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(exceeds 300 pages)

Proceeding/Serial No: 91125615

Filed: 3-13-06

Title: University of South Carolina

v.

University of South Carolina

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Opposition No. 91125615
Univ. Southern California v.
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Applicant's
Ex. No. 374, Pg. No. 1

APPLICANT 03369

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Fan Shop: Pro/NCAA

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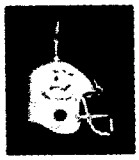

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Opposition No. 91125615
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Applicant's
Ex. No. 325, Pg. No. 2

APPLICANT 03371

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Anderson Jewelry
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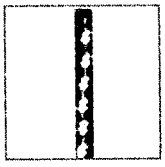

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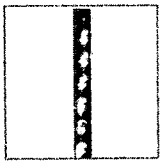

Logo Art South Caro Gamecocks Sterling Logo 7.5 Bracelet
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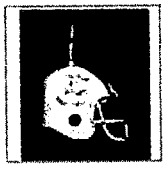
Our Price: $153.99



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Logo Art South Caro Gamecocks 10K Gold Pendant
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Our Price: $113.99

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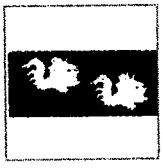

Logo Art South Caro Gamecocks 10K Gold 3/8 Post Earrings
Free Shipping
Our Price: $105.99

Logo Art South Carolina Gamecocks 10K Gold Pendant
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Anderson Jewelry South Carolina Gamecocks 10K Gold Football Pendant

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Our Price: $75.99

Anderson Jewelry South Carolina Gamecocks Arch Gold Charm

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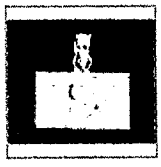
Our Price: $71.99



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Our Price: $69.99

Logo Art South Carolina Gamecocks Sterling Silver Team Font 1/4 Dangle Earrings

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Our Price: $53.99

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Logo Art South Carolina Gamecocks Sterling Silver Team Logo 3/8 Post Earrings

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Our Price: $53.99

Logo Art South Caro Gamecocks Sterling Helmet Pendant

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Our Price: $37.99

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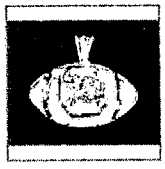

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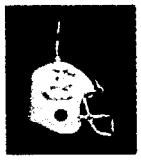

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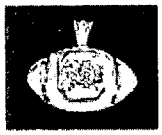

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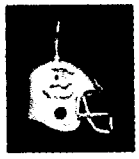

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Logo Art South Carolina Gamecocks 10K Gold Team Logo 7.5 Bracelet
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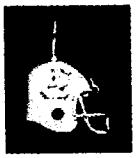
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $387.99 »buy/more info

Logo Art South Carolina Gamecocks Sterling Silver Team Logo 7.5 Bracelet
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, sterling silver design for an attractive finish.

OUR PRICE: $153.99 »buy/more info



Logo Art South Carolina Gamecocks 10K Gold Helmet Pendant
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $135.99 »buy/more info

Logo Art South Carolina Gamecocks 10K Gold Backboard Pendant
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $113.99 »buy/more info

Logo Art South Carolina Gamecocks 10K Gold Team Logo 3/8 Dangle Earrings
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $111.99 »buy/more info

Logo Art South Carolina Gamecocks 10K Gold Team Logo 3/8 Post Earrings
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $105.99 »buy/more info

Logo Art South Carolina Gamecocks 10K Gold Pendant
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $97.99 »buy/more info

Logo Art South Carolina Gamecocks 10K Gold Team Logo 1/4 Dangle Earrings
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $91.99 »buy/more info

Anderson Jewelry South Carolina Gamecocks 10K Gold Football Pendant
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and

Applicant's Ex. No. 379 Pg. No. 1
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $89.99 »buy/more info

Anderson Jewelry South Carolina Gamecocks Gold Charm
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $79.99 »buy/more info

Anderson Jewelry South Carolina Gamecocks Heart Gold Charm
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $75.99 »buy/more info

Anderson Jewelry South Carolina Gamecocks Arch Gold Charm
Free Shipping Eligible!**
Constructed using metal molds and injected plastic patterns for additional detail, this piece features a filed and polished, 10-karat yellow gold design for an attractive finish.

OUR PRICE: $71.99 »buy/more info

21 ITEMS [1] 2

*List price is for reference only. No sales may have occurred at this price. **See prodt

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Applicant's
Ex. No. 379, Pg. No. 2

Opposition No. 91125615
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	NCAA South Carolina Gamecocks Logo Tri-Fold Leather Wallet	$29.99	Buy Now
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	NCAA South Carolina Gamecocks Stained Glass Table Lamp	$129.99	Buy Now

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Opposition No. 91125615
Univ. Southern California v.
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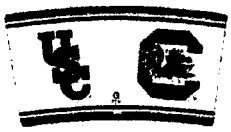
Applicant's
Ex. No. 380, Pg. No. 1

APPLICANT 03384

NASCAR 24 Jeff Gordon Waste Basket
$19.99

NCAA South Carolina Gamecocks Waste Basket $19.99 Buy Now



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Applicant's
Ex. No. 380, Pg. No. 2

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

APPLICANT 03385

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 19 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California

Peggy Belbusti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California	)	Opposition No. 91125615
	)	
Opposer,	)	Serial No. 75/358,031
	)	
vs.	)	Mark: SC (Stylized)
	)	
University of South Carolina,	)	Filed: September 16, 1997
	)	
Applicant.	)	Published: May 18, 1999
	)	

APPLICANT'S NOTICE OF RELIANCE NO. 20 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES

Pursuant to Stipulation Regarding Documents entered into between Opposer the University of Southern California ("Opposer" or "California") and Applicant, the University of South Carolina, ("Applicant" or "South Carolina") (collectively "Parties") on or about December 16, 2005, and filed with the Board on December 29, 2005, the Parties have agreed that certain documents produced in discovery in this case may be admitted into evidence by means of a Notice of Reliance. Specifically, the Parties stipulated as follows with respect to the documents identified below:

> Opposer University of Southern California ("California") and University of South Carolina ("Carolina") (collectively "Parties") agree and stipulate that for the purposes of this action, the following documents are authentic and may be admitted into evidence by means of a notice of reliance. The Parties further agree and stipulate that for the purposes of this action these documents shall be considered as business records and/or ancient documents, and the Parties waive any other hearsay objections to the documents *except* that the Parties retain the

right to object to material in such documents that constitutes hearsay with hearsay to the extent that such objections would have been otherwise available.

In accordance with TBMP §§ 704.11 and 705, documents may be made of record in an inter partes proceeding before the Board by stipulation of the parties. Attached as Exhibits 381 through 382, respectively, are true and correct copies of the following documents produced in discovery in this action and stipulated to by the Parties:

Applicant's Exhibit No.	**Bates Range**	**Description**
381	Applicant 02849	University of South Carolina Softball Poster.
382	Applicant 02850	University of South Carolina Baseball Poster.

Applicant hereby gives Notice that it will rely upon these documents. The documents are relevant in this action to demonstrate the following: (a) uses of the letters "SC" by South Carolina; (b) that the nature of the goods and services are different because they are tied to fan-related products and entertainment services; (c) that there is no overlap in channels of trade; and (d) that the conditions under which and to whom sales are made are such that it is unlikely that there would be confusion between Applicant's mark and Opposer's mark.

[SPACE INTENTIONALLY LEFT BLANK]

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: _____

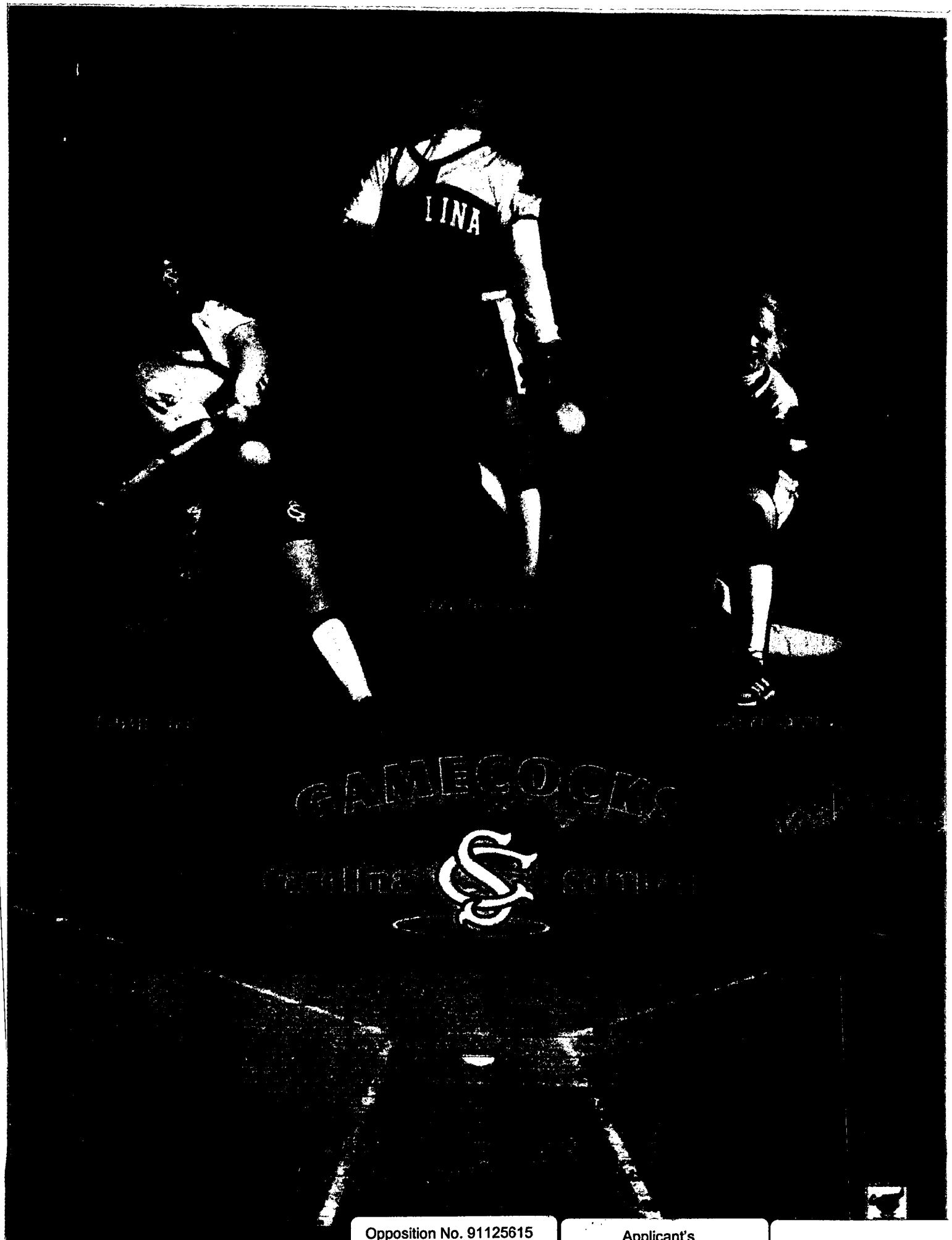
John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.

_____
Peggy S. Perbusti


LINA
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Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 382, Pg. No. 1

APPLICANT 02850

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 20 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California

Peggy Belousti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California	)	Opposition No. 91125615
	)	
Opposer,	)	Serial No. 75/358,031
	)	
vs.	)	Mark: SC (Stylized)
	)	
University of South Carolina,	)	Filed: September 16, 1997
	)	
Applicant.	)	Published: May 18, 1999
	)	

APPLICANT'S NOTICE OF RELIANCE NO. 21 RELATING TO DOCUMENTS ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES

Pursuant to Stipulation Regarding Documents entered into between Opposer the University of Southern California ("Opposer" or "California") and Applicant, the University of South Carolina, ("Applicant" or "South Carolina") (collectively "Parties") on or about December 16, 2005, and filed with the Board on December 29, 2005, the Parties have agreed that certain exhibits to discovery depositions in this case may be admitted into evidence by means of a Notice of Reliance. Specifically, the Parties stipulated as follows with respect to the documents identified below:

> Opposer University of Southern California ("California") and University of South Carolina ("Carolina") (collectively "Parties") agree and stipulate that for the purposes of this action, the following documents are authentic and may be admitted into evidence by means of a notice of reliance. The Parties further agree and stipulate that for the purposes of this action these documents shall be considered as business records and/or ancient documents, and the Parties waive any other hearsay objections to the documents *except* that the Parties retain the

right to object to material in such documents that constitutes hearsay with hearsay to the extent that such objections would have been otherwise available.

In accordance with TBMP §§ 704.11 and 705, documents may be made of record in an inter partes proceeding before the Board by stipulation of the parties. Attached as Exhibits 383 through 386, respectively, are true and correct copies of the following exhibits to discovery depositions in this action and stipulated to by the Parties:

Applicant's Exhibit No.	**Description**
383	Printout from the Trojan Bookstores' website dated 08/15/2005 (Exhibit 2 to the discovery deposition of Daniel R. Stimmler taken 08/17/2005).
384	Screenshot of the USCTrojans.com website (Exhibit 3 to the discovery deposition of Daniel R. Stimmler taken 08/17/2005).
385	California's Freshman Profile and Admission Information for 2004 – 2005 (Exhibit 22 to the 30(b)(6) discovery deposition of Elizabeth A. Kennedy taken on 08/18/2005).
386	Cease and Desist Letter dated January 3, 2005, from the University of Southern California's counsel to the University of Santa Clara's counsel regarding the University of Santa Clara's use of and application for trademarks for the letters "SC". (Exhibit 23 to the 30(b)(6) discovery deposition of Elizabeth A. Kennedy taken on 08/18/2005).

Applicant hereby gives Notice that it will rely upon these documents. The documents are relevant in this action to demonstrate (a) that the nature of the goods and services are different because they are tied to fan-related products and entertainment services; and (b) that there is no overlap in channels of trade.

[SPACE INTENTIONALLY LEFT BLANK]

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: _____

John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

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I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.

_____
Peggy S. Belousti

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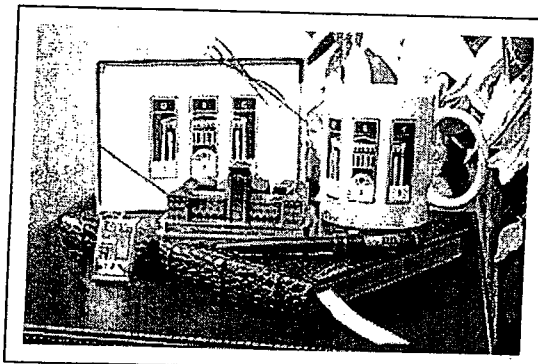

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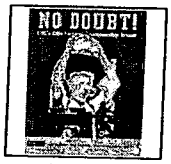

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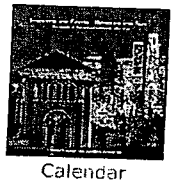
Calendar

EVENTS & INFORMATION

- 08.18 Pharmacy White Coat Ceremony (HSC)
- 08.19 "Beyond the Wall" Poster Sale (Aug 18 & 19)
- 08.26 "Beyond the Wall" Poster Sale (Aug 22 - 26)
- 08.27 20% off Scrubs & Labcoats (HSC) from July 1 - Sept 30
- 08.31 Endcap Sale (HSC) thru August 31
- 09.02 "Beyond the Wall" Poster Sale (Aug 29 - Sept 1)

ANNOUNCEMENTS

SUMMER STORE HOURS
Monday - Friday: 7:45am - 6pm
Saturday: 9am - 5pm
Sunday: 10am - 5pm

2

Deft(s)____ Plf(s)____ EXHIBIT for I.D.
LINDA A. BANKEY, CSR # 7993
Date: 8.17.05
Witness: stimmler

(2.16)

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2.1

STORE LOCATIONS AND HOURS

University Park Campus
University Bookstore
3 Childs Way
Los Angeles, CA 90089

Phone:
General Information: (213) 740-0066
Book Information: (213) 740-BOOK

Hours:
Monday - Friday: 8:00 a.m. to 6:00 p.m.
Saturday: 9:00 a.m. to 5:00 p.m.
Sunday: 10:00 a.m. to 5:00 p.m.

USC Dental Bookstore
925 West 34th Street, Room 6
Los Angeles, California 90089

Phone: (213) 740-2725
Fax: (213) 740-2728
Manager: James Borden

Hours:
Monday - Tuesday: 8:30 a.m. to 4:45 p.m.
Wednesday: 8:30 a.m. to 6:45 p.m.
Thursday - Friday: 8:30 a.m. to 4:45 p.m.
Saturday - Sunday: Closed

USC Health Science Bookstore
1969 Zonal Ave.
Los Angeles, California 90033

Phone: (323) 442-2674, toll free: (888) 571-5086
Fax: 323-442-3199
Email

HOURS:
Monday - Thursday: 8:00 a.m. to 6:00 p.m.
Friday: 8:00 a.m. to 5:00 p.m.
Saturday: 10:00 a.m. to 4:00 p.m.
Sunday: Closed

USC Collections in South Coast Plaza
3333 Bear St. #128 (near Crate & Barrel Home Store)
Costa Mesa, California 92626

Phone: (714) 444-4476

HOURS:
Monday - Friday: 10:00 a.m. to 9:00 p.m.
Saturday: 10:00 a.m. to 7:00 p.m., Sunday: 11:00 a.m. to 6:30 p.m.

