

ESTTA Tracking number: **ESTTA638328**

Filing date: **11/11/2014**

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 party requests to cancel indicated registration.

### Petitioner Information

Name	Bentley Motors Limited		
Entity	Corporation	Citizenship	United Kingdom
Address	Pym's Lane Crewe, Chesire, CW13PL UNITED KINGDOM		

Attorney information	Rod S. Berman JEFFER MANGELS BUTLER & MITCHELL LLP 1900 Avenue of the Stars, Seventh Floor Los Angeles, CA 90067 UNITED STATES trademarkdocket@jmbm.com Phone:310-203-8080		
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### Registrations Subject to Cancellation

Registration No	2007286	Registration date	10/08/1996
Registrant	AUCREA, SA RUE DE LA GARE 20 LE LANDERSON, CH-2525 SWITZERLAND		

### Goods/Services Subject to Cancellation

Class 014. First Use: 1948/02/12 First Use In Commerce: 1995/05/15  
All goods and services in the class are cancelled, namely: watches, watch bands, watch chains and watchcases

### Grounds for Cancellation

Abandonment	Trademark Act section 14		
Registration No	2096184	Registration date	09/09/1997
Registrant	AUCERA SA Rue de la Gare 20 CH-2525 Le Landerson, SWITZERLAND		

### Goods/Services Subject to Cancellation

Class 014. First Use: 1996/02/01 First Use In Commerce: 1996/03/01  
All goods and services in the class are cancelled, namely: jewelry bracelets, bracelets of precious metal, diamonds, earrings, jewelry, jewelry pins, pearls, jewelry boxes of precious metal, and jewelry cases of precious metal

### Grounds for Cancellation

Abandonment		Trademark Act section 14	
Registration No	2096186	Registration date	09/09/1997
Registrant	AUCERA SA Rue de la Gare 20 CH-2525, SWITZERLAND		

### Goods/Services Subject to Cancellation

Class 016. First Use: 1996/02/01 First Use In Commerce: 1996/03/01 All goods and services in the class are cancelled, namely: ball-point pens, fountain pens, pen clips, pens, pen cases and writing ink
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### Grounds for Cancellation

Abandonment	Trademark Act section 14
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Related Proceedings	92056289 92060327
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Attachments	Petition for Cancellation.pdf(10391 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	/s/ ROD S. BERMAN
Name	Rod S. Berman
Date	11/11/2014

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

BENTLEY MOTORS LIMITED,

Petitioner,

v.

AUCERA SA,

Respondent.

Cancellation No. \_\_\_\_\_

Registration Nos.: 2007286, 2096184,  
2096186

Mark: BENTLEY

Atty. Ref. No.: 58389-9026

**PETITION FOR CANCELLATION**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Bentley Motors Limited ("Bentley"), a United Kingdom corporation having a mailing address located at Pym's Lane, Crewe, Cheshire CW13PL, United Kingdom, believes that it is and will be damaged by the continued registration of Registration Nos. 2,007,286, 2,096,184, and 2,096,186 ("the Registrations") and owned of record by Aucera SA ("Respondent"), for the mark BENTLEY in connection with goods in International Classes 14 and 16 as identified in the Registrations, and hereby petitions for cancellation of said Registrations.

As grounds for this Petition, it is alleged that:

1. On information and belief, Respondent has discontinued use in the United States of the mark BENTLEY for the goods listed in the Registrations, with no intent to resume said use, thus abandoning the mark and rendering Registration Nos. 2,007,286, 2,096,184, and 2,096,186 cancellable.

2. Bentley is the owner of U.S. Trademark Registration No. 3998345 for BENTLEY for various goods and services including goods in Int. Classes 14 and 16.

3. Bentley is the owner of U.S. Application Serial No. 86092070 for BENTLEY for various goods including goods in Int. Classes 14 and 16.

4. WHEREFORE, Petitioner respectfully requests that this Cancellation be sustained and that Respondent's Registration Nos. 2,007,286, 2,096,184, and 2,096,186 be cancelled.

Respectfully submitted,

Dated: November 11, 2014

/s/ ROD S. BERMAN

Rod S. Berman  
JEFFER, MANGELS, BUTLER & MITCHELL LLP  
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Los Angeles, CA 90067  
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E-mail: trademarkdocket@jmbm.com  
Attorneys for Petitioner Bentley Motors Limited

CERTIFICATE OF SERVICE

I hereby certify that on **November 11, 2014**, a copy of the foregoing document is being emailed and deposited with the U.S. Postal Service, first class mail, postage prepaid, addressed to Petitioner's attorney of record and to Petitioner as follows:

James M. Slattery  
Birch Stewart Kolasch & Birch LLP  
P.O. Box 747  
Falls Church, Virginia 22040-0747

Aucera SA  
Rue de la Gare 20  
Le Landerson CH-2525  
Switzerland



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Esther Silverman