

ESTTA Tracking number: **ESTTA622199**

Filing date: **08/19/2014**

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

**Petition for Cancellation**

Notice is hereby given that the following parties request to cancel indicated registration.

**Petitioner Information**

Name	Hansonopoly, Inc.		
Entity	Corporation	Citizenship	Oklahoma
Address	209 N. Main Street Tulsa, OK 74103 UNITED STATES		

Name	Hanson Brothers Beer, LLC		
Entity	Limited Liability Company	Citizenship	Oklahoma
Address	209 N. Main Street Tulsa, OK 74103 UNITED STATES		

Attorney information	Michael Chiappetta Fross Zelnick Lehrman & Zissu, PC 866 United Nations Plaza New York, NY 10502 UNITED STATES mc@fzlz.com Phone:2019364901		
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**Registration Subject to Cancellation**

Registration No	4571243	Registration date	07/22/2014
Registrant	Hanson Spirits, LLC 669 Bridgeway Sausalito, CA 94965 UNITED STATES		

**Goods/Services Subject to Cancellation**

Class 033. First Use: 2013/08/08 First Use In Commerce: 2013/11/15 All goods and services in the class are cancelled, namely: Vodka
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**Grounds for Cancellation**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

**Marks Cited by Petitioner as Basis for Cancellation**

U.S. Registration No.	2147447	Application Date	01/27/1997
Registration Date	03/31/1998	Foreign Priority	NONE

		Date	
Word Mark	HANSON		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1994/08/05 First Use In Commerce: 1994/08/05 entertainment services in the nature of a musical group		

U.S. Registration No.	2235850	Application Date	02/02/1998
Registration Date	03/30/1999	Foreign Priority Date	NONE
Word Mark	HANSON		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1997/05/06 First Use In Commerce: 1997/05/06 [ musical sound recordings, namely, phono records, albums, cassette tapes, digital audio tapes, and ] compact discs featuring music		

U.S. Registration No.	2304636	Application Date	10/06/1997
Registration Date	12/28/1999	Foreign Priority Date	NONE
Word Mark	HANSON		
Design Mark	<b>HANSON</b>		
Description of Mark	NONE		
Goods/Services	Class 006. First use: First Use: 1998/04/17 First Use In Commerce: 1998/04/17 Key chains made of metal, key rings made of metal, and key fobs made of metal		

U.S. Registration No.	2341727	Application Date	10/06/1997
Registration Date	04/11/2000	Foreign Priority Date	NONE
Word Mark	HANSON		
Design Mark	<b>HANSON</b>		

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1997/09/30 First Use In Commerce: 1997/09/30 [ Clothing, namely, jackets, ] jerseys,[ sweaters, ] sweat shirts, T-shirts, [tank tops, ] sport shirts [, polo shirts, oxford shirts, baseball caps, snow caps, hats, bandannas, socks, belts, and sleep wear ]

U.S. Registration No.	2364950	Application Date	10/06/1997
Registration Date	07/04/2000	Foreign Priority Date	NONE

Word Mark	HANSON		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 016. First use: First Use: 1997/08/31 First Use In Commerce: 1997/08/31 POSTERS, [ CONCERT SOUVENIR PROGRAMS,] DECORATIVE STICKERS [ AND CALENDARS]

U.S. Registration No.	2505712	Application Date	10/06/1997
Registration Date	11/13/2001	Foreign Priority Date	NONE

Word Mark	HANSON		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1998/04/17 First Use In Commerce: 1998/04/17 Entertainment services in the nature of a fan club		

U.S. Application No.	85957686	Application Date	06/12/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	HANSON BROTHERS		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2011/12/00 First Use In Commerce: 2013/05/20 Beer

Attachments	75369085#TMSN.png( bytes ) 75368410#TMSN.png( bytes ) 75369096#TMSN.png( bytes ) 85957686#TMSN.png( bytes ) Petition for Cancellation (F1511095x96B9E).pdf(1373161 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Michael Chiappetta/
Name	Michael Chiappetta
Date	08/19/2014

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

Petitioner's Ref: HBRO 1405992

In the matter of Registration No. 4,571,243  
Registered on July 22, 2014  
Mark: HANSON OF SONOMA (Stylized)

-----X	
HANSON BROTHERS BEER, LLC	:
and HANSONOPOLY, INC.	:
	:
Petitioner,	:
	:
- against -	:
	:
HANSON SPIRITS, LLC	:
	:
Respondent.	:
	:
-----X	