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- Alumni
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  - Kids
  - Polos
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  - Shorts
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  - T Shirts
  - Women's
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ALBION Song Girl Outfit
$95.00

TT SC Coaches Hat
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Women's Cardigan
~~$68.95~~
$51.71

Applicant's
Ex. No. 383 Pg. No. 3

2.3

Opposition No. 91125615
Univ. Southern California v.
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CAP Alumni Mug
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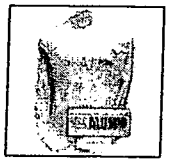
TCH Alumni Black Shot Glass
$7.45

GAME Alumni Hat
$16.95

GFS Alumni Box Tee
$18.95

GFS Alumni Crew
$49.95



GFS Alumni Long Sleeve Tee
$25.95

RA Embroidered Alumni Tee
$19.95

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Specials

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~~$68.95~~
$51.71

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Ex. No. 363, Pg. No. 4

Opposition No. 91125615
Univ. Southern California v.
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  - Sweats
  - T Shirts
  - Women's
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2004 CHAMPS TT Tail Champs Hat
$22.95

H Panel Hat
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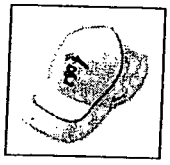
H USC Corduroy Hat
$17.95

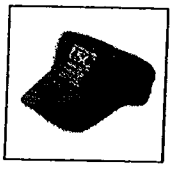
NIKE Alternate Swoosh Flex Hat
$20.00



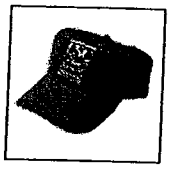
NIKE Dri-Fit Coaches Hat
$20.00

SCH GAME Cardinal Annenberg Hat
$16.95

SCH GAME Cardinal Cinema Hat
$16.95



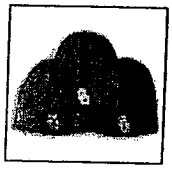
SCH GAME Cardinal Rossier Hat
$16.95



SCH GAME Cardinal Viterbi Hat
$16.95

TT Baseball Hat
$18.90

TT Basketball Hat
$18.95



TT Beanie
$15.90

TT Rim Flex Hat
$19.95

TT SC Trucker Hat
$18.95

TT Sized Baseball Hat
$17.95

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Specials

SALE AA CB Women's White Tee
~~$43.95~~
$32.96

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TT Titles Hat
$21.95

3RD Infant Hat
$7.95

AA H Hat
$18.95

GAME Alumni Hat
$16.95

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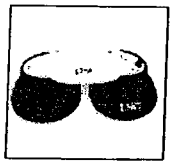
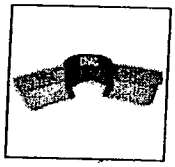


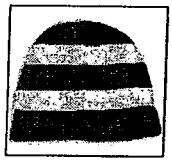
H Clip Visor
$10.95

H USC Arch Baseball Cap
$17.95

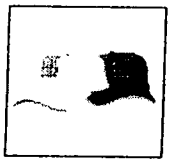
H USC Cozy Hat
$16.95



H USC Twill Visor
$16.95



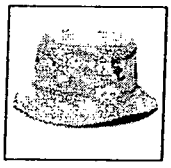
ML Striped Beanie
$15.95



MW Hat
$21.95

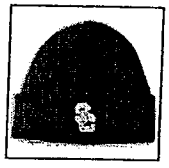
NE SC Sized Black Hat
$18.00

NE SC Sized Cardinal Hat
$18.00



TT Bucket Hat
$18.95

TT Football Hat
$18.95



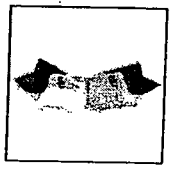
TT Infant Knit Hat
$12.95

TT Infant Terry Bucket Hat
$17.95

TT Kids SC Hat
$15.95

TT SC Coaches Hat
$18.95

TT SC Trojans Hat
$18.95



TT SC Visor
$16.95

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$32.96

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TT Sized SC Hat
$17.95

TT Stretch Baseball Hat
$19.95

TT Vintage Hat
$18.95

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TEAM TROJAN

2004 CHAMPS TT Black Back to Back Champs Hat
$22.95

2004 CHAMPS TT Cardinal Champs Crew
$41.95

2004 CHAMPS TT Cardinal Champs Hood
$49.95

2004 CHAMPS TT Cardinal Champs Zip Hood
$52.95

2004 CHAMPS TT Cardinal Undisputed Champs Tee
$21.95

2004 CHAMPS TT Tail Champs Hat
$22.95

2004 CHAMPS TT USC Basic Tee
$21.95

2004 CHAMPS TT Wmns Tee
$18.95

TT Baseball Hat
$18.90

TT Basketball Hat
$18.95

TT Golf Tee
$17.95

TT Soccer Tee
$17.00

TT Swimming Tee
$17.95

TT Track & Field Tee
$17.90

TT Volleyball Tee
$17.90

TT Waterpolo Tee
$17.95

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Specials

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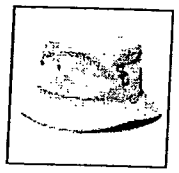
$32.96

2-9

TT Wmns Felt SC Hood
$46.95

TT Baseball Tee
$17.95

TT Basketball Tee
$17.95



TT Bucket Hat
$18.95

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  - T Shirts
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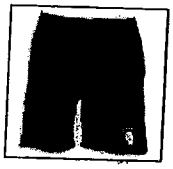
SHORTS

RA Tackle Twill Shorts
$18.95

RA USC Short
$16.95



TT Pocket Short
$27.95

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  - Jackets
  - Kids
  - Polos
  - Shirts
  - Shorts
  - Sweats
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T SHIRTS

125th GFS T-shirt
$19.95

2004 CHAMPS TT Cardinal Undisputed Champs Tee
$21.95

2004 CHAMPS TT USC Basic Tee
$21.95

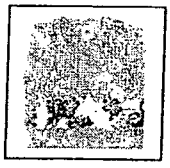
2004 CHAMPS TT Wmns Tee
$18.95

NIKE Classic Sleeveless T-shirt
$18.00

NIKE Practice T-shirt
$20.00

RA Cardinal Eco Long Sleeve Tee
$16.95

RA Charcoal Eco Tee
$13.95



RA Flower Band T-shirt
$14.95

SCH GFS Cardinal Annenberg Tee
$21.95

SCH GFS Cardinal Cinema Television Tee
$21.95

SCH GFS Cardinal College of Letters, Arts and Scienc
$21.95

SCH GFS Cardinal Law T-shirt
$21.95

SCH GFS Cardinal Rossier Tee
$21.95

SCH GFS Cardinal Viterbi Tee
$21.95

TRAVELER RA Embroidered Tee
$19.95

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Specials

SALE AA CB Women's Cardigar
~~$68.95~~
$51.71

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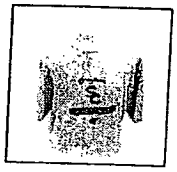
TRAVELER RA Tee
$19.95

TRAVELER RA Youth Tee
$18.95

TT Baseball T-shirt
$17.95



TT Football T-shirt
$17.95

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T SHIRTS

TT Golf Tee
$17.95

TT New Vassal T-shirt
$19.95

TT Soccer Tee
$17.00

TT Swimming Tee
$17.95

TT Track & Field Tee
$17.90

TT Volleyball Tee
$17.90

TT Waterpolo Tee
$17.95

3RD Football Jersey
#11
$29.95

3RD Girls Lycra T-shirt
$19.95

3RD Infant Football
Jersey #11
$24.95

3RD Seal Tee
$14.95

CD Wmns Vintage T-
shirt
$21.95

GFS Alumni Box Tee
$18.95

GFS Alumni Long
Sleeve Tee
$25.95

GFS Everything Tee
$18.95

H USC Seal T-shirt
$16.95

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Specials

SALE AA CB
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Tee
~~$43.95~~
$32.96

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JS Long Sleeve Tee
$26.95

MW GFS Tee
$21.95

RA Embroidered Alumni Tee
$19.95

RA Fight On T-shirt
$17.95

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  - Jackets
  - Kids
  - Polos
  - Shirts
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  - Sweats
  - **T Shirts**
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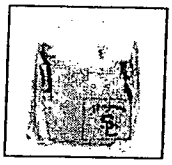
T SHIRTS

RA Yth Arch T-shirt
$13.95

RA/H USC Arch Tee
$16.95

TT Baseball Tee
$17.95

TT Basketball Tee
$17.95



TT LC Emb Long Sleeved Tee
$26.95

TT LC embroidered Short Sleeved Tee
$23.95

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Specials

SALE AA CB Harbor Half Zip
~~$76.95~~
$57.71

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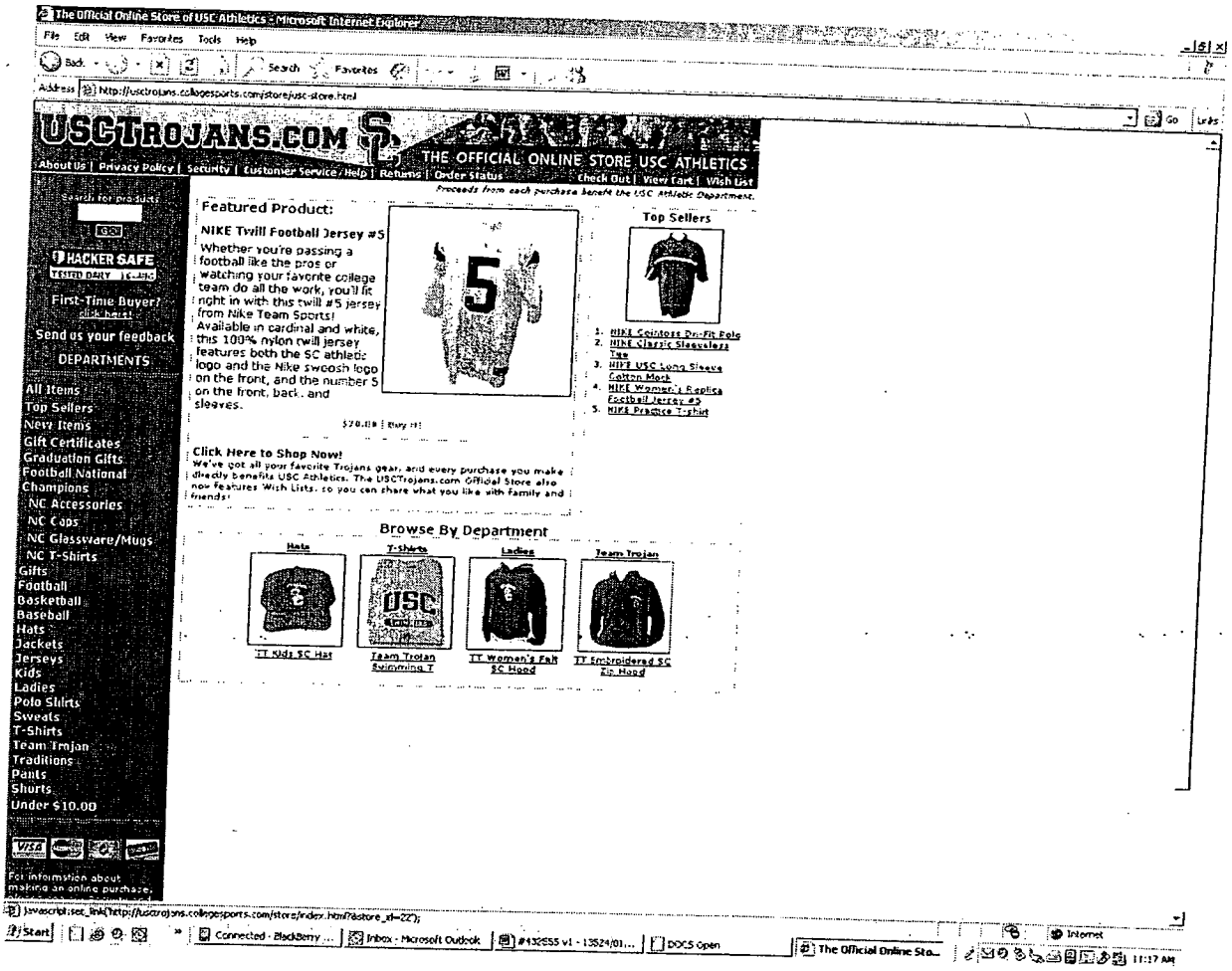

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LINDA A. BANKEY, CSR # 7993
Date: 8-17-05
Witness: stimmler

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22

Deft(s)____ Plf(s)____ EXHIBIT for I.D.
LINDA A. BANKEY, CSR # 7993
Date: 8/1/05
Witness:

University of Southern California

Freshman Profile and Admission Information 2004 - 2005

Fall 2004 Entering Freshman Class

New Freshmen	2,770
USC Trustee Scholars (full-tuition)	92
USC Presidential Scholars (half-tuition)	277
USC Dean's Scholars (quarter-tuition)	158
National Merit Scholars	179
National Hispanic Scholars	33
National Achievement Scholars	14
Scions (legacy students)	20%
First generation college goers	12%

Gender

Male	49%
Female	51%

Ethnicity

African American	7%
Latino / Hispanic	16%
Native American / Pacific Islander	1%
Asian / Asian American	18%
Caucasian	48%
International	7%
Not indicated	3%

Most Represented Public Schools

Palos Verdes Peninsula HS; Rolling Hills, CA	26
Arcadia HS; Arcadia, CA	19
Torrey Pines HS; Encinitas, CA	19
Sunny Hills HS; Fullerton, CA	15
Mira Costa HS; Manhattan Beach, CA	13
Westlake HS; Westlake Village, CA	13

Most Represented Independent Schools

Loyola HS; Los Angeles, CA	33
Iolani School; Honolulu, HI	22
Punahou School; Honolulu, HI	21
Harvard-Westlake; North Hollywood, CA	17
Damien HS; La Verne, CA	14
Milken Community HS; Los Angeles, CA	14

Top non-California Areas Represented

States	Countries
Texas	Hong Kong
Hawaii	Singapore
Washington	Canada
Arizona	India
Illinois	Japan
New York	United Kingdom

Academic Unit Distribution

College of Letters, Arts and Sciences	23%
Undecided	20%
Marshall School of Business	18%
Viterbi School of Engineering	14%
USC's Arts Schools (Architecture, Fine Arts, Thornton School of Music, Theatre)	13%
Annenberg School for Communication	5%
School of Cinema-Television	4%
Keck School of Medicine (Health Studies)	2%

	Fall Matriculants	Fall Admits	Fall Applicants
	2,770 *34.5% yield*	8,037 *27.0% admit rate*	29,792
Mean GPA	4.00	4.09	3.73
Middle 50% SAT I	1280 – 1420	1310 – 1460	1120 – 1360
Middle 50% ACT	28 – 32	29 – 33	24 – 30
From public HS	59%	60%	67%
From independent HS	41%	40%	33%
From HS in California	54%	56%	58%
From HS in other U.S.	37%	36%	38%
From HS outside of the U.S.	9%	8%	4%
Different high schools in pool	1,346	2,530	5,791

Pre-Professional Emphases

Pre-Medicine	11%
Pre-Law	8%
Pre-Health (Dentistry, Pharmacy, etc.)	3%
Pre-Teaching	2%
Pre-Policy, Planning and Development	2%

Cost and Financial Aid

A student's ability to pay has no bearing on his or her admission.

USC is committed to meeting every student's USC-determined financial need through a combination of merit scholarships, university grants, state and federal aid, student loans and work.

Approximately 20% of the 2004 entering freshman class received a merit scholarship from USC. Over 60% received need-based financial assistance.

Although need-based financial aid is only available to U.S. citizens and permanent residents, international students are eligible for USC's merit-based scholarships.

Information Used to Determine Aid Eligibility

- FAFSA
- CSS PROFILE
- 2004 parents' and student tax returns
- Other specific information may be required, depending upon family's situation

2004-2005 Undergraduate Student Budget

Tuition and fees	$30,512
Books and supplies	$713
Room and board	$8,998
Personal expenses and transportation	$2,291
Annual Total	$42,514

2005 Freshman Application Process

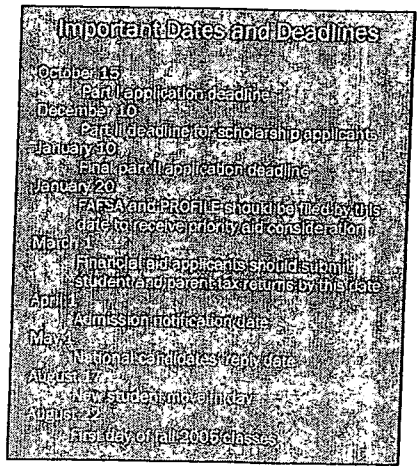
USC does not offer early action or early decision admission programs.

Required Application Materials

- Completed part II application forms
- Official high school transcripts, grades 9 – 11 (and eventually, final high school transcripts)
- Results from the SAT I or ACT
- Essay and several short answer topics
- Activities List
- Teacher/counselor recommendation form and letter

Optional Application Materials

- Completed part I application form
- Supplemental materials and/or auditions, depending upon major
- Personal interview



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(213) 229-7919
Fax No.
(213) 229-6919

Client No.
C 93107-00119

VIA EXPRESS MAIL

23

Deft(s)____ Plf(s)____ EXHIBIT for I.D.
LINDA A. BANKEY, CSR # 7993
Date: 8-16-05
Witness: Kennedy
(23.2)

Thomas Schneck, Jr., Esq.
Law Offices of Schneck and Schneck
P.O. Box 2-E
San Jose, CA 95109-0005

Re: *Application to Register "SC" Trademark*

Dear Mr. Schneck:

We represent the University of Southern California ("USC" or the "University"). USC takes great pride in its reputation for being a top-rate university and a leader in Southern California, the nation, and the world. USC owns numerous federally registered trademarks including the marks SC® (word mark) and SC® (stylized) (Registration Nos. 1,844,953 and 2,683,137) among many others (collectively the "USC Trademarks"). USC has continuously used the USC Trademarks in connection with the University's educational services, athletic events, and related services and merchandise for decades. As a result of USC's worldwide activities and reputation for providing superior products and services, USC has built up valuable goodwill in the USC Trademarks that it vigorously protects.

One of the most famous marks in USC's extensive trademark portfolio is SC®. The SC® mark is part of USC's athletic collection of marks, used to identify merchandise developed through the USC Athletic Department. The mark captures the USC Trojan spirit, pride and competitiveness that have been a part of the long-standing legacy of USC's athletic tradition. Indeed, SC® is part of the official identity of the USC athletic programs, and is used in conjunction with all sports teams at the University. Merchandise is sold nationwide under the SC® mark and includes a wide-variety of apparel (such as shirts, jackets, and hats), pins, ties, umbrellas, and paper goods, as well as numerous other products.

Applicant's
Ex. No. 366, Pg. No. 1

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

23.2

USC's common law rights in the SC® mark are extensive, and they are bolstered by USC's federal registrations for the SC® mark. Registration No. 1,844,953 provides particularly broad protection, as it is a word mark registration that covers USC's current stylizations and any likely other form of "SC" stylization.

It has recently come to our attention that you filed two federal trademark applications on or about November 11, 2004 on behalf of Santa Clara University ("SCU") to register the mark "SC" for "Apparel, namely hats" application Serial Nos. 78/515415 and 78/515435. Those applications are currently pending and have not yet been approved for publication by the United States Patent and Trademark Office.

The mark for which SCU has applied is virtually identical to USC's registered SC® marks, with a near identity in sound, appearance, and connotation between your mark and USC's marks. In addition, the merchandise SCU offers or intends to offer in connection with the "SC" mark is identical to the type of merchandise that USC and its authorized licensees regularly offer in connection with the USC Trademarks. As a result, ordinary consumers could well assume the marks and their sponsors are affiliated because of the identity in name.

It is to avoid any such unnecessary confusion and any unnecessary litigation over the same that we must respectfully request that SCU (1) voluntarily abandon the "SC" trademark applications; (2) begin steps to phase out any use of the "SC" mark that would be confusingly similar to USC's established trademarks for the products described in your application or for any other products or services offer by USC under its SC® trademarks; and (3) provide adequate written assurances that SCU will not use the any confusingly similar "SC" trademark in the future.

USC has incurred substantial time and expense in creating the SC® trademarks and in establishing goodwill therein. Consequently, we have been instructed to continue to monitor your activities and take any actions necessary to protect our client's marks. In that regard, I look forward to speaking with you about the resolution of this matter. I can be reached at (213) 229-7919, or you can e-mail me at madler@gibsondunn.com.

We sincerely hope an amicable and satisfactory arrangement can be reached promptly. I look forward to hearing from you.

Best regards,

Michael Adler /MRB

Michael S. Adler

22.3

Applicant's
Ex. No. 386, Pg. No. 2

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 21 RELATING TO DOCUMENTS ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California

Peggy Belbusti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California	)	Opposition No. 91125615
	)	
Opposer,	)	Serial No. 75/358,031
	)	
vs.	)	Mark: SC (Stylized)
	)	
University of South Carolina,	)	Filed: September 16, 1997
	)	
Applicant.	)	Published: May 18, 1999
	)	

APPLICANT'S NOTICE OF RELIANCE NO. 22 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES

Pursuant to Stipulation Regarding Documents entered into between Opposer the University of Southern California ("Opposer" or "California") and Applicant, the University of South Carolina, ("Applicant" or "South Carolina") (collectively "Parties") on or about December 16, 2005, and filed with the Board on December 29, 2005, the Parties have agreed that certain documents produced in discovery in this case may be admitted into evidence by means of a Notice of Reliance. Specifically, the Parties stipulated as follows with respect to the documents identified below:

> Opposer University of Southern California ("California") and University of South Carolina ("Carolina") (collectively "Parties") agree and stipulate that for the purposes of this action, the following documents are authentic and may be admitted into evidence by means of a notice of reliance. The Parties further agree and stipulate that for the purposes of this action these documents shall be considered as business records and/or ancient documents, and the Parties waive any other hearsay objections to the documents *except* that the Parties retain the

right to object to material in such documents that constitutes hearsay with hearsay to the extent that such objections would have been otherwise available.

In accordance with TBMP §§ 704.11 and 705, documents may be made of record in an inter partes proceeding before the Board by stipulation of the parties. Attached as Exhibits 387 through 391, respectively, are true and correct copies of the following documents produced in discovery in this action and stipulated to by the Parties:

Applicant's Exhibit No.	**Bates Range**	**Description**
387	OPP 02218	California's Demographics
388	OPP 02494	California's Fan Information entitled "Where USC Fans Reside"
389	OPP 02495	California's Fan Information entitled "USC Fans have High Income Levels"
390	OPP 02496	California's Fan Information entitled "USC Fans & Their Homes"
391	OPP 02500	California's Fan Information entitled "USC Fans are Highly Educated

Applicant hereby gives Notice that it will rely upon these documents. The documents are relevant in this action to demonstrate (a) California's customer profile and the sophistication of the purchasers of California's products and services; (b) the market interface between the Applicant and California; and (c) the extent of potential confusion.

