. We have a wide selection of new and used Lexus cars for sale in Annapolis, MD.

Fill in the fields below to receive our email newsletter.

Email Address:

First Name:

Last Name:

Phone Number:

Submit

Blue Book Get Today's Trade-In Values

BBB ACCREDITED BUSINESS
Click for Review

2013 DEALER OF THE YEAR
13,905+ Reviews

Home **24** **Inventory** **2,143**

Atlanta Office of Appearance
1211 Ferguson Road
Marietta, GA 30067
Call Now (770) 427-9117
[View All Dealers](#)

New Models
2013 Chevrolet
2013 Ford
2013 Honda
2013 Hyundai
2013 Jeep
2013 Kia
2013 Lincoln
2013 Mercedes-Benz
2013 Nissan
2013 Ram
2013 Toyota
2013 Volkswagen

Pre-Owned
2012 Chevrolet
2012 Ford
2012 Honda
2012 Hyundai
2012 Jeep
2012 Kia
2012 Lincoln
2012 Mercedes-Benz
2012 Nissan
2012 Ram
2012 Toyota
2012 Volkswagen

Service
Oil Change
Tire Rotation
Brake Service
Wash & Wax
Air Filter
Cabin Air Filter
Wiper Blades
Fluids

Parts
Auto Parts
Tires
Oil & Filters
Brakes
Wipers
Cabin Air Filter
Wiper Blades
Fluids

Financing
Leasing
Finance
Trade-In
Cash

Specials
New Vehicle Specials
Trade-In Specials
Financing Specials
Cash Specials

About Us
Our Dealership
Service Manager
Customer Service
Our Area of Service
Awards and Accolades
Contact Us
Hours of Operation
Map & Directions
FAQ
Feedback Form
Privacy Policy
Terms of Service
Sitemap

Expens

Home | Back to Top

© 2013 Sherwin-Williams. All rights reserved. Sherwin-Williams is a registered trademark of Sherwin-Williams. All other trademarks are the property of their respective owners.

HONDA

The Power of Dreams



MORE TOP SAFETY PICK+ WINNERS THAN ANY OTHER CAR MANUFACTURER



2013 Honda Civic Sedan and 2013 Honda Accord Sedan are the only cars to earn the Top Safety Pick+ award from NHTSA.



PRODUCTS

- Honda Cars: Civic, Accord, CR-V, Acura Integra
- Honda Trucks: Civic, Accord, CR-V, Acura Integra
- Honda SUVs: CR-V, Acura MDX
- Honda Trucks: Civic, Accord, CR-V, Acura Integra

REALLY BIG SPRING EVENT

Save up to \$1,000 on 2013 Honda Civic and Accord. Limited time offer. See dealer for details.

ASIMO

Meet ASIMO, Honda's humanoid robot.

NEWS & NEWS

- 2014 Honda Civic Sedan Detail and Interior Features
- 2013 Honda Civic Sedan and Accord Sedan Address Top Safety Pick+ Rating in the Safety Rating
- Honda CR-V and Accord: The Best Cars for Families

DEALER

- Dealership

SERVICES

- Service



eStore
PARTS AND ACCESSORIES



Honda Genuine Accessories



Welcome to eStore
Ace American Honda Motor Co., Inc.

If you're looking to accessorize a new Honda or need replacement parts for an older model, you've come to the right place! Here at eStore you can shop for Genuine Honda Parts and Accessories directly from your local dealer.

* For Honda's 2013 models only. ** Availability may vary. *** See dealer for details. **** See dealer for details. ***** See dealer for details.

You can choose one of the options below to begin your shopping session.

Shop for Honda Genuine Accessories

Shop for Honda Genuine Parts

Order an update for your DVD Navigation System (Get the latest maps, nation-wide rural coverage, and points of interest for your next weekend.)

Top selling Accessories

2012 Honda Accord

[View Details](#)

2013 Honda Odyssey

[View Details](#)

2013 Honda Fit

[View Details](#)

[Facebook](#) [Twitter](#)

© 2013 American Honda Motor Co., Inc.

[Home](#) [Contact Us](#) [Privacy Policy](#) [Terms & Conditions](#)

MOABINDUSTRIES.COM

The screenshot shows the MOAB Industries website. At the top, there is a navigation menu with links for Home, About, Products, Services, and Contact. On the left side, there is a sidebar with the heading "Let us be your choice for all your off-road vehicle needs" and four images of different off-road vehicles. The main content area features the heading "MOAB Industries" and a paragraph of text. A prominent red button with the text "CALL NOW!" is visible in the upper right of the main content area. Below the main content, there is a section titled "Ford-Mustang Deals" with a sub-heading "Get special Deals on a Ford Mustang at Your Official Dealer Now!" and a right-pointing arrow.

Ford-Mustang Deals

Get special Deals on a Ford Mustang at Your Official Dealer Now!

Advertisement

JK-FORUM.COM

Home | Search | New? | Gallery | Groups

Industry | Sales | 710 | Cams | Connect | Highways | Database

Home | Jeep JK Mods | 4x4 | Jeep Industry

PERFORMANCE ACCESSORIES

- Premium Lift Systems
- Leveling Kits • Body Lifts
- Sap Guards • Shackles



Join | Post | Search | Register

Thread: Moab Industries

10 posts | 10 replies | 10 views

by **not_2100**

Moab Industries

Several years ago I was in Moab, Utah and I saw a Jeep with a lift kit. I was curious about it and I saw a sign that said "Moab Industries". I was looking at it and I saw the sign that said "Moab Industries".