PETITION FOR CANCELLATION

Petitioners Hanson Brothers Beer, LLC and Hansonopoly, Inc., both companies organized under the laws of the Oklahoma with a principal place of business at 209 N. Main Street, Tulsa, Oklahoma 74103, believe that they would be damaged by the continued registration of Registration No. 4,571,243 for the mark HANSON OF SONOMA (Stylized) in connection with “vodka,” and hereby petitions to cancel the same. As grounds for its opposition, Petitioner, by its attorneys Fross Zelnick Lehrman & Zissu, P.C., alleges as follows:

1. Taylor, Isaac and Zac Hanson, the three brothers that comprise the world-renowned, recording and performing group HANSON, are the founders and owners of Petitioners. Both Petitioners are under the common ownership and control of the HANSON brothers and thus, shall be referred to collectively herein as “Petitioners.”

2. The group HANSON was nothing short of a phenomenon in the United States in the mid and late 1990's, garnering three Grammy Award nominations for Record of the Year, Best New Artist and Best Performance by a Duo or Group with Vocal. The band went on to record and release internationally, with eight Top 40 albums in the United States, performances in hundreds of concerts in stadiums, arenas and theaters throughout the United States, and sales of millions of dollars of HANSON-branded merchandise in the United States. HANSON has been featured in countless television, radio, print media and social media postings and interviews, and is the subject of an authorized biography that reached No. 9 on the New York Times Best Sellers list as well as numerous unauthorized biographies and several nationally broadcast documentaries. The band's success has extended worldwide, with more than 16 million record sales worldwide and successful tours in countries on 5 continents, including the United States, the United Kingdom, Canada, France, Germany, Australia, Sweden, Brazil, Argentina, Mexico and Japan. Moreover, the band's success in the United States endures today, with their 2013 album *Anthem* reaching #22 on the US Billboard 200, and continued concert sell-outs across the country.

3. On November 30, 2011, Petitioners announced their plan to produce a beer product under their famous HANSON brand, which announcement received substantial and widespread media coverage, including in *Billboard*, *Rolling Stone*, *Huffington Post* and *The New York Daily News*. The launch was scheduled for 2013, the band's 21<sup>st</sup> year together. In the months leading up to the launch of the product, the HANSON brothers made numerous appearances on television and radio and in print (e.g., newspapers, blogs) promoting the impending launch.

4. In May 2013, Petitioners launched the first HANSON BROTHERS brand beer (a pale ale with the moniker Mmmhops -- a play on the band's successful song "Mmmhops") in Los Angeles, California in conjunction with the movie premier for *The Hangover Part III*. The launch was covered both nationally and internationally with comprehensive coverage on TV, radio, print and online press and in the social media, including in *People*, *CBS News*, *Bloomberg BusinessWeek*, *Time*, *Newsweek*, *USA Today*, *The New York Times*, *The Washington Post*, *Rolling Stone*, *The Los Angeles Times*, *The Huffington Post*, *The Chicago Sun-Times* and *Food & Wine*.

5. Petitioners' HANSON BROTHERS beer, which prominently features the HANSON BROTHERS mark on the packaging and bottle labels, has been available for sale in stores throughout Oklahoma, as well as in Missouri, Illinois, Florida and Kansas. The beer is also available for purchase and has been sold in states nationwide via the Internet, a fact that was widely publicized, including on the *Time* magazine website, on HANSON's website, and via Twitter, Facebook and other social media platforms.

6. As a result of the enormous, long-standing success of the HANSON brothers and their musical group, and the extensive use of the HANSON brand in connection with a wide range of entertainment-related goods and services, the HANSON trademark has become famous. As such, when consumers encounter the names HANSON or the HANSON BROTHERS used in connection with entertainment-related goods or services, they think of Petitioners. Now, given the extensive promotion and success of HANSON BROTHERS beer, consumers associate the mark HANSON BROTHERS as used in connection with beer products, with Petitioners.

7. Petitioners are the owners of numerous federal registrations for the HANSON mark, including the following:

Mark	Reg. No.	Reg. Date	Goods / Services
HANSON	2,147,447	Mar. 31, 1998	Entertainment services in the nature of a musical group
HANSON	2,235,850	Mar. 30, 1999	Compact discs featuring music
HANSON	2,304,636	Dec. 28, 1999	Key chains made of metal, key rings made of metal, and key fobs made of metal
HANSON	2,341,727	Apr. 11, 2000	Jerseys, sweat shirts, T-shirts
HANSON	2,364,950	Jul. 4, 2000	Posters, decorative stickers
HANSON	2,505,712	Nov. 13, 2001	Entertainment services in the nature of a fan club

(the “HANSON Registrations”). The HANSON Registrations are incontestable pursuant to 15 U.S.C. § 1065. Printouts of USPTO records reflecting the foregoing HANSON Registrations are annexed hereto as Exhibit A and made of record.