[SPACE INTENTIONALLY LEFT BLANK]

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: _____

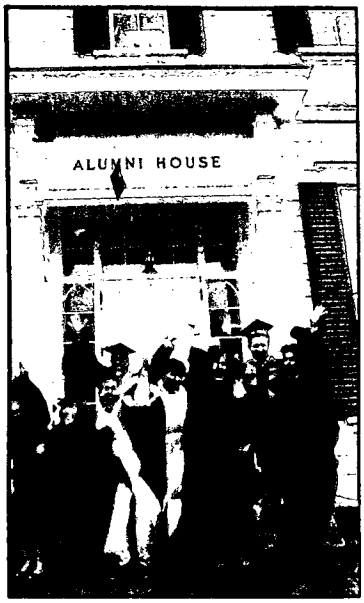
John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.

_____
Peggy S. Belbusti



USC DEMOGRAPHICS:

The University of Southern California has one of the most attractive groups of Alumni, Students and Fans to market to.

USC boasts 250,000 Trojan alumni, 70% of whom live in Southern California

We are proud of our large and diverse student population
16,000 Undergraduate students
13,800 Graduate students

Fans of USC Athletics are more likely than the average Los Angeles resident to be:
Educated:
- 26% more likely to be college graduates
- 44% more likely to have a post graduate degree

Wealthy:
- Nearly 30% of USC fans have household incomes of over $100,000.
- 23% more likely to have household incomes of over $250,000.
- 23% more likely to own homes valued at $1,000,000 or more

USC fans are diverse:
- 50% Caucasian
- 29% Hispanic
- 9% African American
- 7% Asian-American
- 5% Other

Source: Scarborough, Los Angeles 2003 Release I

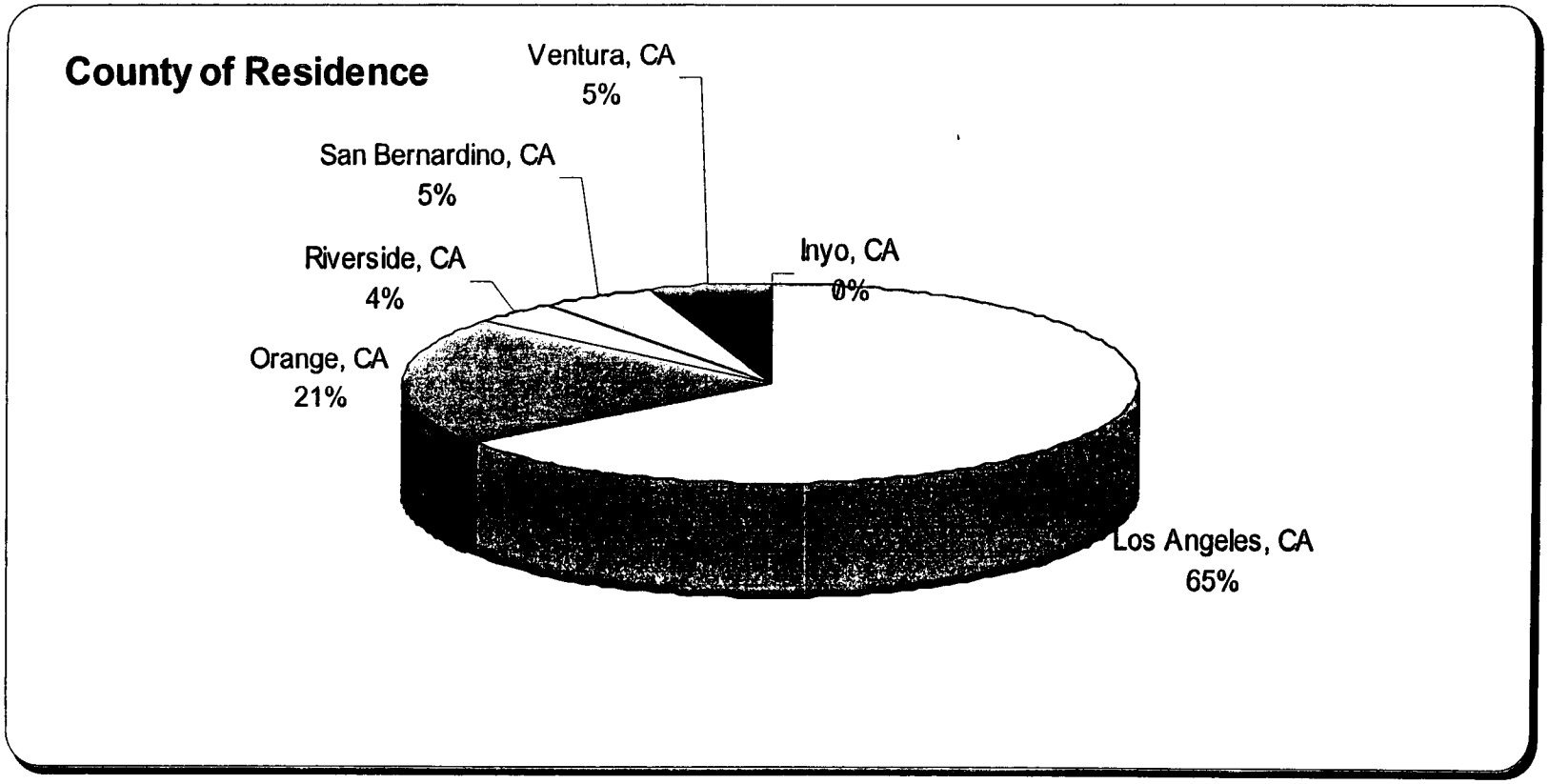
USC is the largest private employer in the city of Los Angeles – 3,800 faculty, 6,700 staff and 8,300 part-time staff & student workers.

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 387 Pg. No. 1

OPP 02218

Where USC Fans Reside



Source: Scarborough, Los Angeles 2004 Release I

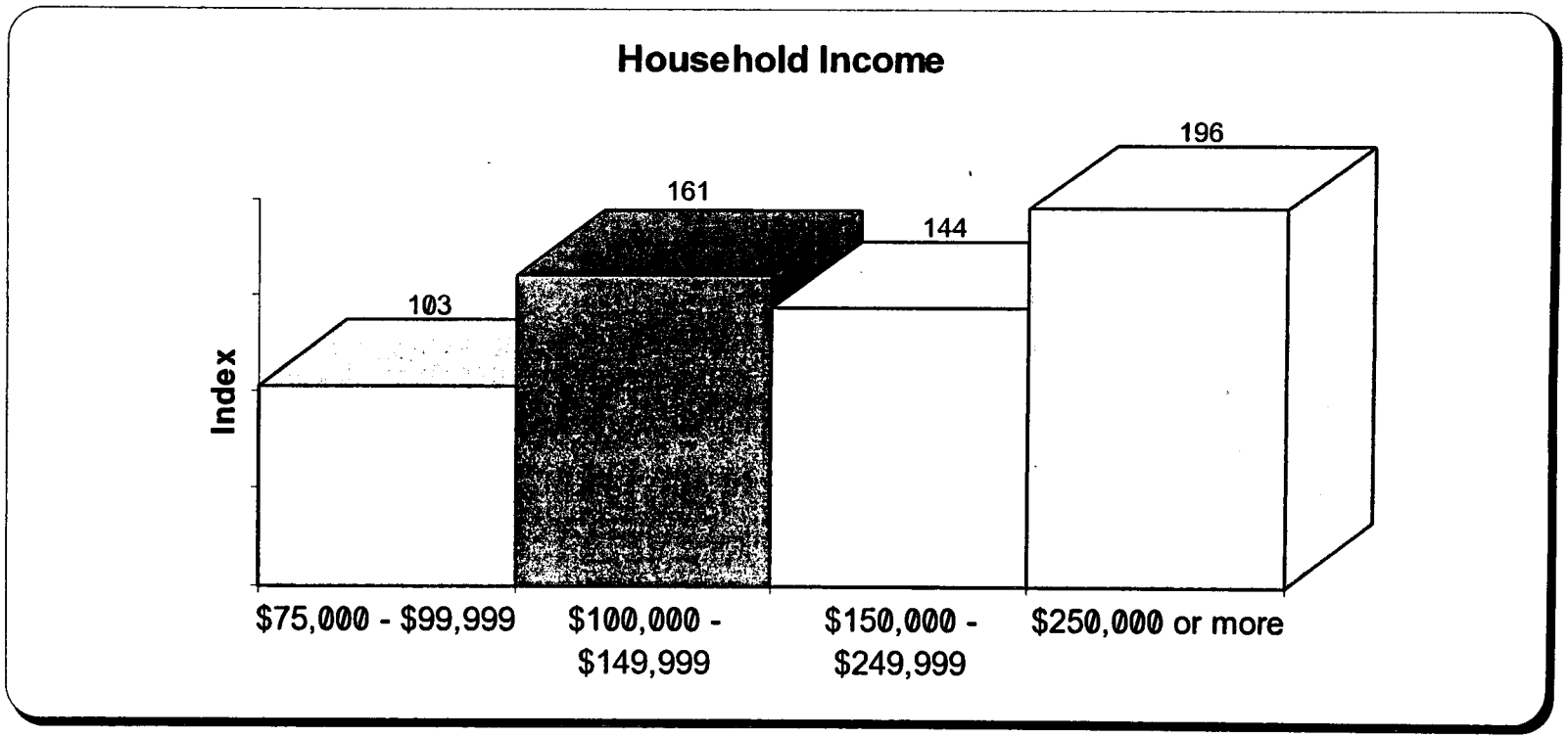
Applicant's
Ex. No. 388, Pg. No. 1

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

CONFIDENTIAL

OPP 02494

USC Fans Have High Income Levels



¥42% - HHI $75K+
¥57% - HHI $50K+

Source: Scarborough, Los Angeles 2004 Release I

Market avg. = 100

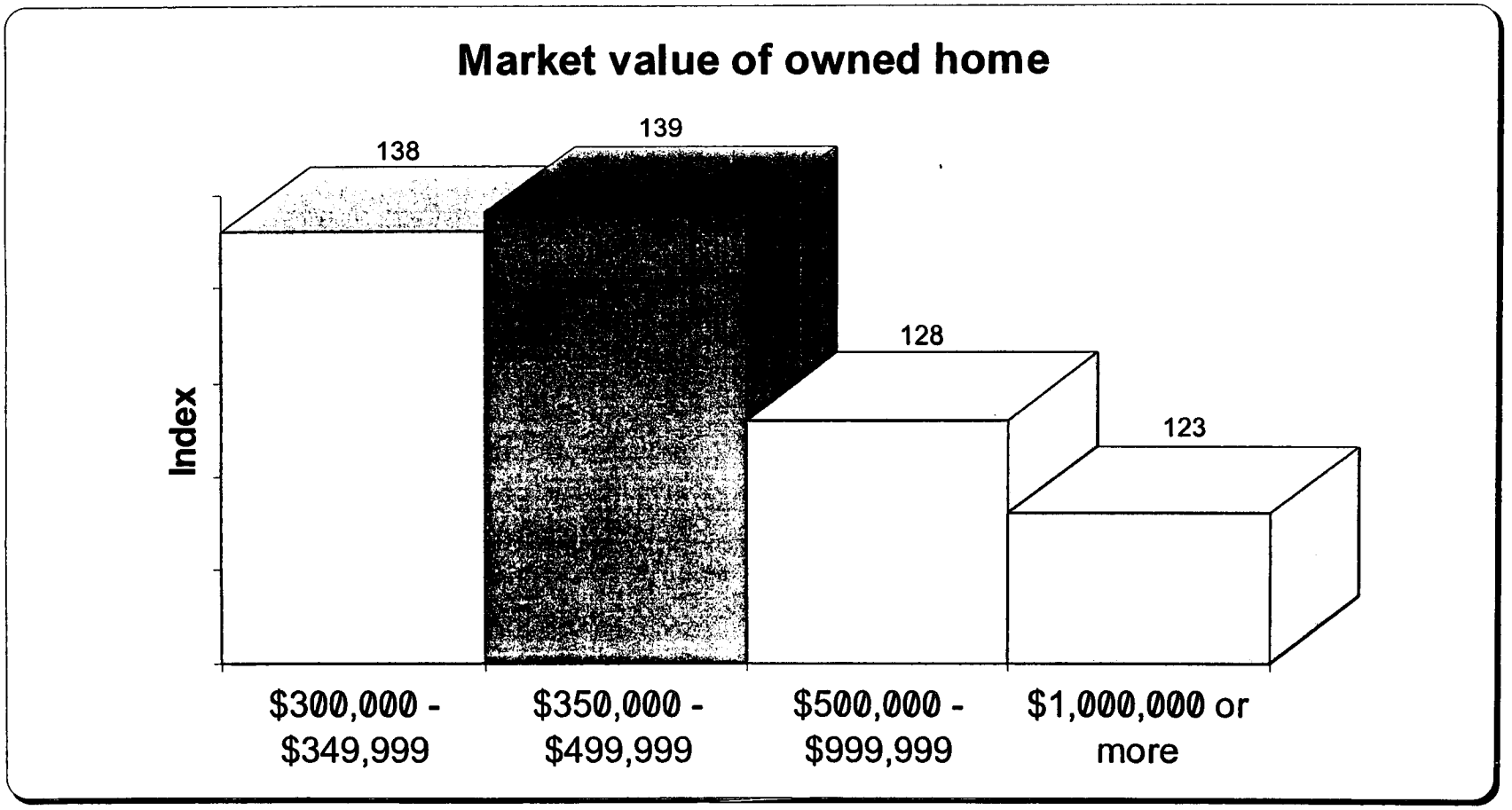
CONFIDENTIAL

OPP 02495

Applicant's
Ex. No. 389, Pg. No. 1

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

USC Fans & Their Homes



Source: Scarborough, Los Angeles 2004 Release I

Market avg. = 100

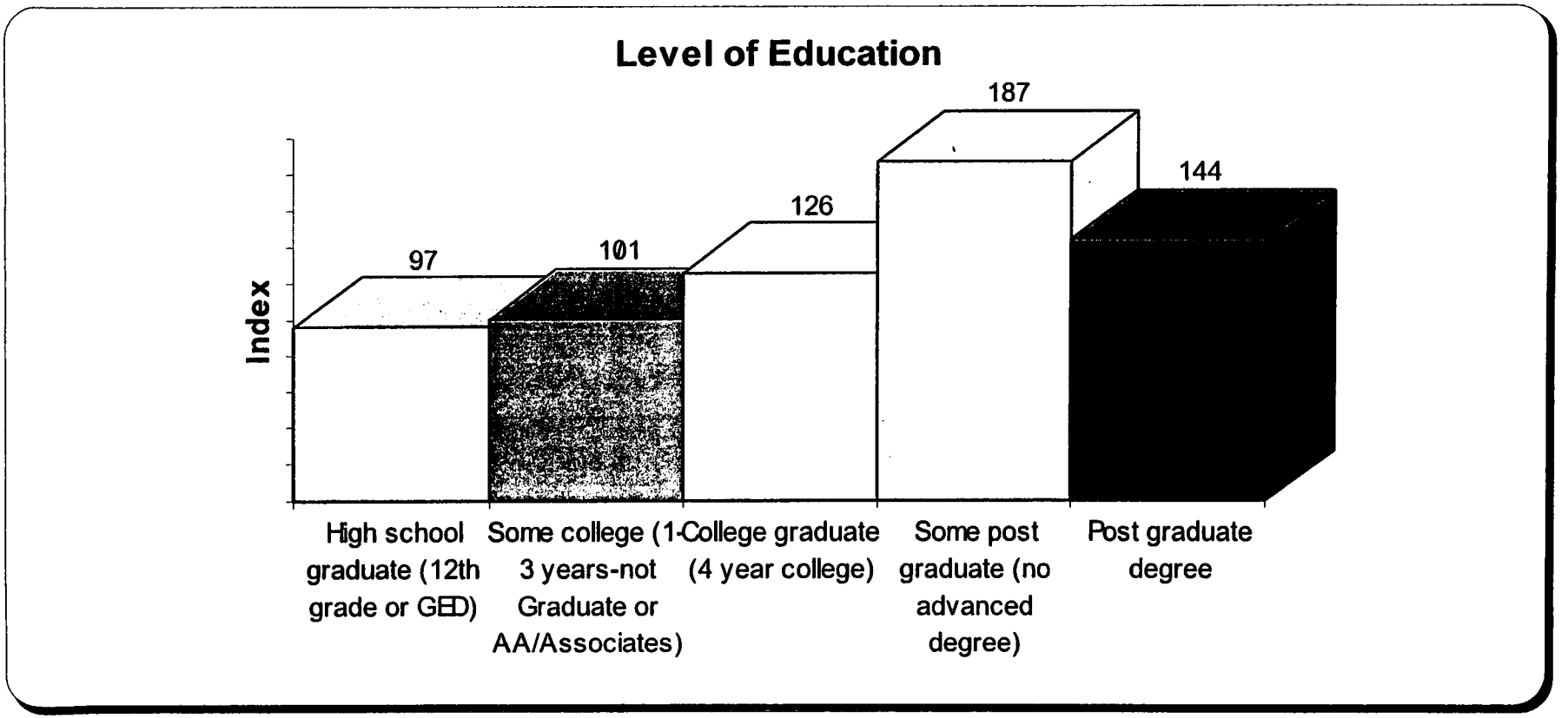
CONFIDENTIAL

OPP 02496

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 320 Pg. No. 1

USC Fans Are Highly Educated



Source: Scarborough, Los Angeles 2004 Release I

Market avg. = 100

CONFIDENTIAL

OPP 02500

Applicant's
Ex. No. 391, Pg. No. 1

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 22 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California

Peggy Bebasi
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California	)	Opposition No. 91125615
	)	
Opposer,	)	Serial No. 75/358,031
	)	
vs.	)	Mark: SC (Stylized)
	)	
University of South Carolina,	)	Filed: September 16, 1997
	)	
Applicant.	)	Published: May 18, 1999
	)	

APPLICANT'S NOTICE OF RELIANCE NO. 23 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES

Pursuant to Stipulation Regarding Documents entered into between Opposer the University of Southern California ("Opposer" or "California") and Applicant, the University of South Carolina, ("Applicant" or "South Carolina") (collectively "Parties") on or about December 16, 2005, and filed with the Board on December 29, 2005, the Parties have agreed that certain documents produced in discovery in this case may be admitted into evidence by means of a Notice of Reliance. Specifically, the Parties stipulated as follows with respect to the documents identified below:

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In accordance with TBMP §§ 704.11 and 705, documents may be made of record in an inter partes proceeding before the Board by stipulation of the parties. Attached as Exhibits 392 through 401, respectively, are true and correct copies of the following documents produced in discovery in this action and stipulated to by the Parties:

Applicant's Exhibit No.	Bates Range	Description
392	OPP 00001 – OPP 00032	California's 1976 Trojan Gifts Catalog
393	OPP 00033 – OPP 00056	California's 1977 Trojan Gifts Catalog
394	OPP 00057 – OPP 00080	California's 1978 Trojan Gifts Catalog
395	OPP 00081 – OPP 00104	California's 1980 Trojan Gifts Catalog
396	OPP 00105 – OPP 00132	California's 1982 Trojan Gifts Catalog
397	OPP 00133 – OPP 00138	California's 1984 Olympic Village Catalog
398	OPP 00139 – OPP 00144	California's 1984 – 1985 Trojan Gift Catalog
399	OPP 00145 – OPP 00160	California's 1985 – 1986 Trojan Gift Catalog
400	OPP 00161 – OPP 00180	California's 1986 – 1987 Trojan Gift Catalog
401	OPP 00181 – OPP 00199	California's 1988 – 1989 Trojan Gift Catalog

Applicant hereby gives Notice that it will rely upon these documents. The documents are relevant in this action to demonstrate periods of non-use or deminimis use by California of the letters "SC" as a trademark.