WITH ATTENTION TO EVEN THE

04/02/2013 03:56 PM

4x4 Forum



There is a guy that has been by name who goes around the country with a 4x4 truck... (text is mostly illegible)

04/02/2013 03:56 PM

4x4 Forum

www.northridge4x4.com

04/02/2013 03:56 PM

4x4 Forum

4x4 Forum



Home

My Account

Pending Homeowners

You may not post in this forum.
You may not post attachments.
You may not edit your posts.

BB Code is On
Smilies are On
[IMG] tags are On
[VIDEO] tags are On
HTML is Off
Trackbacks are On

Post your ad on
Bilbao's car forum

Forum Rules



Advertiser Contact: B. Friedman - 415-963-1400 - b.friedman@jeep.com

Search

Advertisement: 4x4 Jeep Wrangler
Jeep Wrangler 4x4 Sport
Jeep Wrangler 4x4 Sport
Jeep Wrangler 4x4 Sport
Jeep Wrangler 4x4 Sport

Jeep

VEHICLES 2013 4x4 4x4 4x4 4x4 4x4



MOAB

WRANGLER UNLIMITED

A PERFECT COMBINATION OF CAPABILITY AND COMFORT

36,495

FINANCE & PRICE



LEARN MORE

BRIGHT WHITE

PAYING HONOR TO MAJESTIC MOAB



FIND YOUR POWER WITHIN

The Wrangler Unlimited power door has you covered. The 2013 Wrangler Unlimited is a true off-road warrior. The body has a 100% steel body-in-white for strength and durability. The 2013 Wrangler Unlimited is a true off-road warrior. The body has a 100% steel body-in-white for strength and durability. The 2013 Wrangler Unlimited is a true off-road warrior. The body has a 100% steel body-in-white for strength and durability.



SPECIAL SUNRIDER™ SOFT TOP

Capable of handling the most demanding off-road conditions, the Sunrider soft top is made of heavy-duty vinyl with a built-in mesh for ventilation. It's also available in a variety of colors to match your MOAB's paint.

A REBEL WITH A REVERED NAME

It's a name that's been around for over 50 years, and it's still going strong. The MOAB is a name that's been around for over 50 years, and it's still going strong. The MOAB is a name that's been around for over 50 years, and it's still going strong.

► PURPOSE BUILT FOR STRENGTH AND ADDED CAPABILITY



DANA 44 WITH REAR LOCKER

The Dana 44 rear axle is a proven performer, and the rear locker is a must-have for off-road driving. It allows you to lock the rear axle for better traction on uneven terrain.



ROCK RAILS FOR THE RED ROCK

Rock rails are a standard feature on the MOAB, providing extra protection for the body panels and fenders. They're made of heavy-duty steel and are designed to withstand the most demanding off-road conditions.



FOUR-WHEELER FURY

The MOAB is a four-wheeler, and it's designed to handle the most demanding off-road conditions. It's a name that's been around for over 50 years, and it's still going strong.

► RUGGEDLY HANDSOME INTERIOR



The interior of the Wrangler Unlimited is designed to be both functional and comfortable. The tan leather upholstery is durable and easy to clean, making it ideal for outdoor adventures. The dashboard and steering wheel are made of high-quality materials, ensuring a long-lasting and stylish interior. The Wrangler Unlimited also features a variety of interior accessories, including floor mats, seat covers, and storage bins, to help keep your vehicle organized and protected.



The interior of the Wrangler Unlimited is designed to be both functional and comfortable. The tan leather upholstery is durable and easy to clean, making it ideal for outdoor adventures. The dashboard and steering wheel are made of high-quality materials, ensuring a long-lasting and stylish interior. The Wrangler Unlimited also features a variety of interior accessories, including floor mats, seat covers, and storage bins, to help keep your vehicle organized and protected.



ELEVATE YOUR EXPECTATIONS



KNOW WHERE YOU ARE

Jeep's navigation system is the only one in its class that offers a 3D view of the terrain. It also features a 7-inch screen, a 6-disc in-dash CD player, and a 6-disc in-dash DVD player. The system also includes a 6-disc in-dash DVD player, a 6-disc in-dash CD player, and a 6-disc in-dash DVD player.



THUMBS UP AND EYES ON THE TRAIL

The new Jeep's 17-inch wide steering wheel is the only one in its class that features a 17-inch wide steering wheel. It also features a 17-inch wide steering wheel, a 17-inch wide steering wheel, and a 17-inch wide steering wheel.



NEW MOPAR, SLUSH MATS

The new Jeep's Mopar slush mats are the only ones in its class that feature a 17-inch wide steering wheel. They are made of a durable material that is resistant to water and dirt. They are also made of a durable material that is resistant to water and dirt.



2013 WRANGLER MOAB EDITION

MSRP \$32,995

FIND A DEALER

MSRP \$32,995



To: Chrysler Group LLC (tadmin@kiltown.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85650654 - MOAB - C0386-867968
Sent: 4/2/2013 2:24:48 PM
Sent As: ECOM101@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **4/2/2013** FOR U.S. APPLICATION SERIAL NO. 85650654

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this [link](#) or go to <http://tsdr.uspto.gov>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from **4/2/2013** (or sooner if specified in the Office action). For information regarding response time periods, see <http://www.uspto.gov/trademarks/process/status/responsetime.jsp>.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at

http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay “fees.”

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the “United States Patent and Trademark Office” in Alexandria, VA; or sent by e-mail from the domain “@uspto.gov.” For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.