8. Petitioners also own Application Serial No. 85-957,686 to register the mark HANSON BROTHERS in connection with “beer” in International Class 32, which application was filed on June 12, 2013 asserting first use in December 2011 and first use in commerce on May 20, 2013. Application Serial No. 85-957,686 was published for opposition on March 11, 2014. A printout of the USPTO record reflecting Application Serial No. 85-957,686 is annexed hereto as Exhibit B and made of record.

9. On October 24, 2013, after Petitioner filed Application Serial No. 85-957,686 and after Petitioner commenced use of the HANSON BROTHERS mark in connection with beer, Respondent filed an application to register HANSON OF SONOMA (Stylized) (disclaiming the term SONOMA) (“Respondent’s Mark”) for vodka, which application was the basis for Registration No. 4,571,243 (“Respondent’s Registration”). Respondent’s Registration issued on July 22, 2014, and asserts that Respondent’s Mark was first used in in commerce on November 15, 2013, after Petitioner filed Application Serial No. 85-957,686, after Petitioner commenced

use of the HANSON BROTHERS mark in connection with beer, and well after Petitioner's HANSON mark had achieved nationwide recognition and fame in the United States. Therefore, Petitioner has priority.

10. As of Respondent's filing of its application to register Respondent's Mark on October 24, 2013, Respondent was on constructive notice of the HANSON Registrations and of Petitioner's previously filed Application Serial No. 85-957,686 to register the mark HANSON BROTHERS in connection with "beer." Further, on information and belief, Respondent was on actual notice of Petitioner's use of and rights in the HANSON mark given the fame of the HANSON mark in the United States.

FIRST CLAIM FOR RELIEF – LIKELIHOOD  
OF CONFUSION UNDER 15 U.S.C. § 1052(d)

11. Petitioners repeat and reallege all claims set forth in Paragraphs 1 through 10 as if fully set forth herein.

12. Respondent's Mark includes in its entirety Petitioners' HANSON mark, and includes the dominant portion of Petitioners' HANSON BROTHERS mark, making Respondent's Mark highly similar in sound, appearance and commercial impression to Petitioners' HANSON and HANSON BROTHERS marks (collectively herein, the "HANSON Marks"). The addition of "OF SONOMA" does not create a sufficiently distinguishable mark – indeed, Respondent disclaims the term SONOMA in Respondent's Registration and the term HANSON, like in Petitioners' mark, is the dominant component of Respondent's Mark.

13. Respondent's Mark is used in connection with goods that are closely related to the goods in connection with which Petitioners use their HANSON BROTHERS mark. Further, given the fame of Petitioners' HANSON mark, the range of goods in connection with which Petitioners have used and licensed use of the HANSON mark, and Petitioner's expansion of its

brand to include beer products well before Respondent filed its application for or commenced use of Respondent's Mark in commerce, consumers will assume Respondent's Mark as used in connection with vodka or other spirits is just another extension of Petitioners' HANSON brand.

14. Respondent's Registration is unrestricted as to consumers or channels of trade. As such, it is presumed that Respondent's products identified in Respondent's Registration will be sold to the same consumers who purchase Petitioners' HANSON BROTHERS branded beer products and will be sold through the same channels of trade as Petitioners' HANSON BROTHERS branded beer products. Further, as vodka and beer products, particularly craft beer products such as Petitioners' HANSON BROTHERS beer, are often sold in the same stores and to the same consumers, the relevant trade channels and target consumers in fact do overlap.

15. Based on the similarities of the marks and the goods, as well as the overlap in consumers and trade channels, the public is likely to associate Respondent's goods under Respondent's Mark with Petitioners or with Petitioners' products, or to believe that Respondent's goods are sponsored, endorsed or licensed by Petitioners, or that there is some relationship between Respondent and Petitioners.

16. For the above reasons, any use of Respondent's Mark by Respondent is likely to cause confusion, cause mistake or deceive the public, and cause the public to believe that the goods offered under Respondent's Mark emanate from or are otherwise sponsored by or endorsed by Petitioners in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

17. Respondent's Registration is inconsistent with Petitioners' prior rights in the HANSON Marks, their registrations for the HANSON mark and their imminent registration of the mark HANSON BROTHERS.