[SPACE INTENTIONALLY LEFT BLANK]

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: _____

John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.

_____
Peggy S. Bellusti

USC

Trojan Gifts Catalog

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 392, Pg. No. 1

OPP 00001

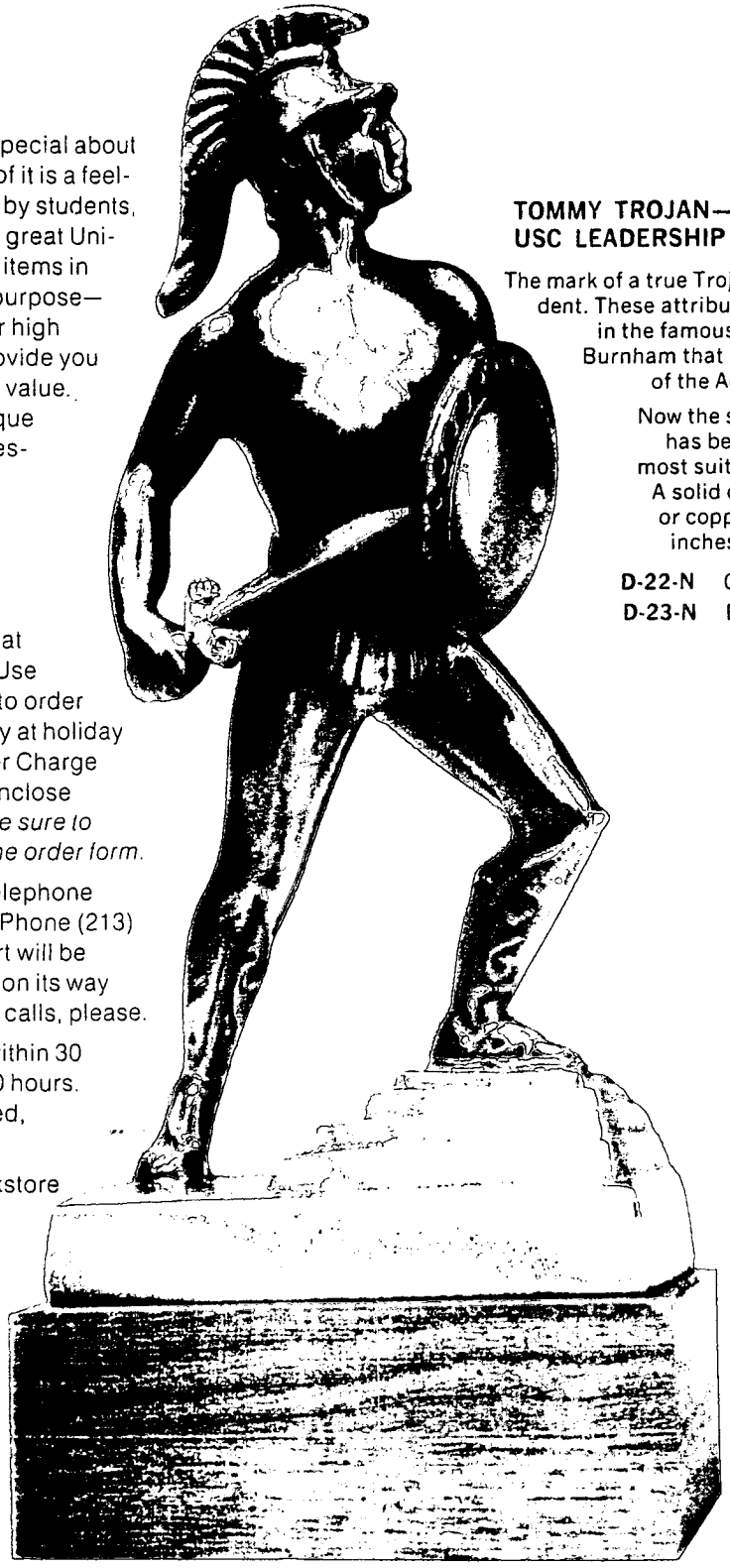
There's something very special about being a "Trojan." A part of it is a feeling of pride that's shared by students, alumni and friends of this great University. The one hundred items in this catalog have a dual purpose—to give expression to your high regard for USC and to provide you with items of outstanding value. Among the items are unique clothes and jewelry, accessories for home or office, and fun things to amuse you in your spare time.

Two order blanks are included—one is on the page opposite, the other at the back of this catalog. Use one now. Save the other to order gifts for friends and family at holiday time. You may use Master Charge and BankAmericard or enclose check or money order. *Be sure to complete both sides of the order form.*

For your convenience, telephone orders will be accepted; Phone (213) 746-7180 and every effort will be made to have your order on its way the same day. No collect calls, please.

Orders will be shipped within 30 days . . . usually within 30 hours. Satisfaction is guaranteed, of course.

A visit to the Trojan Bookstore on campus is an exciting experience. A "trip" through this catalog is the next best thing. We hope you will find what you want here. If not, let us know and we'll try to include it in our next catalog. Please do not order any item not listed here.



TOMMY TROJAN—SYMBOL OF USC LEADERSHIP

The mark of a true Trojan—alert, ready, confident. These attributes have been captured in the famous statue by Roger Noble Burnham that stands guard alongside of the Administration Building.

Now the statue of Tommy Trojan has been reproduced in a size most suitable for home or office. A solid casting in either bronze or copper finish, it stands 6½ inches above its walnut base.

D-22-N	Copper finish	**$16.95**
D-23-N	Bronze finish	**$16.95**

A FRANK NOTE ABOUT SHRINKAGE:

Garments made of 100% cotton can be expected to shrink—unless the fabric has been treated to a special process such as Sanforized or Perset finish; this will keep shrinkage to less than 2 percent. Cotton blended with synthetic fibers such as polyester or acrylic will shrink less than all cotton and all synthetic (such as nylon or Orlon) should have no shrinkage. As a general guide, we have placed a symbol after each item where appropriate.

◐—no shrinkage or up to 2 percent.

◙—medium amount of shrinkage.

▽—the garment will shrink considerably and we recommend that you order the next size larger.

By following the manufacturer's washing instructions carefully, you will be able to keep shrinkage to a reasonable amount. Never iron over the design printed on these garments.

© 1976 - University of Southern California. All rights reserved under the International and Pan-American Copyright Convention.

Applicant's
Ex. No. 392 Pg. No. 2

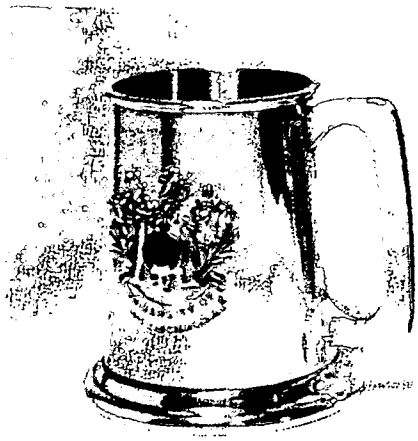
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00002

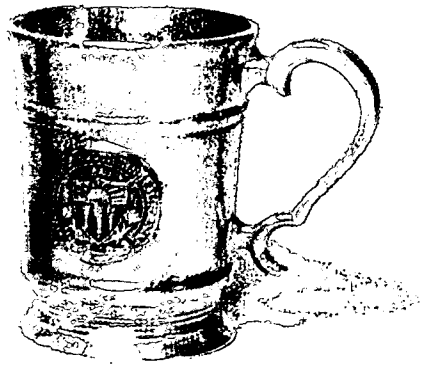
Mugs & Noggins

Camelot. Colonial America. U.S.C. What do they have in common? A fondness for mugs from which to quaff the popular potables. USC mugs draw on this heritage—the polished pewter comes from merrie England; the other is a *noggin* made of Armetale® sand molded by precise techniques handed down by generations of American craftsmen.

For ceramic USC mugs—please turn to page 27.



M-03-P—Polished pewter mug with the University escutcheon in brass. See-through bottom. 20-ounce capacity. Made in England.
$29.00



M-02-P—George III style mug in Armetale with the USC seal. Sandmolded by hand. Holds 20 ounces.
$12.00

PLEASE COMPLETE BOTH SIDES OF THIS FORM

Trojan Gifts

USC

ORDER FORM

USC/TROJAN GIFTS
P.O. BOX 77538
LOS ANGELES, CA 90007

Please make check or money order for total amount shown on reverse side payable to: USC TROJAN GIFTS
Phone orders accepted; call (213) 746-7180

We welcome your comments and/or suggestions for items you would like to order through the Trojan Gifts Catalog in the future.

_____

_____

_____

_____

Please send a copy of the TROJAN GIFTS CATALOG to:

MR. MRS.
MISS. MS. _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Please ship the items listed on the reverse side:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Date _____ Telephone No _____

SHIP TO (if different from above)

MR. MRS.
MISS. MS. _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Telephone No. _____

OVER

Trojan T-Shirts

USC

THE CLEAN-LOOKING "DIRTY" GRAY T-SHIRT

This ever-popular "dirty gray" T-shirt is looking better than ever. That's because the big cardinal USC is applied in a raised nap that never loses its smooth, velvey feel. It's a heavy-weight shirt of 100% combed cotton, cut in an ample "athlete" pattern. ■

T-05-A ADULT SIZES
Small, Medium, Large, X-Large
$4.50

ORDER FORM

USC

BE SURE TO FILL OUT BOTH SIDES OF THIS FORM

Please print legibly to avoid mistakes

BANKAMERICARD

Please charge my account
☐ Master Charge
☐ BankAmericard

master charge

EXPIRATION DATE MONTH/YEAR

MASTER CHARGE INTERBANK NO.

CREDIT CARD NUMBER

Signature

CATALOG NUMBER	DESCRIPTION			QUANTITY	UNIT PRICE	TOTAL PRICE
	ITEM	SIZE	COLOR			

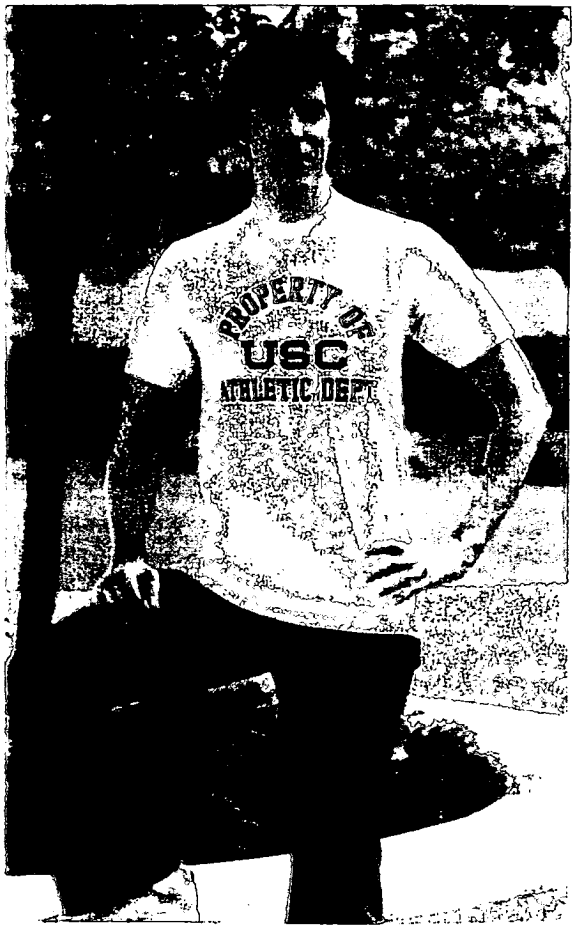
Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered—

Orders up to $10.—add $1.00
$10. to $20.—add $1.75
Over $20.—add $2.00

MERCHANDISE TOTAL	
6% SALES TAX (CALIF. ONLY)	
OUT-OF-STATE SHIPPING—ADD 50¢	

Check ☐ Money Order ☐ payable to TROJAN GIFTS enclosed. Or, use BankAmericard or Master Charge. Do not send cash.

TOTAL AMOUNT $



Trojan T-Shirts

USC

YOU DIDN'T MAKE THE TEAM?

There's more than one way to get a PROPERTY OF USC ATHLETIC DEPT. T-shirt! Don't swipe one from the locker room; use the order form to get one of these special gift shirts at a special price. It's natural color with cardinal lettering. Heavyweight 100% combed cotton knit.

T-07-A ADULT SIZES
Small, Medium, Large, X-Large
$4.25

USC BLOSSOMS INTO FLOWER STRIPE T-SHIRT

This flowering T-shirt is a spirited companion for its Trojan counterpart. In luxurious 100% combed cotton. Shirt is gold with a band of cardinal flowers motif across the front and back and—of course—USC insignia.

T-06-A ADULT SIZES
Small, Medium, Large, X-Large
$5.00

TROJAN T-SHIRT GETS A COLORFUL NEW TREATMENT

This is a totally new T-shirt. Deep cardinal with bright gold USC TROJANS outlined in white. A rich, heavyweight 100% combed cotton fabric—luxurious to the touch! And the cut is special, too. Wider rib neck band and deeper arm holes give more freedom of movement, more comfort. Short sleeves.

T-04-A ADULT SIZES
Small, Medium, Large, X-Large
$4.75

Opposition No. 91125615
Univ. Southern California v.
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Applicant's
Ex. No. 392 Pg. No. 5

OPP 00005

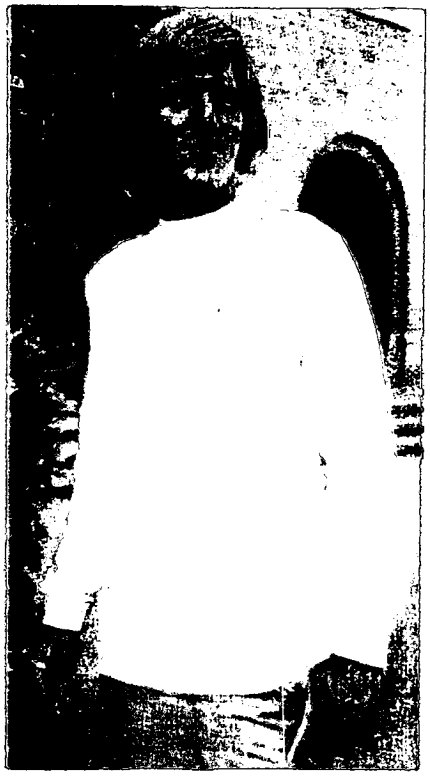
More T-Shirts

USC

USC SEAL ON A GREAT WHITE T-SHIRT

The great USC seal on a great T-shirt of 100% combed cotton, white with cardinal and gold imprint. Washable cotton knit with rib-knit neck.

T-03-A ADULT SIZES
Small, Medium, Large, X-Large
$4.75



LONG SLEEVE POCKET T-SHIRT

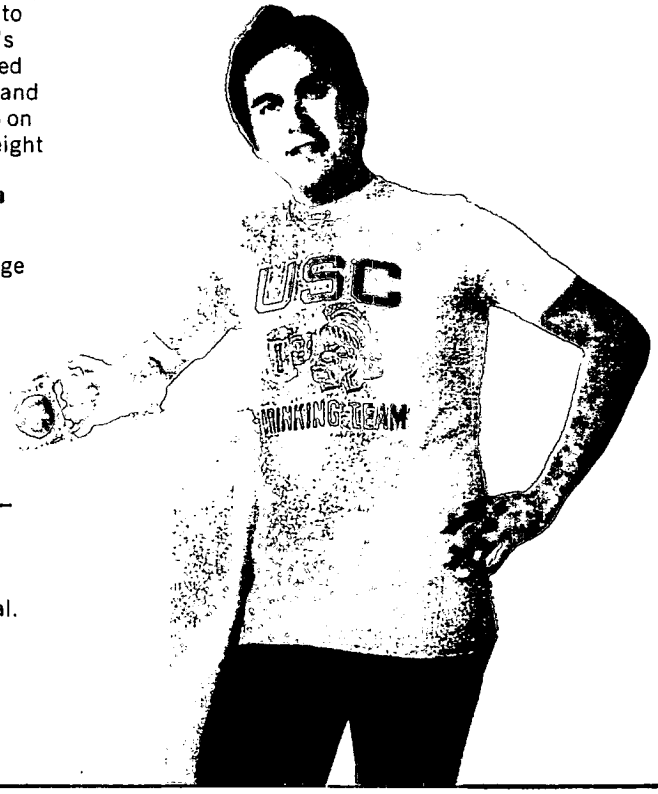
Heavyweight knit in 100% combed cotton for him or her. Gold with cardinal USC design printed above left chest pocket. Rib-knit crew neck and cuffs.

T-02-A ADULT SIZES
Small, Medium, Large, X-Large
$7.25

USC "RACING LOOK" BEATS OUT THE COMPETITION

Team up with a competition stripe T-shirt. When it comes down to good looks and good value it's definitely a winner! Dual speed stripe design front and back and includes USC TROJANS logo on front. In a washable heavyweight combed cotton knit. Bright cardinal with gold imprint.

T-08-A ADULT SIZES
Small, Medium, Large, X-Large
$6.00



OFFICIAL USC DRINKING TEAM T-SHIRT

Tough Tommy Trojan has joined the USC drinking team, and you can, too! It's never too late to join—all it takes is a sense of fun . . . and this Oxford gray T-shirt with Tough Tommy Trojan raising a foamy USC mug printed in cardinal. 100% cotton.

T-12-A ADULT SIZES
Small, Medium, Large, X-Large
$4.25

Applicant's
Ex. No. 392 Pg. No. 6
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
OPP 00006

SADDLE SHOULDER SPORTEE SHIRT— SHARP SUPER STYLE STANDS STEADFAST IN SUDS

Trojans are famous for standing shoulder to shoulder . . . especially when the shoulders are the smart, comfortable "saddle" design of this exclusive Artex sportee shirt. Rich yellow with new USC monogram printed in cardinal to stay bright and sharp. Size and shape stays and stays, too, because the 100% combed cotton has Perset® finish for safe washability. ◉

A-01-A ADULT SIZES
Small, Medium, Large, X-Large
$7.50

BRITISH RUGBY JERSEY STYLED WITH A USC ACCENT

Not a shirt, but a real British-style rugby jersey! And authentic it is! Proper looking but rugged and hefty—made to last for years. Sporty wide stripes of cardinal and gold; single button placket is lined with white. Knit of 100% combed cotton. We recommend ordering a size larger than normal because of shrinkage. ▼

S-05-A ADULT SIZES
Small, Medium, Large, X-Large
$26.50

SHORT SLEEVE RUGBY SHIRT FOR MEN

Cotton/polyester knit rugby shirt for men and women. Maroon and gold stripes with white knit collar and white USC letters. ◉

S-10-A ADULT SIZES
Small, Medium, Large, X-Large
$11.00

Opposition No. 91125615
Univ. Southern California v.
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Applicant's
Ex. No. 392, Pg. No. 7

OPP 00007

Football Jerseys Score Big at USC

USC

CHOOSE A USC JERSEY WITH FAMOUS TROJAN NUMERALS

Every Trojan knows who wore 28 on his football jersey—or the number 32—or 42! Now you can wear one of these famous numbers on a cardinal jersey, too. Heavyweight cotton knit with sewn-in gold USC shoulder inserts. Rib-knit collar and half length sleeves. Numerals on front and back. Please specify numeral 28, 32, or 42 when ordering.

F-02-A ADULT SIZES
Small, Medium, Large, X-Large
$9.00

FOOTBALL PRACTICE JERSEY JUST LIKE USC TEAMS WEAR

It looks authentic—it is authentic! Southern California Football official practice jersey in natural color with bold cardinal lettering. In special heavyweight 100% cotton fabric with double stitched yoke shoulders and rib-knit ring neck. Size tag sewn at bottom outside hem. ¾ length sleeves. Available in adult and youth sizes.

F-03-A ADULT SIZES
Small, Medium, Large, X-Large
$8.00

F-03-Y YOUTH SIZES
XS(2-4), S(6-8), M(10-12), L(14-16)
$5.75

FELT FOOTBALL

U-01-N—You'll get no kick out of this USC football—it's made of felt and stuffed with polyfoam and foam rubber. Nine inches long is just the right size for QB's of the future. Safe, too. Also, great for a game of "touch." USC colors—cardinal with gold initials.