SECOND CLAIM FOR RELIEF - DILUTION UNDER 15 U.S.C. § 1125(c)

18. Petitioners repeat and reallege all claims set forth in Paragraphs 1 through 17 as if fully set forth herein.

19. The HANSON mark is inherently distinctive, has been used and licensed for use in commerce for more than 20 years in connection with a range of goods and services associated with the musical group HANSON. The HANSON mark is the subject of numerous incontestable federal trademark registrations. As a result, the HANSON mark is widely recognized by the public in the United States as a designation of source of Petitioners' goods and services, and is famous.

20. Respondent's Mark was adopted and the application leading to the registration at issue was filed long after Petitioners' HANSON mark became famous.

21. By virtue of the similarity between Respondent's Mark and the HANSON mark, the fame of the HANSON mark, and the exclusive association between the HANSON mark and Petitioners, continued registration of Respondent's Mark is likely to dilute Petitioners' HANSON mark by impairing the distinctiveness of Petitioners' HANSON mark in violation of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c), and would be inconsistent with Petitioners' statutory grant of exclusive rights in the HANSON mark.

WHEREFORE, Petitioners respectfully request that this petition for cancellation be sustained and that U.S. Registration No. 4,571,243 be cancelled for all of the listed goods. The Trademark Trial and Appeal Board is hereby authorized to charge the petition filing fee of \$300

to cancel Respondent's Registration to Petitioners' counsel's deposit Account Number 230825.

Dated: New York, New York  
August 19, 2014

Respectfully submitted,

FROSS ZELNICK LEHRMAN  
& ZISSU, P.C.

By: 

Michael Chiappetta

Attorneys for Petitioners  
866 United Nations Plaza  
New York, New York 10017  
(212) 813-5900

# EXHIBIT A

ADVISORY: If you experience any trouble when clicking on the direct links to published records in Notices of Publication received via email and/or that appear in TSDR (Trademark Status and Document Retrieval), you can access the individual record by either 1) copying the link from the email or Notice of Publication in TSDR and pasting it into the url address of a supported browser (IE 10.0 or later and the latest versions of FireFox, Chrome or Safari); or 2) visiting the TMOG main page at <https://tmog.uspto.gov/>, selecting the Official Gazette issue date from the list of Issues in the upper left corner and then entering the 8 digit serial number in the box labeled "Search By" and clicking on the magnifying glass icon to execute the search.

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**Mark:** HANSON

No Image exists for this case.

**US Serial Number:** 75231969

**Application Filing Date:** Jan. 27, 1997

**US Registration Number:** 2147447

**Registration Date:** Mar. 31, 1998

**Register:** Principal

**Mark Type:** Service Mark

**Status:** The registration has been renewed.

**Status Date:** Sep. 24, 2008

**Publication Date:** Jan. 06, 1998

## Mark Information

**Mark Literal Elements:** HANSON

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Acquired Distinctiveness:** In whole

**Claim:**

## Goods and Services

### Note:

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

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

**For:** entertainment services in the nature of a musical group

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Aug. 05, 1994**Use in Commerce:** Aug. 05, 1994**Basis Information (Case Level)****Filed Use:** Yes**Currently Use:** Yes**Filed ITU:** No**Currently ITU:** No**Filed 44D:** No**Currently 44D:** No**Filed 44E:** No**Currently 44E:** No**Filed 66A:** No**Currently 66A:** No**Filed No Basis:** No**Currently No Basis:** No**Current Owner(s) Information****Owner Name:** HANSONOPOLY, INC**Owner Address:** 209 N Main St.  
Tulsa, OKLAHOMA 74103  
UNITED STATES**Legal Entity Type:** CORPORATION**State or Country Where Organized:** OKLAHOMA**Attorney/Correspondence Information****Attorney of Record****Attorney Name:** SUSAN UPTON DOUGLASS**Correspondent****Correspondent:** SUSAN UPTON DOUGLASS**Name/Address:** FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017  
UNITED STATES**Phone:** (212) 813-5900**Fax:** (212) 813-59**Domestic Representative - Not Found****Prosecution History**

<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>
Sep. 24, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69934
Sep. 24, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 24, 2008	ASSIGNED TO PARALEGAL	69934

Sep. 19, 2008	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2008	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
May 16, 2007	CASE FILE IN TICRS	
May 14, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 02, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Dec. 09, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 31, 1998	REGISTERED-PRINCIPAL REGISTER	
Jan. 06, 1998	PUBLISHED FOR OPPOSITION	
Dec. 05, 1997	NOTICE OF PUBLICATION	
Nov. 06, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 03, 1997	NON-FINAL ACTION MAILED	
Jun. 27, 1997	ASSIGNED TO EXAMINER	63031

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Mar. 31, 2008

## TM Staff and Location Information

**TM Staff Information - None**

### File Location

**Current Location:** POST REGISTRATION

**Date in Location:** Sep. 24, 2008

**Assignment Abstract Of Title Information - Click to Load**

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**Mark:** HANSON

No Image exists for this case.

**US Serial Number:** 75426873

**Application Filing Date:** Feb. 02, 1999

**US Registration Number:** 2235850

**Registration Date:** Mar. 30, 1999

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Oct. 02, 2009

**Publication Date:** Jan. 05, 1999

## Mark Information

**Mark Literal Elements:** HANSON

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Acquired Distinctiveness:** In whole

**Claim:**

## Related Properties Information

**Claimed Ownership of US 2147447**

**Registrations:**

## Goods and Services

### Note:

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

- Brackets [.] indicate deleted goods/services;

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

**For:** [musical sound recordings, namely, phono records, albums, cassette tapes, digital audio tapes music

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 021

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May06, 1997

**Use in Commerce:** May06, 1997

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** HANSONOPOLY, INC.

**Owner Address:** 209 N Main St.  
Tulsa, OKLAHOMA 74103  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OKLAHOMA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** SUSAN UPTON DOUGLASS

### Correspondent

**Correspondent Name/Address:** SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017  
UNITED STATES

**Phone:** (212) 813-5900

**Fax:** (212) 813-59

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Oct. 02, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67603
Oct. 02, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 29, 2009	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2008	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 13, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 13, 2005	ASSIGNED TO PARALEGAL	67603
Sep. 19, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 19, 2005	PAPER RECEIVED	
Dec. 09, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 30, 1999	REGISTERED-PRINCIPAL REGISTER	
Jan. 05, 1999	PUBLISHED FOR OPPOSITION	
Dec. 04, 1998	NOTICE OF PUBLICATION	
Oct. 26, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 1998	EXAMINER'S AMENDMENT MAILED	
Oct. 13, 1998	ASSIGNED TO EXAMINER	73709
Oct. 06, 1998	ASSIGNED TO EXAMINER	75569
Apr. 15, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 15, 1998	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Mar. 30, 2009

## TM Staff and Location Information

**TM Staff Information - None**

### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Oct. 02, 2009

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

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**Mark:** HANSON

**HANSON**

**US Serial Number:** 75368410

**Application Filing Date:** Oct. 06, 1997

**US Registration Number:** 2341727

**Registration Date:** Apr. 11, 2000

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Apr. 07, 2010

**Publication Date:** Jan. 12, 1999

**Notice of Allowance Date:** Apr. 06, 1999

## Mark Information

**Mark Literal Elements:** HANSON

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Acquired Distinctiveness:** In whole

**Claim:**

## Related Properties Information

**Claimed Ownership of US** [2147447](#), [2235850](#), [2238683](#)

**Registrations:**

## Goods and Services

### Note:

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

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

**For:** [ Clothing, namely, jackets, ] jerseys, [ sweaters, ] sweat shirts, T-shirts, [ tank tops, ] sport shirts caps, snow caps, hats, bandannas, socks, belts, and sleep wear ]