$4.50

Applicant's
Ex. No. 392, Pg. No. 8

Opposition No. 91125615
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OPP 00008

THE FOOTBALL JERSEY-TROJAN STYLE

Wear this classic football jersey anywhere. Of course it's in the USC colors—cardinal with gold letters outlined in white. Heavyweight Satin stitch cotton knit with Perset® finish means long wearing and almost no shrinkage. ¾ sleeves with double stitched yoke shoulders and rib-knit ring neck. Tough enough for a real scrimmage! ◑

F-01-A ADULT SIZES
Small, Medium, Large, X-Large
$9.00

WEAR YOUR HEART...AND USC ON THE SLEEVES OF THIS NYLON MESH JERSEY

USC monogram on both sleeves; USC TROJANS splashed across the front of this new style in football jerseys. The body is cardinal—100% s-t-r-e-t-c-h nylon mesh. The yoke shoulder extends all the way down the top half of the sleeves; all white—a stretch knit polyester. Sleeve ends and ring neck are rib-knit white polyester. You'll love the style, the wearing comfort, the washing ease. ◑

F-04-A ADULT SIZES
Small, Medium, Large,
X-Large
$8.50

SLEEVE STRIPES SET THIS FOOTBALL STYLE JERSEY APART

A bright idea in football style jerseys. Bright cardinal jersey, a heavyweight knit of 100% cotton. Bright gold sleeve stripes. Famous Trojan numeral "42" splashed across the front. Crew neck. Short sleeves. ▼

F-05-A ADULT SIZES
Small, Medium, Large, X-Large
$7.00

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Applicant's
Ex. No. 392 Pg. No. 9

OPP 00009

LADIES LONG ROBE

Fleece knit of cotton/creslan. Long robe has zipper front, drawstring hood and muff pockets. In cherry red with gold USC design. Long sleeve. ◐

A-08-A ADULT SIZES
Small, Medium, Large
$18.00

"AH, THE USC SLEEPSHIRT. IT IS A GENTLE THING."

A USC design just for the woman in your life. Give her this gentle nightee and be a Trojan hero. Gentle, 100% combed cotton with V neck, short sleeves and notched hem. Bright red with exclusive gold USC sleep insignia. ▼

A-04-A ADULT SIZES
Small, Medium, Large, X-Large
$6.00

Applicant's
Ex. No. 392 Pg. No. 10

Opposition No. 91125615
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OPP 00010

For Miss/Mrs./Ms.

USC

LATEST FASHION NEWS: HER OWN SHAPED PULLOVER

It's about time! A USC top that's fashioned to fit and flatter the feminine figure. Fashionable scoop neck with cap-like short sleeves. USC insignia, in cardinal, designed exclusively for this top. Corn yellow in luxurious 100% cotton fabric. Washable. ■

A-02-A ADULT SIZES
Small, Medium, Large
$6.50

A JUMP AHEAD IN FASHION

The jumpsuit . . . the bright new look on the fashion scene is made even better with UNIVERSITY OF SOUTHERN CALIFORNIA in distinctive lettering on the left chest. Bright, bright gold, carefully tailored of easy care polyester knit. Full zippered front. Flair legs. Rib-knit sleeve ends. ●

A-09-A ADULT SIZES
X-Small, Small, Medium, Large
$44.00

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Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 392, Pg. No. 11

OPP 00011

Trojan Ski Wear

USC

SKI JACKET IS A STANDOUT. IT'S USC!

Shiny yellow ciré nylon jacket with comfy pile lining. Just the thing for skiing. Full front zipper with two-button fold collar. Patch pockets with flaps. Bottom drawstring. University of Southern California insignia on left chest. ◐

A-10-A ADULT SIZES
Small, Medium, Large, X-Large
$35.00

TUCKED SKI CAP

H-07-A—Bunny? Hot dogger? Or somewhere in between? You'll appreciate the warmth of this double layered, 100% Orlon ski cap. You'll be proud of the USC TROJANS knit-in on both sides. Gold with cardinal bands. One size fits all. ◐

$6.75

TUCKED STOCKING CAP

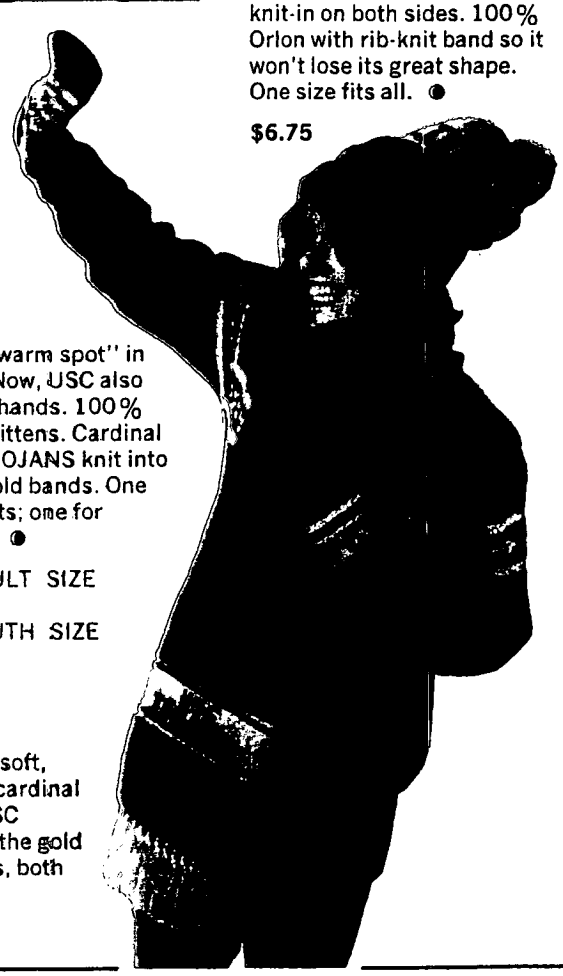
H-08-A—A new high in style—the tucked stocking cap topped a big, fluffy pompon. Cardinal with USC TROJANS knit-in on both sides. 100% Orlon with rib-knit band so it won't lose its great shape. One size fits all. ◐

$6.75

USC SKI SWEATER LOOKS GREAT ON THE SLOPES

The USC ski sweater will give you a lift to the top of fashion (even if you're a non-skier). USC TROJANS with snow flake design and narrow stripes—across the front, around the sleeves and across the back—all in gold against deep cardinal. Wide rib-knit ring neck, cuffs and waistband. Heavyweight knit of 100% Orlon. More than ample proportions. Goes from slopes to soap suds without a care. ◐

S-06-A ADULT SIZES: Small, Medium, Large
$42.50



MITTENS

USC has a "warm spot" in your heart. Now, USC also warms your hands. 100% Orlon knit mittens. Cardinal with USC TROJANS knit into the bright gold bands. One size for adults; one for youngsters. ◐

S-08-A ADULT SIZE
$5.50
S-08-Y YOUTH SIZE
$5.00

MUFFLER

S-07-A—Six feet of soft, warm knit Orlon in cardinal with gold fringe. USC TROJANS knit into the gold stripes at both ends, both sides. ◐

$8.25

Applicant's
Ex. No. 392 Pg. No. 12

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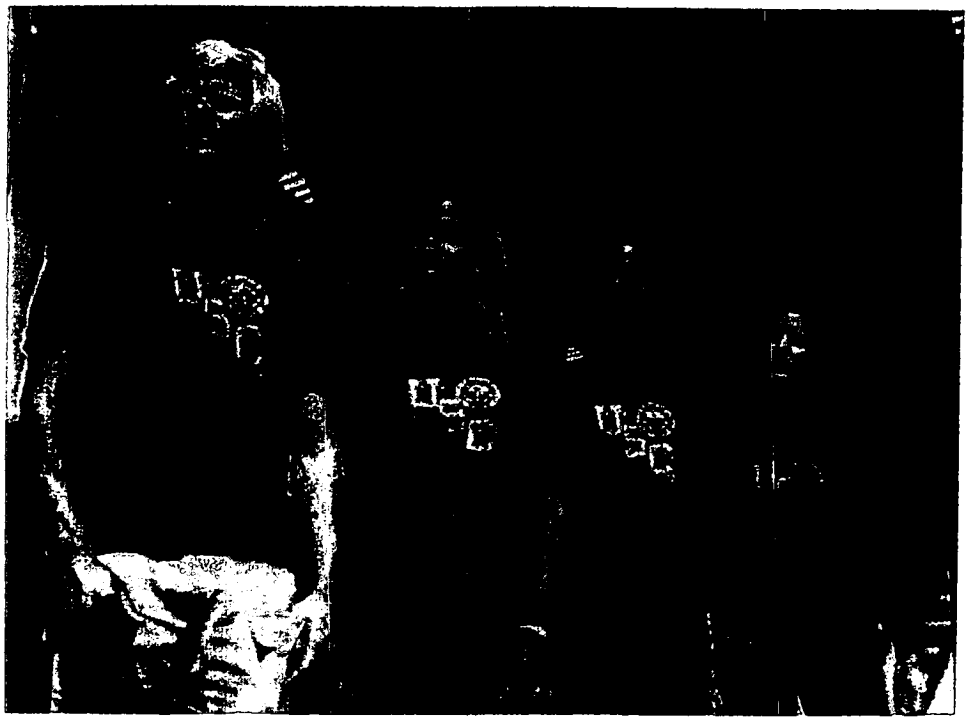
OPP 00012

THE SHORT AND LONG OF USC SWEATSHIRTS

Casual, comfortable, cool weather wear—that's the USC sweatshirt! Short sleeve and long sleeves styles, both in a long-wearing fleece knit of 95% cotton/5% acrylic. Cardinal with USC/SEAL design in gold. Raglan shoulders. Seamless, shape-retaining neck band. Rib-knit sleeve ends and waistband. Double stitched cover seams throughout. Washable, too.

SHORT SLEEVE SWEATSHIRTS
S-03-A ADULT SIZES
Small, Medium, Large, X-Large
$6.75

LONG SLEEVE SWEATSHIRT
S-04-A ADULT SIZES
Small, Medium, Large, X-Large
$7.50



ZIP INTO A HOODED SWEATSHIRT

Nippy autumn air? Just zip into your own comfortable USC TROJANS cardinal hooded sweatshirt. It has a double thick hood with drawstring, full length zipper, and two muff pockets. It's fleece knit in 50% cotton/50% acrylic. Ribbed cuffs and waistband. Monogram in gold.

S-02-A ADULT SIZES
Small, Medium, Large, X-Large
$13.00

SOFT AND FLEECY V-NECK PULLOVER

Back by popular demand—our V-neck pullover USC sweatershirt. On the outside it's a sweater. Inside it's as soft and fleecy as a sweatshirt. It's knit of a blend of Creslan acrylic and rayon fibers. The V-neck means you can wear it with or without a shirt. Long sleeves; ribbed cuffs and waistband. Cardinal with gold USC monogram.

S-01-A ADULT SIZES
Small, Medium, Large, X-Large
$11.00

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Applicant's
Ex. No. 392 Pg. No. 13

OPP 00013

What's Your Game? Here's What to Wear!

USC

PLACKET FRONT SHIRT FOR USC ALUMNI ONLY!

This USC alumni sportshirt is for more than just golf. Wear it to the supermarket, tennis court, barbecue—even packs in a suitcase without wrinkling. Official USC alumni seal on pocket in cardinal. Shirt in gold with deep placket front, longer point fashion collar . . . and count the buttons . . . four (not 3)! In no-iron 50/50 cotton/polyester knit. Washable. ◑

A-03-A ADULT SIZES
Small, Medium, Large, X-Large
$10.00

TENNIS SHIRT ANYONE?

Everyone! Authentic tournament look in white cotton/polyester with blue, white and cardinal rib-knit trim at the V-neck and sleeve ends. USC design in cardinal. ◑

X-08-A ADULT SIZES
Small, Medium, Large, X-Large
$8.50

USC UMBRELLA

U-02-N—Take a good look. There's enough umbrella here to keep two people dry at a rainy coliseum. Quick drying nylon in bright cardinal with maroon USC design.

$7.50

Opposition No. 91125615
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Applicant's
Ex. No. 392, Pg. No. 14

OPP 00014

TENNIS OUTFIT, ANYONE?

Of course it's not just any tennis outfit. The USC coordinated tennis set is in classic white with cardinal and gold USC tennis insignia.

THE SHIRT. We've put the USC tennis insignia on this traditional tennis shirt. Placket front has four pearl buttons and the longer point fashion collar stays neat, thanks to sewn-in stays. 50/50 cotton/polyester LaCoste type knit is washable and needs no ironing. Pssssst! It can be worn off court, too! ◑

X-01-A ADULT SIZES
Small, Medium, Large, X-Large
$10.50

THE SHORTS—Besides looking sporty, these shorts are cut full for complete, unrestricted action. 65% polyester/35% cotton, white, of course. Elastic side tabs adjust for comfortable fit. Locker keys and change stay safe in two deep pockets. Long lasting, no-jam zipper fly. "Crossed rackets" insignia. ◑

X-02-A ADULT SIZES
30, 32, 34, 36, 38, 40
$9.50

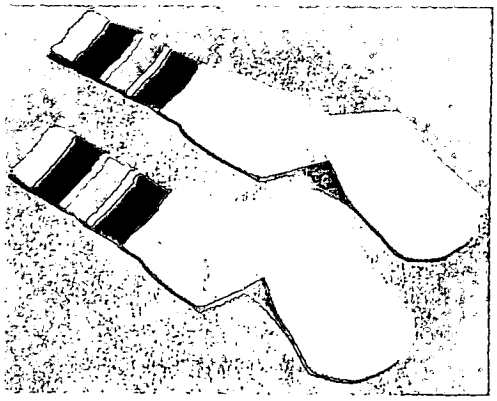
TRADITIONAL TENNIS JACKET

Lightweight jacket for men or women. Two-ply white nylon with red, white and blue knit collar, cuffs and bottom. USC design in red to match trim. ◑

X-09-A ADULT SIZES
Small, Medium, Large, X-Large
$17.25

RACKET COVER—Made of heavy gauge, reinforced vinyl, this racket cover has a heavy duty zipper. In scuff-resistant white with black piping trim. Cardinal and gold "crossed rackets" insignia.

X-03-N $3.00



TUBE SOCKS FOR ALL SPORTS

X-11-A—Over-the-calf stretch tube socks in cotton/nylon/acrylic by Wigwam. Easy-on tops. White with cardinal and gold stripes. One size fits 9 to 15. ◑

$6.50 (3 pairs)

Applicant's
Ex. No. 312 Pg. No. 15

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OPP 00015

Keeping Fit Trojan Style

USC

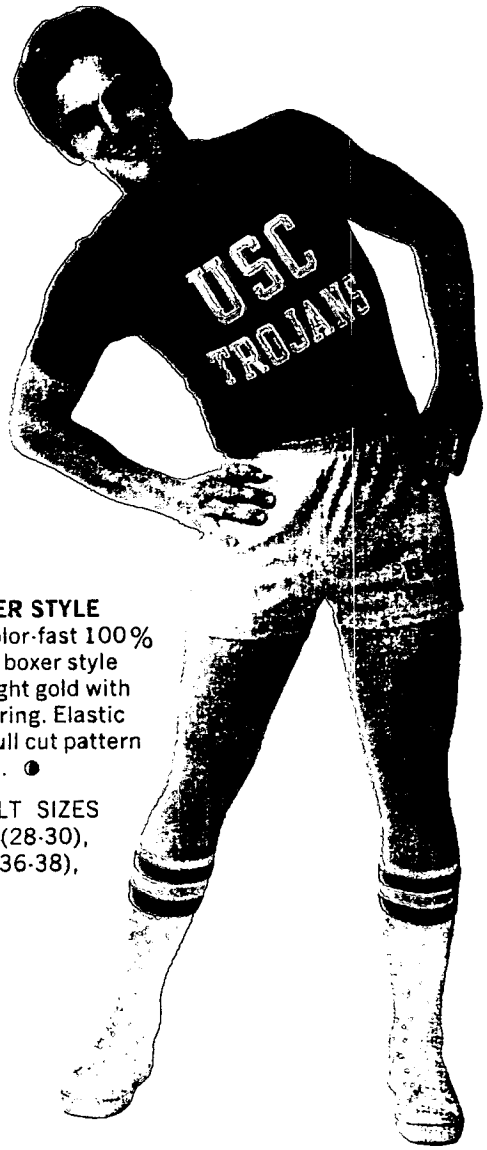
USC GYM SHORTS: THE PERFECT FIT FOR KEEPING FIT

The perfect gym shorts for him or her. The gym is just one of the many places you can use these. Jogging, bicycling, outdoor sports, washing the car, or good old indoor loafing.

SLIT SIDE TRUNKS in cardinal with gold USC monogram and gold trimmed piping down sides and around legs. Made of sturdy cotton twill that's Sanforized for minimum shrinkage. Designed to fit close. Elastic waistband is dryer-proof. ◑

X-04-A ADULT SIZES XS(24-26), S(28-30), M(32-34), L(36-38), XL(40-42)
$4.50

T-SHIRTS
See pages 3 to 6 for descriptions.



NYLON BOXER STYLE SHORTS—Color-fast 100% stretch nylon boxer style shorts. In bright gold with cardinal lettering. Elastic waistband. Full cut pattern for full action. ◑

X-10-A ADULT SIZES XS(24-26), S(28-30), M(32-34), L(36-38), XL(40-42)
$7.25

BOXER STYLE TRUNKS in white with cardinal USC TROJANS monogram. Made of sturdy cotton twill that's Sanforized for minimum shrinkage. Elastic waistband is dryer-proof. Four piece construction. ◑

X-05-A ADULT SIZES XS(24-26), S(28-30), M(32-34), L(36-38), XL(40-42)
$4.00

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Applicant's
Ex. No. 392 Pg. No. 16

OPP 00016

ZIP INTO A USC WARM UP SUIT

You'll appreciate the comfort of this USC warm up suit. It is designed to be snug fitting yet allow freedom of movement. A fine knit of heavyweight 100% acrylic, tailored with extra-strong covered seams. It's colorful and shrink proof.

X-07-A ADULT SIZES
Small, Medium, Large, X-Large
$33.50 (complete set—separates not available)

THE SHIRT is cardinal with velvety gold USC TROJANS and gold stripe sewn-in from collar to cuffs. Full length front zipper forms three-way collar. Zippered pocket. Narrow gold band outlines zippers down front and on pocket. Plain ribbed cuff. ◑

THE PANT is cardinal with 1" gold stripe on each leg. Tapered legs have 8" nylon zippers with gold trim line. Elasticized waist. ◑

NOTE: The size of the shirt and the pant do not need to be the same when ordering the complete suit.

USC WANTS YOU TO KEEP IN SHAPE

For jogging, work or play. Everyone who wants to stay in shape can use a sweatsuit. And the USC sweatsuit is a great fleece knit of 85% combed cotton/15% acrylic—it's warm without bogging you down with lots of extra weight. In Oxford gray with PROPERTY OF UNIVERSITY OF SOUTHERN CALIFORNIA printed in cardinal on both the shirt and pants.

THE SWEATSHIRT—long sleeves; raglan shoulders; seamless neckband; underarm gussets for extra strength; double stitched cover seams throughout; rib-knit cuffs and waistband. ■

THE SWEATPANTS—ribbed, drawstring waist; gusset construction crotch; elastic leg bottoms; full cut. ■

ADULT SIZES
Small, Medium, Large, X-Large
X-06-A THE SWEATSUIT
(separates not available)
$15.50

Hike, Bike & Tote

USC

USC COLORS RALLY TO STRIPED JACKET

Rally stripe jacket shows your colors men—and women! ¾" wide cardinal and gold braid stripes down each side of the full length zipper front. Two-button hurricane collar, button cuffs, two slash pockets, shirred elastic inserts in waistband. It's made of polyester and combed cotton—a poplin that's water repellent, washable and no ironing. Natural color with cardinal USC monogram on left chest.