**International Class(es):** 025 - Primary Class

**U.S Class(es):** 022, 039

**Class Status:** ACTIVE

**Basis:** Basis Not Found

**First Use:** Sep. 30, 1997

**Use in Commerce:** Sep. 30, 1997

### Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

### Current Owner(s) Information

**Owner Name:** Hansonopoly, Inc.

**Owner Address:** 209 N Main St.  
Tulsa, OKLAHOMA 74103  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OKLAHOMA

### Attorney/Correspondence Information

#### Attorney of Record

**Attorney Name:** SUSAN UPTON DOUGLASS

**Docket Number:** HPOL 04013

**Attorney Primary Email Address:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Attorney Email Authorized:** Yes

#### Correspondent

**Correspondent Name/Address:** SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017  
UNITED STATES

**Phone:** 212-813-5900

**Fax:** 212-813-5900

**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Correspondent e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Apr. 07, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Apr. 07, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 06, 2010	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2008	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 12, 2006	CASE FILE IN TICRS	
Nov. 06, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
Oct. 13, 2005	ASSIGNED TO PARALEGAL	68335
Sep. 19, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 19, 2005	PAPER RECEIVED	
Dec. 09, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 26, 2001	CERTIFICATE OF CORRECTION ISSUED	
Mar. 28, 2001	SEC 7 REQUEST FILED	
Apr. 11, 2000	REGISTERED-PRINCIPAL REGISTER	
Dec. 17, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 03, 1999	ASSIGNED TO EXAMINER	75592
Nov. 08, 1999	ASSIGNED TO EXAMINER	73709
Nov. 03, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Nov. 03, 1999	EXTENSION 1 GRANTED	
Oct. 06, 1999	USE AMENDMENT FILED	
Oct. 06, 1999	EXTENSION 1 FILED	
Apr. 06, 1999	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 12, 1999	PUBLISHED FOR OPPOSITION	
Dec. 11, 1998	NOTICE OF PUBLICATION	
Oct. 30, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 18, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 22, 1998	NON-FINAL ACTION MAILED	
Mar. 20, 1998	ASSIGNED TO EXAMINER	73709

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Apr. 11, 2010

**Change in Registration:** Yes

**Correction made to Registration:** In the statement, Column 1, lines 5-9, and Column 2, line 1, should be deleted, and, " Jerseys, s baseball caps" should be inserted.

## TM Staff and Location Information

**TM Staff Information - None**

### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 07, 2010

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**Mark:** HANSON

**HANSON**

**US Serial Number:** 75369085

**Application Filing Date:** Oct. 06, 1997

**US Registration Number:** 2304636

**Registration Date:** Dec. 28, 1998

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Sep. 29, 2009

**Publication Date:** Dec. 29, 1998

**Notice of Allowance Date:** Mar. 23, 1998

## Mark Information

**Mark Literal Elements:** HANSON

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Acquired Distinctiveness** In whole  
**Claim:**

## Related Properties Information

**Claimed Ownership of US** [2147447](#)  
**Registrations:**

## Goods and Services

### Note:

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

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

**For:** Key chains made of metal, key rings made of metal, and key fobs made of metal

**International Class(es):** 006 - Primary Class**U.S Class(es):** 002, 012, 01:**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Apr. 17, 1998**Use in Commerce:** Apr. 17, 1998**Basis Information (Case Level)****Filed Use:** No**Currently Use:** Yes**Filed ITU:** Yes**Currently ITU:** No**Filed 44D:** No**Currently 44D:** No**Filed 44E:** No**Currently 44E:** No**Filed 66A:** No**Currently 66A:** No**Filed No Basis:** No**Currently No Basis:** No**Current Owner(s) Information****Owner Name:** Hansonopoly, Inc.**Owner Address:** 209 N Main St.  
Tulsa, OKLAHOMA 74103  
UNITED STATES**Legal Entity Type:** CORPORATION**State or Country Where Organized:** OKLAHOMA**Attorney/Correspondence Information****Attorney of Record****Attorney Name:** SUSAN UPTON DOUGLASS**Docket Number:** HPOL 04013**Attorney Primary Email Address:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)**Attorney Email Authorized:** Yes**Correspondent****Correspondent Name/Address:** SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017  
UNITED STATES**Phone:** 212-813-5900**Fax:** 212-813-5900**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)**Correspondent e-mail Authorized:** Yes**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Sep. 29, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69934
Sep. 29, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 25, 2009	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2008	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
May 31, 2006	CASE FILE IN TICRS	
Jan. 23, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED	69934
Jan. 20, 2006	ASSIGNED TO PARALEGAL	69934
Dec. 19, 2005	REGISTERED - SEC. 8 (6-YR) FILED	
Dec. 19, 2005	PAPER RECEIVED	
Dec. 09, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 28, 1999	REGISTERED-PRINCIPAL REGISTER	
Oct. 26, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 20, 1999	ASSIGNED TO EXAMINER	73709
Oct. 18, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Oct. 18, 1999	EXTENSION 1 GRANTED	
Sep. 23, 1999	USE AMENDMENT FILED	
Sep. 23, 1999	EXTENSION 1 FILED	
Mar. 23, 1999	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 29, 1998	PUBLISHED FOR OPPOSITION	
Nov. 27, 1998	NOTICE OF PUBLICATION	
Oct. 27, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 1998	EXAMINER'S AMENDMENT MAILED	
Jul. 10, 1998	ASSIGNED TO EXAMINER	73709
Jul. 06, 1998	ASSIGNED TO EXAMINER	73362
Apr. 03, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Renewal Date:** Dec. 28, 2009

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Sep. 29, 200

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**Mark:** HANSON

**HANSON**

**US Serial Number:** 75369096

**Application Filing Date:** Oct. 06, 1997

**US Registration Number:** 2364950

**Registration Date:** Jul. 04, 2000

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Jan. 09, 2011

**Publication Date:** May 11, 1999

**Notice of Allowance Date:** Aug. 03, 1998

## Mark Information

**Mark Literal Elements:** HANSON

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Acquired Distinctiveness:** In whole

**Claim:**

## Related Properties Information

**Claimed Ownership of US** [2147447](#)

**Registrations:**

## Goods and Services

### Note:

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

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

For: POSTERS, [ CONCERT SOUVENIR PROGRAMS,] DECORATIVE STICKERS [ AND CALENDARS

**International Class(es):** 016 - Primary Class

**U.S Class(es):** 002, 005, 02:

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 31, 1997

**Use in Commerce:** Aug. 31, 1997

### Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

### Current Owner(s) Information

**Owner Name:** HANSONOPOLY, INC.

**Owner Address:** 209 N Main St.  
Tulsa, OKLAHOMA 74103  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OKLAHOMA

### Attorney/Correspondence Information

#### Attorney of Record

**Attorney Name:** SUSAN UPTON DOUGLASS

**Attorney Primary Email Address:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Attorney Email Authorized:** Yes

#### Correspondent

**Correspondent Name/Address:** SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017  
UNITED STATES

**Phone:** (212) 813-5900

**Fax:** (212) 813-59

**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Jan. 09, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 04, 2011	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2008	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 11, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Sep. 08, 2006	ASSIGNED TO PARALEGAL	67723
Jun. 19, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jun. 19, 2006	PAPER RECEIVED	
Mar. 17, 2006	CASE FILE IN TICRS	
Dec. 09, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 04, 2000	REGISTERED-PRINCIPAL REGISTER	
Apr. 12, 2000	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 12, 2000	ASSIGNED TO EXAMINER	75592
Apr. 05, 2000	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 05, 2000	EXTENSION 1 GRANTED	
Feb. 03, 2000	USE AMENDMENT FILED	
Feb. 03, 2000	EXTENSION 1 FILED	
Aug. 03, 1999	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 11, 1999	PUBLISHED FOR OPPOSITION	
Apr. 09, 1999	NOTICE OF PUBLICATION	
Feb. 09, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 18, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 22, 1998	NON-FINAL ACTION MAILED	
Mar. 20, 1998	ASSIGNED TO EXAMINER	73709
Mar. 17, 1998	ASSIGNED TO EXAMINER	73706

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jul. 04, 2010

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Jan. 09, 2011

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**Mark:** HANSON

No Image exists for this case.

**US Serial Number:** 75369165

**Application Filing Date:** Oct. 06, 1997

**US Registration Number:** 2505712

**Registration Date:** Nov. 13, 2007

**Register:** Principal

**Mark Type:** Service Mark

**Status:** The registration has been renewed.

**Status Date:** Nov. 04, 2011

**Publication Date:** Oct. 10, 2000

**Notice of Allowance Date:** Apr. 13, 1999

## Mark Information

**Mark Literal Elements:** HANSON

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Acquired Distinctiveness** In whole  
**Claim:**

## Related Properties Information

**Claimed Ownership of US** [2147447](#), [2235850](#), [2238683](#)  
**Registrations:**

## Goods and Services

### Note:

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

- Brackets [...] indicate deleted goods/services;

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

**For:** Entertainment services in the nature of a fan club

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** Basis Not Found

**First Use:** Apr. 17, 1998

**Use in Commerce:** Apr. 17, 1998

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** Hansonopoly, Inc.

**Owner Address:** 209 N Main St.  
Tulsa, OKLAHOMA 74103  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OKLAHOMA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** SUSAN UPTON DOUGLASS