A-06-A ADULT SIZES
Small, Medium, Large, X-Large
$17.50

USC BIKE BAG

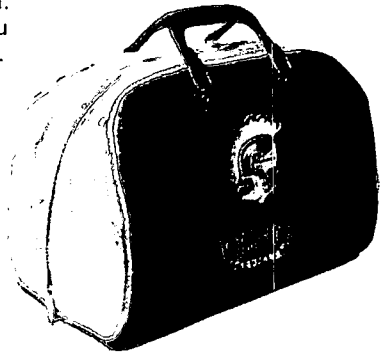
B-02-N—Keep your hands on the handlebars and still carry an amazing amount of "stuff" on your back. The USC bike bag is spacious and sturdy. Wide straps make it comfortable and convenient. Natural canvas with Trojan head design in cardinal and gold.

$3.75

VINYL CARRY-ALL IN TWO SIZES

It's one of the handiest bags you'll ever own. Lightweight but rugged. Big enough to hold everything you need for sports or light travelling. In gold and cardinal vinyl with gold USC design. Heavy duty zipper from base to base.

B-16-N 16" long **$9.75**
B-19-N 19" long **$12.75**



LIGHTWEIGHT USC TOTE FOR BIKIN' OR HIKIN'

B-03-N—It's completely nylon, even the waterproof zippers. Amazingly comfortable to carry, too. Adjustable straps. Special outer compartment to carry your lunch or other crushables. Gold with maroon and gold USC embroidered patch.

$17.50

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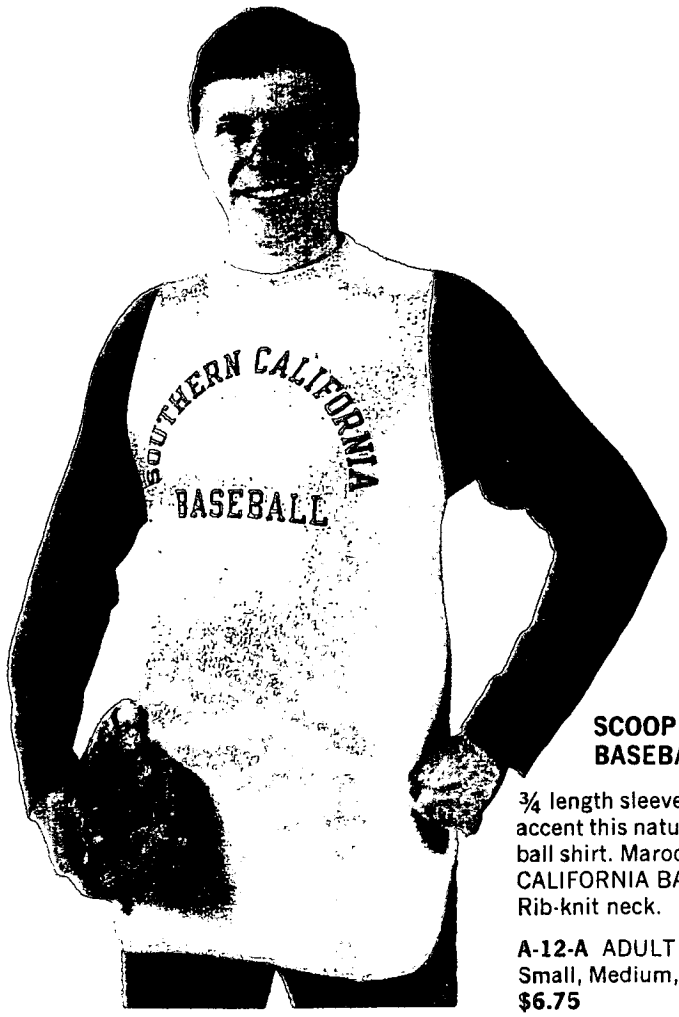
Applicant's
Ex. No. 392 Pg. No. 18

OPP 00018



The Baseball Look

USC

TRADITION AT ITS BEST

The baseball cap is popular everywhere. It's cool, comfortable, and it shades your eyes. Cardinal wool flannel with gold felt USC monogram. Buttonhole vents and elastic headband.

H-02-A ADULT SIZES
XS to XL
$5.45

SCOOP BOTTOM BASEBALL SHIRT

¾ length sleeves of deep maroon accent this natural-colored baseball shirt. Maroon SOUTHERN CALIFORNIA BASEBALL imprint. Rib-knit neck.

A-12-A ADULT SIZES
Small, Medium, Large, X-Large
$6.75

CARRY-ALL TOTE BAG

B-04-N—This all-nylon "sea bag" is designed with the light traveller in mind. It's big enough to hold a sleeping bag and much more. Two outer compartments, buckles and loops for carrying fish pole or baseball bat. Water proof zippers. Folds compactly when not in use. Cardinal with black trim.

$41.25

SUPER COACH JACKET

Cardinal body with gold raglan sleeves and collar. Gold snaps on front with drawstring waist. Two-ply nylon taffeta is washable, water repellent and wrinkle resistant. Gold USC design.

A-11-A ADULT SIZES
Small, Medium, Large, X-Large
$16.75

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Univ. South Carolina

Applicant's
Ex. No. 392 Pg. No. 19

OPP 00019

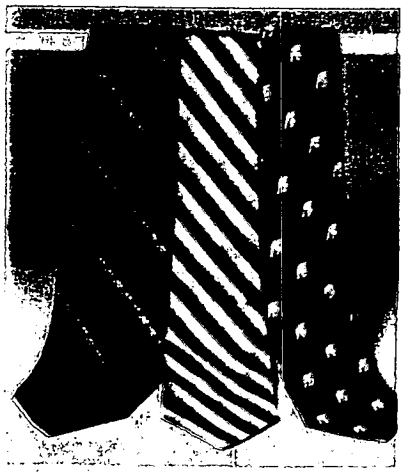
Trojan Jackets; Hats and Ties, too!

USC

LIGHTWEIGHT BUT WARM USC NYLON JACKET

This flannel-lined USC jacket is just the thing when the wind turns chilly. You'll be surprised at the warmth of this lightweight, 2-ply, nylon taffeta jacket. The inside lining is highest quality flannel. Full snap fastener front, drawstring waist and elastic cuffs. Byron collar, two slash pockets. In maroon with gold USC crest.

A-05-A ADULT SIZES
Small, Medium, Large, X-Large
$19.50



THE SNAPPY PANEL

H-10-A—Gatsby styling in a lightweight cap. Eight panels alternate cardinal and gold with contrast stitching. Two-inch cardinal snap visor and jumbo top button. Size adjusts from small to extra large.

ADULT SIZE
$6.75

TOPLESS VISOR CAP

H-05-A—Whatever your game—tennis, frisbie or birdwatching—this adjustable visor cap can help you. Extra wide three inch visor is lined with green to shade your eyes. Padded sweatband. White with cardinal letters.

ADULT SIZES
$2.75

VISORED TAM

H-09-A—Heads up styling in rib-knit Orlon from its short visor to its oversize pompon. In between, it's cardinal and gold with USC TROJANS knit-in. One size fits all.

$7.00

THE GREAT GATSBY

H-01-A—That old favorite—the snap brim Gatsby cap—is still popular today. Smartly tailored of knit acrylic. Maroon with sewn-on felt letters. Two-inch visor with snap.

ADULT SIZES
Sizes: XS to XL.
$5.50

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Applicant's
Ex. No. 392 Pg. No. 20

OPP 00020

CLASSIC USC NYLON JACKET

It's called the coaches jacket and that's no wonder—it's full cut, extra long and roomy, has deeper arm holes and raglan shoulders. It's made of two-ply nylon that's washable, water repellent and wrinkle resistant. Features a snap button front, byron collar, two slash pockets, elastic cuffs and draw-string waist. Cardinal with gold USC monogram.

A-07-A ADULT SIZES
Small, Medium, Large, X-Large
$13.75

CONTEMPORARY NECKWEAR IN TRADITIONAL COLORS

C-03-N—"USC" repeated over and over to form discrete stripes. Maroon background with gold lettering.
$8.00

C-02-N—Traditional repp stripe in traditional USC cardinal and gold.
$5.50

C-01-N—Trojan head foulard. Maroon background; finely detailed Trojan heads in gold.
$8.00

THE BIG APPLE

H-06-A—Cardinal and gold eight-panel cap with visor and snap button. A trim, sporty cap for men and women.

ADULT SIZES S to XL
$6.00

MESH GOLF CAP

H-04-A—Designed with a purpose: the three-inch visor keeps the sun out of your eyes; the four mesh panels keep you cool—in or out of the traps. Gold with cardinal USC monogram. Adjusts to any size.

ADULT SIZE
$5.25

3-WAY CREW HAT

H-03-A—It's the tennis/sailing/fishing/loafing hat. Well-sewn brim can be worn down, up or half way. Cardinal with gold USC emblem and top button.

ADULT SIZES: XS to XL
$4.10

OPP 00021

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Applicant's
Ex. No. 32 Pg. No. 21

Kid Stuff

TEE-RIFIC T-SHIRT SAYS USC BIG AND BOLD

This colorful new cardinal T-shirt is designed for comfort and durability. A wider rib-knit neck band, and deeper cut arm holes, mean free movement. Rich, heavyweight combed 100% cotton fabric stands up to active young Trojans. USC TROJANS in gold, rimmed with white.

T-04-Y YOUTH SIZES
S(6-8) M(10-12), L(14-16)
$4.25

I'M A LITTLE TROJAN CLASS OF 19??

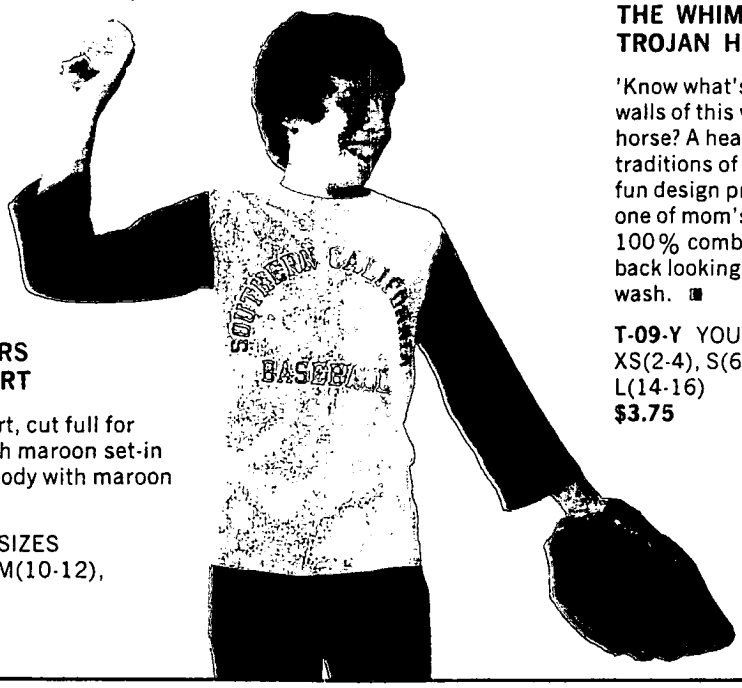
Are little boys and girls ever too young to set their sights on USC? Start them down the right path in this popular white T-shirt with cardinal red imprint I'M A LITTLE TROJAN CLASS OF 19?? In 100% combed cotton knit. Washable. ▼

T-10-Y JUVENILE SIZES
XS(2), S(4), M(6)
$3.00

THE WHIMSICAL LOOK OF TROJAN HORSE T-SHIRT

'Know what's hiding behind the walls of this whimsical Trojan horse? A heart beating true to the traditions of USC! Gold T-shirt with fun design printed in cardinal. It's one of mom's favorites, too. In 100% combed cotton that comes back looking good, wash after wash. ■

T-09-Y YOUTH SIZES
XS(2-4), S(6-8), M(10-12), L(14-16)
$3.75



YOUNG PLAYERS BASEBALL SHIRT

100% cotton shirt, cut full for comfort. ¾ length maroon set-in sleeves, natural body with maroon lettering. ▼

A-12-Y YOUTH SIZES
XS(2-4), S(6-8), M(10-12), L(14-16)
$5.00

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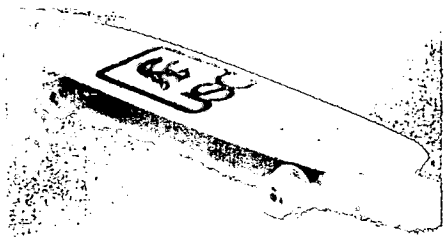
Univ. South Carolina
Applicant's
Ex. No. 392 Pg. No. 22

OPP 00022



FREE-FORMIN' SIDEWALK SURFER

R-07-N—24" fiberglass skateboard with textured, non-slip deck. Adjustable trucks with wide urethane wheels. In yellow with cardinal USC design. Special catalogue offer includes free frisbie.

$39.95

THE TROJAN FOOTBALL JERSEY—JUNIOR STYLE

Trojans of tomorrow can wear this classic football jersey anywhere. In classic colors, too—cardinal jersey with USC printed in gold and white. Satin-stitch knit of heavyweight cotton with Perset® finish—a new process that means almost no shrinkage. ¾ sleeves, double stitched yoke shoulders with rib-knit ring neck. ◑

F-01-Y YOUTH SIZES
S(6-8), M(10-12), L(14-16)

$7.75

FAMOUS TROJAN NUMERALS FOR FUTURE USC QUARTERBACKS

Up and coming young quarterbacks will want to wear one of these USC jerseys with the famous numerals 28, 32, or 42. Numbers on both front and back; USC on front. In cardinal with sewn-in gold shoulder insert. Half length sleeves and rib-knit ring collar. In heavyweight 100% cotton knit that washes without shrinking. Don't forget to specify number 28, 32, or 42 when ordering. ◑

F-02-Y YOUTH SIZES
XS(2-4), S(6-8), M(10-12), L(14-16)

$7.75

LOOKING GOOD! NEW NYLON MESH FOOTBALL JERSEY

This new nylon mesh jersey is the perfect all around wear for junior gridmen. Yoke shoulder and top of sleeves is a snappy, white stretch-knit polyester. The bottom half of the sleeves and the body is cardinal—a stretch-knit of 100 denier nylon mesh that won't fade or run. Bright gold USC TROJANS on front; new USC design on half length sleeves. Sleeve ends and ring neck are white polyester. ◑

F-04-Y YOUTH SIZES
S(6-8), M(10-12), L(14-16)

$7.25

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Ex. No. 392 Pg. No. 23

OPP 00023

More Kid Stuff

USC

CHILDPROOF SWEATSHIRTS

These USC sweatshirts can take all the use and abuse a youngster can give them. Available in short sleeve and long sleeve styles. Both are cardinal, fleecy-soft knit of 95% cotton/5% acrylic with double stitched cover seams for extra wear. Seamless neckband retains its shape. Raglan shoulders for comfortable fit. Rib-knit sleeve ends and waistband. And, best of all . . . the USC Seal design in gold. ■

LONG SLEEVE SWEATSHIRT
S-04-Y YOUTH SIZES
XS(4), S(8), M(12), L(16)
$6.25

SHORT SLEEVE SWEATSHIRT
S-03-Y YOUTH SIZES
XS(4), S(8), M(12), L(16)
$5.50

CLASSIC USC NYLON JACKET JUST FOR YOUNGSTERS

It's an all around jacket. It's full cut with raglan shoulders and deeper arm holes for unrestricted movement. Moms will be happy to know that this two-ply nylon taffeta is water repellent, washable, and wrinkle resistant. Full length snap button front, two slash pockets, elastic cuffs, byron collar. In cardinal with gold USC TROJANS monogram. ◑

A-07-Y YOUTH SIZES
S(6-8), M(10-12), L(14-16)
$12.50

HOODED, ZIPPERED SWEATSHIRT: NUMBER ONE BENCH WARMER

On the sidelines or in the game, young Trojan fans will be snug and warm in this soft and fleecy hooded sweatshirt. Cardinal, of course. Features double thick hood with drawstring, full length zipper and two muff pockets. 50% cotton/50% acrylic fleece knit. Waistband and cuffs are ribbed. USC TROJANS logo in gold. ◑

S-02-Y YOUTH SIZES
XS(2-4), S(6-8), M(10-12), L(14-16)
$10.75

Applicant's
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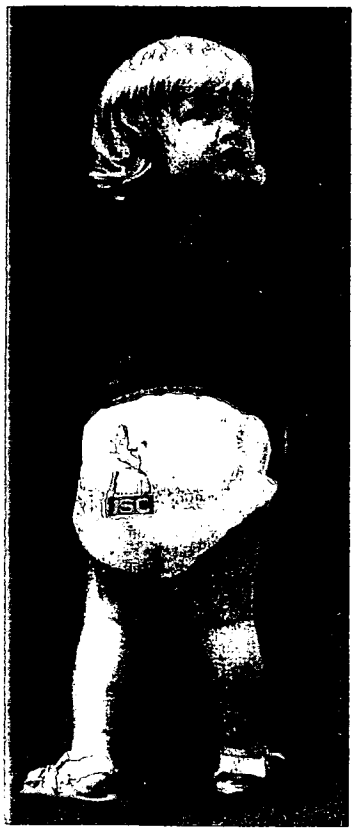
OPP 00024

As the Twig is Bent

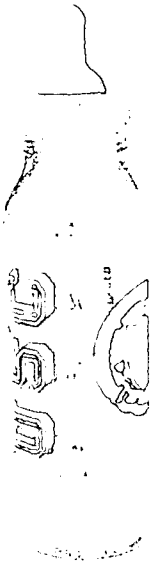
USC



THEY'RE NEVER TOO YOUNG

From little "acorns," giant Trojans grow . . . start them off on the right track with these necessities for infants and toddlers, all with the USC Trojan horse emblem in cardinal and shiny gold.

1. **Bib**—waterproof on the outside; full terry lining on the inside. White with red piping and tie strings.
2. **Baby Pants**—waterproof (naturally), but machine washable with elastic waist and leg openings.
3. **Baby Bottle**—8 oz. glass decorated with USC, seal in gold and cardinal. Uses standard nipples. Ounces marked: 8 oz. Kick off, 6 oz. End 1st Quarter, 4 oz. See the Bands?, 2 oz. End 3rd Quarter. Bottom, All Gone! Who Won?



C-04-B—FOR INFANTS
(Baby pants in sizes Small and Medium)
$6.50 all three items*

C-05-B—FOR TODDLERS
(Baby pants in sizes Large and X-Large)
Bib in this package has a deep crumb pocket and gives over-the-shoulder protection.
$7.50 all three items*

*Separate items not available

USC MATERNITY SMOCK

Red maternity smock with hand-embroidered gold lettering. A "Suzie Mc" original. Each individual piece is numbered by the needle artist. Short sleeves, zipper in back.

A-16-A—Petite, Small, Medium, Large
$24.95

LI'L TRAVELER

U-03-N—It's a long trip from childhood to Trojanhood. Start them on the journey with this soft-to-the-touch toy horse. "L'l Traveller" is white with a red saddle blanket emblazened with USC in gold. 9 inches long. Surface washable and safety-tested.

$6.50

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Applicant's
Ex. No. 392, Pg. No. 25

OPP 00025

Award Yourself!

USC

THE VARSITY SWEATER

Award yourself with the official USC Varsity Sweater. (Who deserves it more?) Knit of a heavyweight, 100% wool, this cardinal coat style sweater features a six button front, set-in sleeves with rib-knit, fold-over cuffs and two full fashioned pockets. USC TROJANS chenille emblem in gold above the left pocket.