**Attorney Primary Email Address:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017  
UNITED STATES

**Phone:** (212) 813-5900

**Fax:** (212) 813-5900

**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>
Nov. 04, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Nov. 04, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	73376
Nov. 02, 2011	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2008	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 21, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	73376
May 27, 2008	ASSIGNED TO PARALEGAL	73376
May 13, 2008	TEAS SECTION 8 & 15 RECEIVED	
Jan. 11, 2007	CASE FILE IN TICRS	
Dec. 09, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 13, 2001	REGISTERED-PRINCIPAL REGISTER	
Oct. 10, 2000	PUBLISHED FOR OPPOSITION	
Sep. 08, 2000	NOTICE OF PUBLICATION	
Apr. 11, 2000	PUBLISHED FOR OPPOSITION	
Mar. 10, 2000	NOTICE OF PUBLICATION	
Dec. 03, 1999	ASSIGNED TO EXAMINER	75592
Nov. 10, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 08, 1999	ASSIGNED TO EXAMINER	73709
Nov. 05, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Nov. 05, 1999	EXTENSION 1 GRANTED	
Oct. 12, 1999	USE AMENDMENT FILED	
Oct. 12, 1999	EXTENSION 1 FILED	
Apr. 13, 1999	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 19, 1999	PUBLISHED FOR OPPOSITION	
Dec. 18, 1998	NOTICE OF PUBLICATION	
Nov. 04, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 18, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 22, 1998	NON-FINAL ACTION MAILED	
Mar. 02, 1998	ASSIGNED TO EXAMINER	73709
Feb. 27, 1998	ASSIGNED TO EXAMINER	73348

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Nov. 13, 2011

## **TM Staff and Location Information**

**TM Staff Information - None**

### **File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Nov. 04, 2011

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# **EXHIBIT B**

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**Mark:** HANSON BROTHERS

# HANSON BROTHERS

**US Serial Number:** 85957686

**Application Filing Date:** Jun. 12, 2013

**Register:** Principal

**Mark Type:** Trademark

**Status:** An opposition after publication is pending at the Trademark Trial and Appeal Board. For further information, visit the Trademark Trial and Appeal Board web page.

**Status Date:** Jul. 09, 2014

**Publication Date:** Mar. 11, 2014

## Mark Information

**Mark Literal Elements:** HANSON BROTHERS

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "BROTHERS"

**Acquired Distinctiveness:** In whole

**Claim:**

## Related Properties Information

**Claimed Ownership of US** [2147447](#), [2235850](#), [2341727](#) and others  
**Registrations:**

## Goods and Services

### Note:

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

- Brackets [...] indicate deleted goods/services;

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

**For:** Beer

**International Class(es):** 032 - Primary Class

**U.S Class(es):** 045, 046, 041

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Dec. 2011

**Use in Commerce:** May 20, 2013

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No

## Current Owner(s) Information

**Owner Name:** Hanson Brothers Beer, LLC

**Owner Address:** 209 N. Main Street  
Tulsa, OKLAHOMA 74103  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** OKLAHOMA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Susan Upton Douglass

**Docket Number:** HBRO 13064

**Attorney Primary Email:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Attorney Email Authorized:** Yes

**Address:**

### Correspondent

**Correspondent Name/Address:** SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN AND ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK, NEW YORK 10017-1822  
UNITED STATES

**Phone:** 212-813-5900

**Fax:** 212-813-5900

**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>
Jul. 09, 2014	OPPOSITION INSTITUTED NO. 999999	217284
Apr. 07, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 11, 2014	PUBLISHED FOR OPPOSITION	
Feb. 19, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 31, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Jan. 29, 2014	AMENDMENT FROM APPLICANT ENTERED	66121
Jan. 29, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	66121
Jan. 29, 2014	ASSIGNED TO LIE	66121
Jan. 17, 2014	PAPER RECEIVED	
Jan. 19, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 19, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 19, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 19, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 19, 2014	EXAMINERS AMENDMENT -WRITTEN	82430
Jan. 19, 2014	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Jan. 19, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 10, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 10, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 10, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 25, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 25, 2013	NON-FINAL ACTION E-MAILED	6325
Sep. 25, 2013	NON-FINAL ACTION WRITTEN	82430
Sep. 23, 2013	ASSIGNED TO EXAMINER	82430
Jun. 20, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 15, 2013	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information**

TM Attorney: LATTUCA, FRANK J

Law Office Assigned: LAW OFFICE

**File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 31, 2014

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**Proceedings - Click to Load**

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CERTIFICATE OF SERVICE

I hereby certify that on this 19<sup>th</sup> day of August, 2014, a copy of the foregoing was served by prepaid, first-class mail and e-mail upon the Registrant of record at the following address:

Hanson Spirits, LLC  
669 Bridgeway  
Sausalito, California 94965

A copy also has been served upon Respondent's Attorney / Correspondent of record at the following address:

Sophie Cohen, Esq.  
Cobalt LLP  
918 Parker Street, Suite A21  
Berkeley, California 94710-2596  
trademarks@cobaltlaw.com



Michael Chiappetta