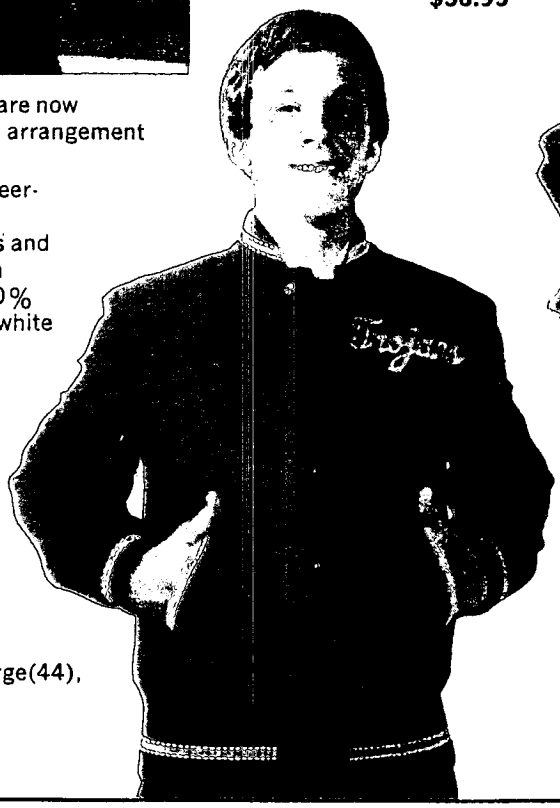
S-09-A ADULT SIZES
Small (38), Medium (42), Large (46), X-Large (48)
$56.95

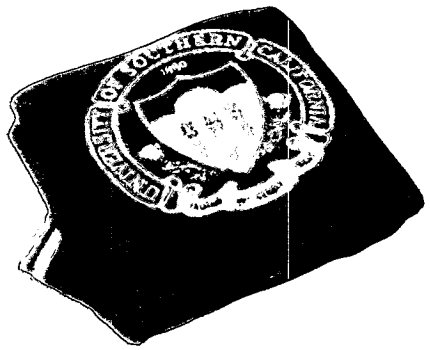
Authentic USC Award Jackets (and Sweater) are now available to Trojan Gifts customers by special arrangement with the Athletic Department.

The jacket above (A-15-A) features natural steer-hide sleeves and chenille patch on left chest. Jacket right (A-14-A) has wool melton sleeves and has swiss embroidered TROJANS in gold with white feather-edging. Both are tailored of 100% wool melton in traditional cardinal. Gold and white striping is knit into the heavy ribbed shawl collar, turn-up cuffs and waistband. Two slash pockets are edged with natural steer-hide. The jackets are fully lined—the body and sleeves with nylon, the pockets with flannel. Seven heavy duty snap closures.

A-15-A ADULT SIZES
Small(36), Medium(40), Large(44), X-Large(46)
$77.50

A-14-A ADULT SIZES
Small(36), Medium(40), Large(44), X-Large(46)
$59.95





USC AWARD BLANKET

X-12-N—The great seal of our great University is the center of attraction on this outstanding blanket of 100% wool. Measures a comforting 60" x 72" and has a border of gold felt. What a wonderful way to say, "I'm proud to be a Trojan."

$75.00

Applicant's
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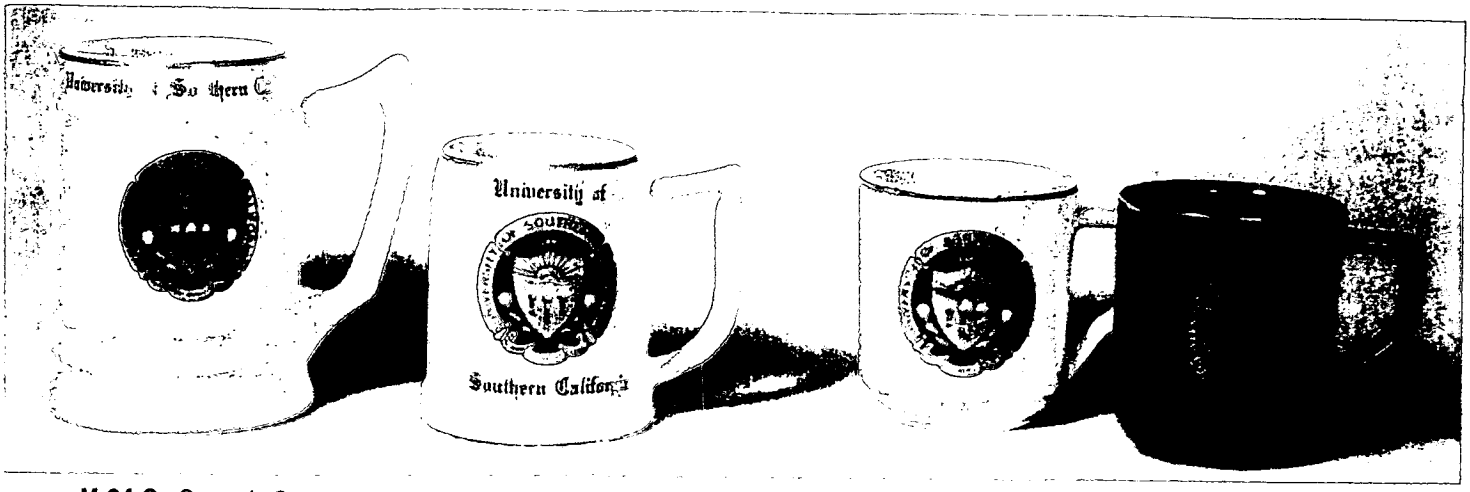


M-04-C—Ceramic Campus mug with the USC seal in full color. Glazed white finish with gold band on rim. 20 ounces.
$7.50

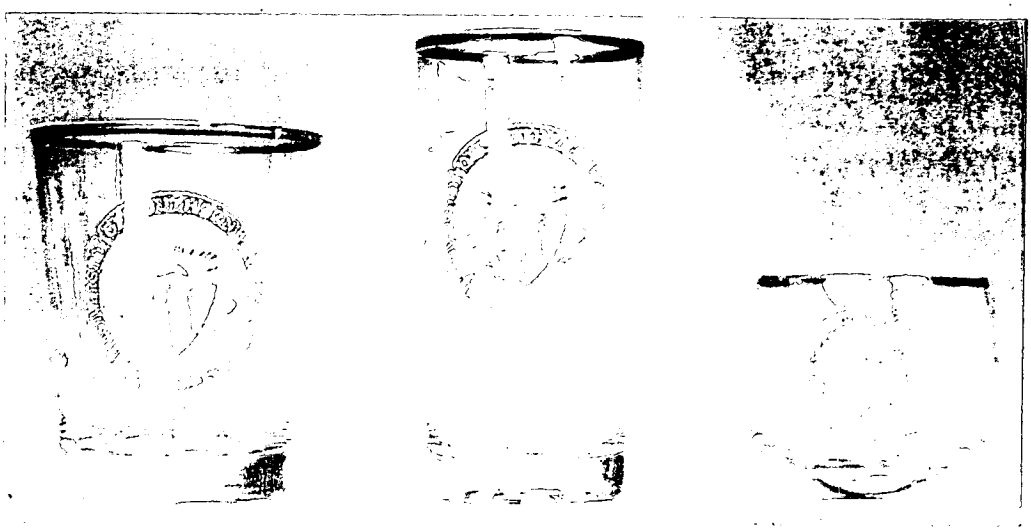
M-05-C—Shorty mug in glazed white ceramic. Full color seal and gold band on rim. 15 ounces.
$5.50

M-06-C—Coffee lovers should look twice! Oversize mug holds 12 flavorful ounces. In either black with gold seal or white with cardinal and gold seal. (please specify)
$5.25

Mugs & Glassware

USC

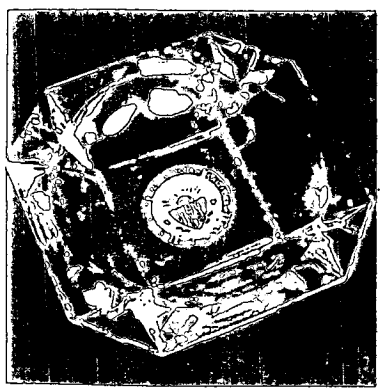
What better way to entertain your friends, or treat your family, than with handsome crystal-like glassware in the distinctive USC tradition? Our great University's seal is finely etched on each glass—to be toasted and admired for years to come. Rims are edged in brilliant gold trim. Available only in sets of eight. All Hail!



OLD FASHIONED
G-02-E—Double Old Fashioned. 15 ounces. Weighted bottom.
$19.95 (set of 8)

HIGHBALL
G-01-E—Highball glass. 12 ounces. Weighted bottom.
$19.95 (set of 8)

ROLY POLY
G-03-E—Roly Poly glass. Eight ounces. Weighted bottom.
$19.95 (set of 8)



G-06-E—Ashtray of crystal-like beauty. Seal of the University etched on bottom. Measures a hefty eight inches across. Perfect for desk, bar or coffee table.

$4.00

THE MARTINI SET

G-07-E—How do you like your martinis—3:1 or 12:1? Any way, they'll be better made and served in this smoked glass set with the USC seal in gold. Pitcher, 4 glasses and a glass stirrer (never shake a martini.)

$10.00 the set

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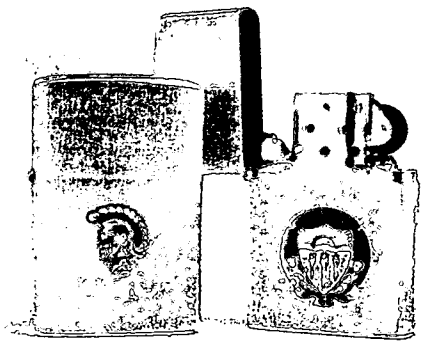
Applicant's
Ex. No. 392 Pg. No. 27 OPP 00027

USC PLAYING CARDS

R-06-N—Twin decks spell double trouble for your opponents. One deck is cardinal; the other, white—both with gold trim and gold University seal.

$5.25



ZIPPO LIGHTERS

Zippo lighters with your choice of USC seal or Trojan head in permanent cardinal and gold. (Please specify.)

Z-01-N
University Seal
$7.50

Z-02-N
Trojan head with USC
$7.50

FOR TROJANS GOING PLACES IN STYLE

B-06-N—Your suits (dresses, too) will "travel" wrinkle-free in this USC suit bag. Made of tough, leather-like supported vinyl with 3" side gussets to hold several suits without squeezing. Heavy duty zipper on three sides. Folds in half with handles at each end for easy carrying. Cardinal with new USC design in gold.

$21.00

CORDUROY COMFORT . . . USC THROW PILLOW

R-04-N—Now you can rest your head against a USC toss pillow. Cardinal corduroy with USC and seal in velvety gold flock. Filled with poly-foam and foam rubber. 16 inches square. That's real comfort!

$5.25

"GO TROJANS" TOILET SEAT

R-05-N—Highest quality, heavy duty toilet seat with satin finish. Hand silk screened USC monogram and emblem top side; "GO TROJANS" bottom side. Built to last. Maroon and gold.

$28.75

A HEARTY WELCOME TO ALL (EXCEPT YOU-KNOW-WHO)

Your visitors will know your exact sentiments when they see one of these durable rubber welcome mats. Full size with either USC TROJANS or BEAT UCLA. Cardinal with gold letterings. Nubby tread designed for wiping shoes clean of water, mud, even snow.

R-02-N USC TROJANS **$13.50**
R-03-N BEAT U.C.L.A. **$13.50**

His/Her Jewelry

KEY RING

Keep your keys safe on your USC key ring. Unique triangular ring with twist lock. University seal in cardinal on gold, mounted to a 1" disc.

N-07-G Key ring **$3.25**

CHARMS

Three-dimensional Tommy Trojan standing on USC initials. A Trojan Gifts exclusive.

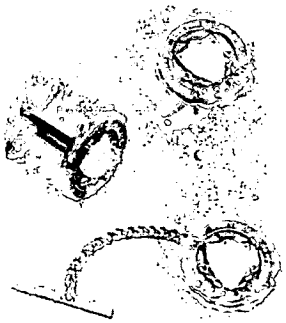
J-14-T 10K gold **$24.00**
J-14-F 14K gold **$30.00**
J-14-S
Sterling Silver **$9.95**

Seal of the University painstakingly reproduced in 14K gold. Measures 5/8" diameter.

J-17-G 14K gold **$55.00**

Snoopy knows that USC is #1. This cloisonné pin shows it. Cardinal, white and gold, with safety catch. Great gift.

N-08-G Cloisonné **$4.50**



CUFF LINKS

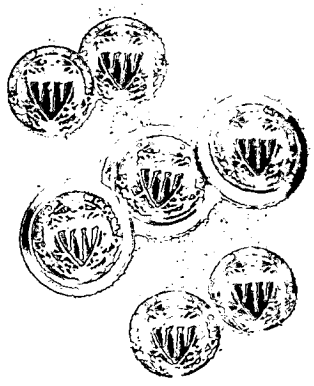
J-12-G—Gold filled cuff links with the seal of the University. The proper size—5/8 inch diameter.

$13.50

TIE TAC

J-11-G—The USC seal in gleaming 10K gold. Has clutch, chain and bar.

$13.25



BLAZER BUTTONS

N-05-G—The University seal in cardinal on 18K gold plated buttons—three for your blazer front, four smaller buttons for the sleeves.

$18.95 the set of 7

PLEASE COMPLETE BOTH SIDES OF THIS FORM

Trojan Gifts

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Please make check or money order for total amount shown on reverse side payable to: USC TROJAN GIFTS
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We welcome your comments and/or suggestions for items you would like to order through the Trojan Gifts Catalog in the future.

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Telephone No. _____

OVER

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Applicant's
Ex. No. 392 Pg. No. 29

OPP 00029

USC RINGS

FOR USC ALUMNAE/ALUMNI ONLY

It's never too late to order your USC ring for your class year—all are available.

More than just fine jewelry, these rings are richly carved with the symbols of our University . . . to be worn with pride by men and women of USC.

The rings are available in either yellow or white gold, either 10K or 14K. Select the traditional USC gem stone, or have your ring set with a true diamond, a Linde star sapphire or any birthstone. It is also possible to have the Greek letters of your sorority or fraternity encrested in the stone.

For more information, prices and ordering procedures, please write to:

TROJAN GIFTS
P.O. BOX 77538
LOS ANGELES, CA 90007

ORDER FORM

BE SURE TO FILL OUT BOTH SIDES OF THIS FORM

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EXPIRATION DATE MONTH/YEAR

MASTER CHARGE INTERBANK NO.

CREDIT CARD NUMBER

Signature

CATALOG NUMBER	DESCRIPTION			QUANTITY	UNIT PRICE	TOTAL PRICE
	ITEM	SIZE	COLOR			

Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered—

Orders up to $10.—add $1.00
$10. to $20.—add $1.75
Over $20.—add $2.00

MERCHANDISE TOTAL	
6% SALES TAX (CALIF. ONLY)	
OUT-OF-STATE SHIPPING—ADD 50¢	

Check ☐ Money Order ☐ payable to TROJAN GIFTS enclosed. Or, use BankAmericard or Master Charge. Do not send cash.

TOTAL AMOUNT $

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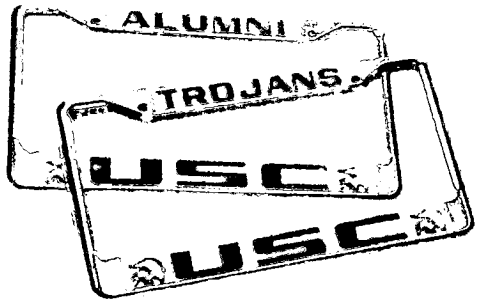
Applicant's Ex. No. 392 Pg. No. 30

OPP 00030



LICENSE PLATE FRAMES

Spiff up your Trojan "Chariot" with a pair of these gleaming chrome license plate frames. Designs are baked in cardinal and gold.

L-01-N TROJANS **$5.00** per pair
L-02-N ALUMNI **$5.50** per pair

ESPECIALLY FOR TROJAN LAPS

U-06-N—Cover your lap with luxury. Deep cardinal blanket of 100% acrylic. Continuous gold felt border and maroon USC seal sewn in. 60" x 37" to cover one lap or two. Comes in zippered carrying case.

$27.50

USC BEACH TOWEL IS BIG . . . AND THIRSTY

R-01-N—If you're going swimming, you'll want to take this thick, lush, terry towel with you. White with new USC design in cardinal and gold. Measures a full 37" x 67".

$7.50

SURPRISE!

P-04-N—Each grab bag contains a small USC pennant, plus an assortment of decals, buttons and bumper stickers. All in cardinal and gold so the whole world will know you're a proud Trojan. Each package contains at least 10 items.

$4.50

TAKE A FLING

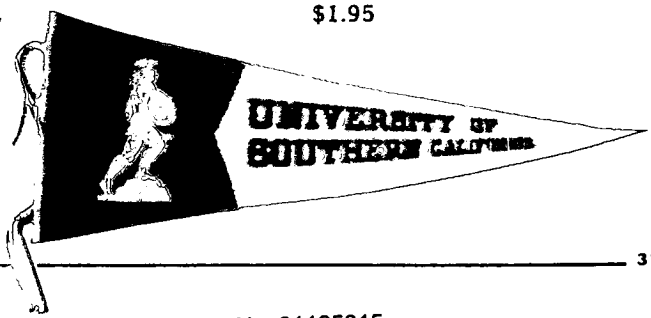
R-08-N—Call it a frisbie, a flyer, a flying saucer or whatever, it's great fun for the young and not-so-young. Molded of sturdy plastic—yellow with cardinal USC design in the center—it's aerodynamically balanced to fly true.

$1.95

TOMMY TROJAN PENNANT

P-01-N—Full size Tommy Trojan pennant will hang proudly in family room or bedroom. 9" x 24" felt in cardinal and gold.

$3.00



Applicant's
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OPP 00031

Time is too slow for those
who wait;
too swift for those
who fear;
too long for those
who grieve;
too short for those
who rejoice;
but for those who love,
time is not.
And, for those who love USC,
*time is this . . .**

TOMMY TROJAN CLOCK

K-04-N—*With apologies to Poet Henry Van Dyke, but no apologies for the beauty and quality of this outstanding keeper-of-the-hours. Screened on the glass front is Tommy Trojan, USC and the hour marks. The Great Seal of the University is meticulously applied in 23 carat gold leaf to form the clock face on a background that is a subtle blending of cardinal into gold and back to cardinal. The clockworks are battery operated so that you can use it on wall, mantle, desk or bookcase. Walnut wood frame measures 16½" x 20½".

$40.00

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USC Trojan Gifts Catalog

Opposition No. 91125615
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Applicant's
Ex. No. 223 Pg. No. 1

To all alumni and friends our thanks for your support. Our past success, and the upcoming 100th birthday of the University has prompted the Trojan Gifts catalog to become a vehicle for the Athletic Department fund raising. A percentage of your purchases will be donated to men's and women's athletics. One order blank is included on page 17 of the catalog, and you will be sent more order forms upon request. You may use Master Charge, Visa, a personal check or a money order when placing an order. Be sure to complete both sides of the form. For your convenience, credit card telephone orders are accepted. Phone (213) 741-7180, and every effort will be made to have your order on its way the same day. No collect calls, please. Orders will be shipped within 30 days . . . usually within 30 hours. Satifaction is quaranteed.
We hope you will find what you want here. If not, let us know, and we'll try to include it in our next catalog.

A Frank Note About Shrinkage

Garments made of 100% cotton can be expected to shrink unless the fabric has been treated to a special process such as Sanforized of Perset finish. These processes should keep shrinkage to less than 2 percent. Cotton blended with synthetic fibers such as polyester or acrylic will shrink less than all cotton, and all synthetic (such as nylon or Orlon) should have no shrinkage. As a general guide, we have placed a symbol after each item where appropriate to inform you of the shrinkage factor for each item.

◐ - no shrinkage or up to 2 percent.

■ - medium amount of shrinkage.

★ - the garment will shrink considerably and we recommend that you order the next size larger.

By following the manufacturer's washing instructions carefully, you will be able to keep shrinkage to a reasonable amount. Never iron over the design printed on these garments.

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A08A 50% cotton/50% polyester knit natural tone sport shirt with rainbow stripes, placket front, and navy collar, Adult sizes S-XL. **$12.25** ◐

S05A Cardinal knit rugby with gold feather stripes around chest, hem, upper sleeves, and cuffs. White collar and placket front. Adult sizes S-XL. **$25.50** ■

S03A Authentic rugby shirt of 100% heavyweight cotton with alternating cardinal and gold stripes. Adult sizes S-XL. **$23.00** ★

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Applicant's
Ex. No. 393, Pg. No. 2

OPP 00034

A03A 50% cotton/50% polyester cardinal La Coste type knit shirt with left chest pocket. USC TROJANS ALUMNI is flocked in gold on right chest. Adult sizes S-XL. **$12.00** ●

A01A 50% cotton/50% polyester La Coste type knit shirt with left chest pocket. USC TROJANS banner design appears on right chest. Available in both white and cardinal. Adult sizes S-XL. **$12.00** ●

A09A 50% cotton/50% polyester cardinal sport shirt with ivory over-the-shoulder stripes and collar and placket front. Adult sizes S-XL. **$11.75** ●

S10A 50% cotton/50% polyester knit shirt with alternating cardinal and gold stripes, white knit collar, placket front, and gold UNIVERSITY SOUTHERN CALIFORNIA flocked on left chest. Adult sizes S-XL. **$10.25** ●

D02A 50% cotton/50% creslan cardinal full-length hooded robe with gold flocked USC IS FOR LOVERS, zipper front, elastic wrists, and large muff pocket. Adult sizes S-L. **$18.25** ■

D06A Long or short sleeve maize t-shirt with cardinal USC printed across the front. Adult sizes S-L. Short sleeve **$6.50**, Long sleeve **$7.50**--●

D01A 100% cotton knit cardinal sleepshirt with v-neck and blue USC IS FOR LOVERS flocked on left chest. Adult sizes S-XL. **$6.00** ★

D03A Ladies' 50% cotton/50% polyester long-sleeve cardinal sport shirt with sewn in gold trim around scooped neck and in sleeve. Adult sizes S-L. **$8.75** ●

D04A Cardinal fashion top and short set of 50% cotton/50% polyester interlock with contrasting gold piping. Adult sizes S-L. **$17.00** ●

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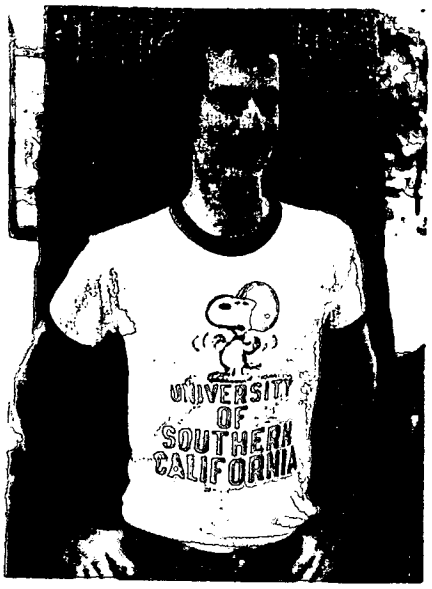
Applicant's
Ex. No. 393, Pg. No. 4

OPP 00036



100% cotton white t-shirt with cardinal trim and touchdown Snoopy design.
T16A Adult sizes S-XL. **$4.50**
T16Y Youth sizes XS-L. **$4.00** ★
©1958 United Feature Syndicate, Inc.

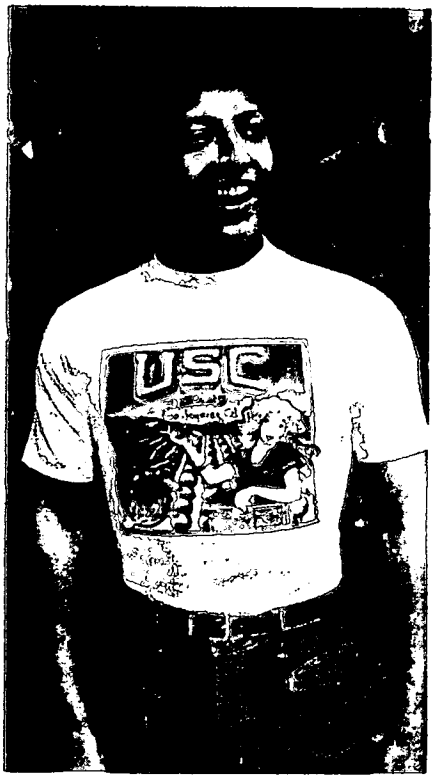
F06A 90% cotton/10% rayon gray half-length "under-the-pads" schimmel shirt with cardinal print. Adult sizes M-XL. **$5.00** ■

X05A 50% nylon/50% cotton gold boxer shorts with elastic waistband and cardinal USC ATH. DEPT. on left leg. Adult sizes S-XL. **$6.00** ■

X11A 70% cotton/15% acrylic/15% nylon white tube socks with three wide stripes in cardinal and gold. One size fits all. 3 pair **$6.50** ■

T06A Tan crew-neck 100% cotton t-shirt with white and blue wave design and script UNIVERSITY OF SOUTHERN CALIFORNIA. Adult sizes S-XL.
$5.75 ★

X01A 100% cotton cardinal rugby shorts with two slash pockets, elastic and drawstring waistband, and gold USC on left leg. Adult sizes XS-XL.
$12.00 ★



T18A Tan crew-neck 100% cotton t-shirt screened with USC adapted orange crate label design. Adult sizes S-XL.
$5.75 ★

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Applicant's
Ex. No. 393 Pg. No. 5

OPP 00037

T08A 100% cotton t-shirt with USC TROJANS athletic stripe design. Available in both cardinal and gold. Adult sizes S-XL. **$5.50** ★

X02A 100% two-way stretch doubleknit cardinal boxer shorts with elastic waistband and wide gold side stripes. In right leg stripe appears USC; in left leg stripe, TROJANS. Adult sizes S-XL. **$7.25** ◐

X03A 100% nylon cardinal shorts with gold piping and USC Bullseye design on left leg. Adult sizes XS-XL. **$5.75** ◐

Royal blue 100% cotton knit Superman t-shirt with red and gold duotex USC print.
T01A Adult sizes S-XL. **$5.25**
T01Y Youth sizes S-L. **$4.75** ★

X10A 100% stretch nylon gold boxer shorts with elastic waistband and cardinal USC TROJANS on left leg. Adult sizes XS-XL. **$6.00** ◐

Applicant's
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OPP 00038

T03A 100% cotton knit cardinal-trimmed white t-shirt with cardinal and gold University Seal and USC TROJANS. Adult sizes S-XL. **$5.25** ★

X04A 65% polyester/35% cotton heavyweight cardinal shorts with gold piping, side slits, and USC TROJANS on left leg. Adult sizes S-XL. **$4.75** ◐

T04A 100% cotton knit cardinal t-shirt with USC TROJANS in gold on white design. Adult sizes S-XL. **$5.00** ★

X06A 100% nylon white trunks with two color USC logo on left leg. Adult sizes S-XL. **$5.75** ◐

T14A 100% cotton tan t-shirt with Mickey Mouse in full-color design. Adult sizes S-XL. $6.00 ★
©Walt Disney Productions

T15A Ladies' maize 50% cotton/50% polyester french-cut t-shirt with full-color Minnie Mouse design. Adult sizes S-L. **$7.00** ◐
©Walt Disney Productions

T07A 100% cotton natural tone long-sleeve pocket t-shirt with USC TROJANS printed down the left sleeve. Adult sizes S-XL. **$6.75** ★

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Applicant's
Ex. No. 393, Pg. No. 7

OPP 00039

100% nylon jacket with pre-shrunk nap lining, cardinal body, and heavy rib-knit collar, cuff and waistband.
A11A Adult sizes S-XL. **$22.00**
A11Y Youth sizes S-L. **$19.25** ●

A04A Cardinal heavyweight knit rugby with gold and white sleeve stripes, white collar, and placket front. Adult sizes S-XL. **$24.75** ★

S09A 100% lamb's wool cardinal Award sweater with button down front. Embroidered USC TROJANS patch on left pocket. Adult sizes S-XL. **$56.95**

A14A Award jacket with cream-colored leather sleeves and cardinal felt body. Fully lined with heavy snap front. Adult sizes S-XL. **$77.50**

A15A Award jacket with cardinal felt body and sleeves. Fully lined and heavy snap front. TROJANS embroidered on left chest. Adult sizes S-XL. **$59.95**

S01A Cardinal v-neck pullover sweater of 50% creslan/50% rayon. Long-sleeved with ribbed cuffs and waistband. USC is flocked in gold on left chest. Adult sizes S-XL. **$11.50** ●

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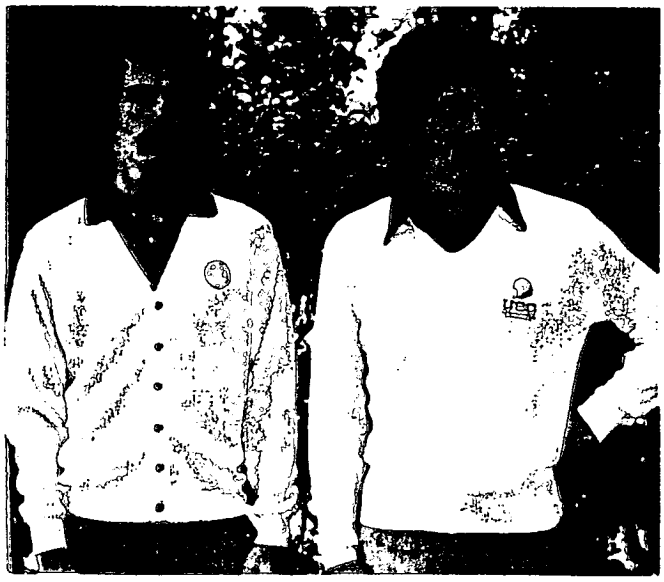
Applicant's
Ex. No. 393, Pg. No. 8

OPP 00040

S11A 100% orlon-acrylic white v-neck pullover sweater with USC Trojan banner and football helmet embroidered on left chest. Adult sizes S-XL. **$21.00**

S12A 100% orlon-acrylic knit white cardigan sweater with multi-color University seal embroidered on left chest. Adult sizes S-XL. **$26.50** ●



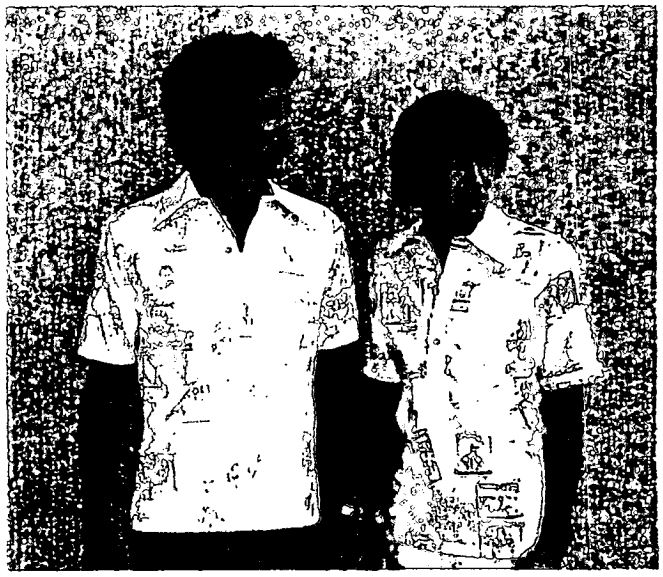
T02A Cardinal sport shirt of 100% cotton with gold and white sewn in chest stripes. Adult sizes S-XL. **$5.50** ★

100% cotton cardinal sport shirt with gold nylon collar, placket front, and left sleeve stripe. Cardinal USC embroidered into sleeve stripe.
S08A Adult sizes S-L. **$16.00**
S08Y Youth sizes S-L. **$13.50** ★

A05A 100% nylon cardinal jacket with cotton flannel lining. Bold script gold satin TROJANS sewn in across the front; USC sewn in bold gold block letters appears on the back. Adult sizes S-XL. **$25.25** ●

A06A Water-repellant 2-ply cardinal nylon shell with snap front, drawstring bottom, and banner design on left chest. Adult sizes S-XL. **$12.75** ●

A10A Natural tone kettle cloth sport shirt with post athletic events printed in either gold or cardinal. Shirt has collar and three button placket front. Adult sizes S-XL. **$21.00** ●



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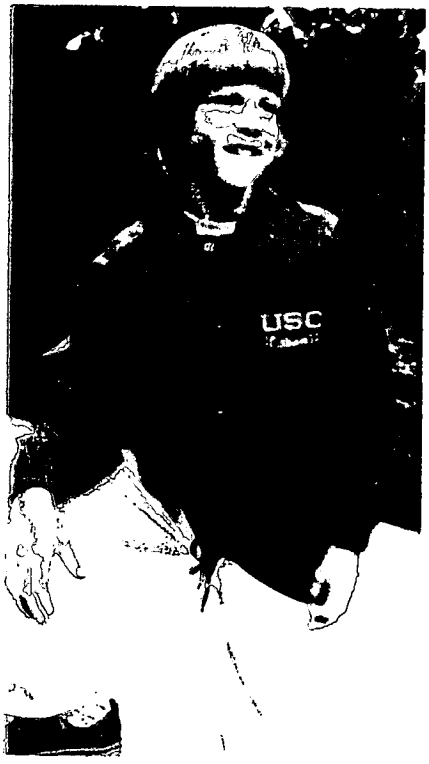
Applicant's
Ex. No. 393, Pg. No. 9

OPP 00041

R10N Take this football to the game and have your favorite players sign it. Great for a souvenir or for just tossing around. $24.00

A07Y Child's water-repellant 2-ply cardinal nylon shell with snap front, drawstring bottom, and banner design on left chest. Youth sizes S-L. $12.00



F01Y Child's cardinal Official Game Jersey of 100% stretch nylon mesh with hemmed half-sleeves and double-thickness mesh yoke shoulder. #32 in gold appears on both the front and back with a gold USC across the shoulders. Youth sizes S-L. $24.00 ●

T10Y Child's 100% cotton white t-shirt with cardinal imprint of "I'M LITTLE 19?? TROJAN." Juvenile sizes 2, 4, and 6. $2.75 ★

T09Y Child's 100% cotton knit gold t-shirt with a cardinal imprint of the traditional Trojan Horse. Youth sizes XS-L. $4.25 ★

T12Y Child's 100% cotton natural tone baseball shirt with ¾ cardinal sleeves and placket front. Youth sizes S-L. $5.50 ★

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Applicant's
Ex. No. 393, Pg. No. 10

OPP 00042

T14Y Child's 100% cotton gold t-shirt with USC Mickey Mouse design. Youth sizes S-L. $4.75 ★
©Walt Disney Productions

T15Y Child's 100% cotton tan t-shirt with USC Minnie Mouse design. Youth sizes S-L. $4.75 ★
©Walt Disney Productions

F03Y Child's natural tone 100% cotton practice jersey with yoke shoulder and ¾ sleeves. SOUTHERN CALIFORNIA FOOTBALL appears on the front in cardinal. Youth sizes XS-L. $6.25 ★

S02Y Child's cardinal hooded sweatshirt jacket with a gold University Seal compass design. 50% cotton/50% creslan with a double-thick hood with drawstring and pouch pockets. Youth sizes S-L. $11.50 ■

S04Y Child's 50% cotton/50% creslan fleece-knit cardinal sweatshirt with gold UNIVERSITY SOUTHERN CALIFORNIA and University Seal flocked boldly on the front. Youth sizes S-L. $6.75 ■

T04Y Child's 100% cotton knit cardinal t-shirt with USC TROJANS in a gold on white design. Youth sizes S-L. $4.75 ★

X04Y Child's 65% polyester/35% cotton heavyweight cardinal shorts with gold piping, side slits, and USC TROJANS in gold on left leg. Youth sizes S-L. $4.00 ◑

Applicant's
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OPP 00043

S06A Grey long-sleeve hooded pullover sweatshirt of 50% cotton/50% acrylic with ribbed cuffs and waistband, muff pocket, and drawstring hood. Adult sizes S-XL. **$12.00**

S07A 50% cotton/50% creslan cardinal long-sleeve zip sweatshirt with Byron collar and ribbed waistband and cuffs. Adult sizes S-XL. **$11.50**

S04A 50% cotton/50% creslan fleece-knit cardinal sweatshirt with gold UNIVERSITY SOUTHERN CALIFORNIA and University Seal flocked boldly on the front. Adult sizes S-XL. **$7.75**

100% cotton terry cloth jacket, shorts, and pants. All three in natural tone with cardinal trim and zippered pockets. Adult sizes S-XL.

X08J Jacket **$27.50**
X08P Long pants **$20.25**
X08S Shorts **$16.50**

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Applicant's
Ex. No. 393, Pg. No. 12

OPP 00044

X07A 100% polyster doubleknit cardinal jogging suit with ribbed collar and cuffs, slash pockets, and cardinal, gold and white chevron design on jacket; zippered back pocket, elastic waistband, and gold inset on pants. Adult sizes S-L. $32.00

X09J Full zip jacket made of 100% creslan with contrasting raglan sleeves and ribbed knit striped waistband and cuffs. Adult sizes S-XL. $16.00

X09P Pocketed pants of 100% creslan with zippered legs, contrasting double leg stripes, and elasticized waist. Adult sizes S-XL. $14.00

X09A Complete set. $28.50

X13A Cardinal and gold 100% polyester warm-up featuring a gold collar and waistband, multi-color stripe down sleeves and legs, and USC stitched to left chest. Adult sizes S-XL. $35.50

S02A Cardinal hooded sweatshirt jacket with a gold University Seal compass design. 50% cotton/50% creslan with a double-thick hood with drawstring and pouch pockets. Adult sizes S-XL. $14.00

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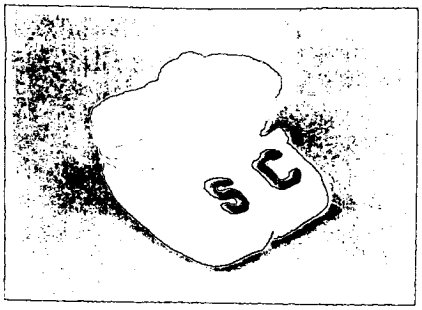
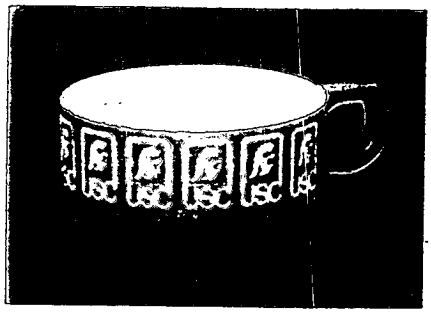
Applicant's
Ex. No. 393, Pg. No. 13 OPP 00045

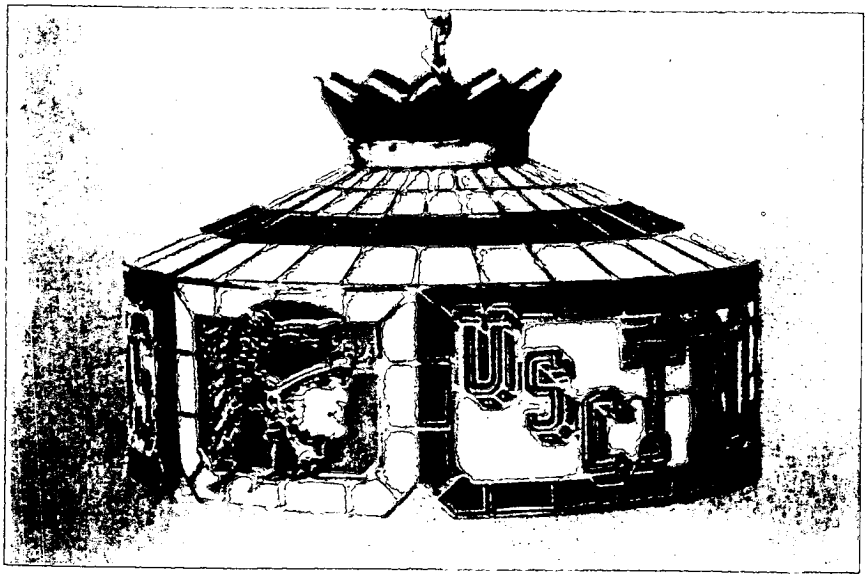


C15B 100% acrylic white knitted booties with gold ankle stripes and cardinal felt letters. **$4.75**

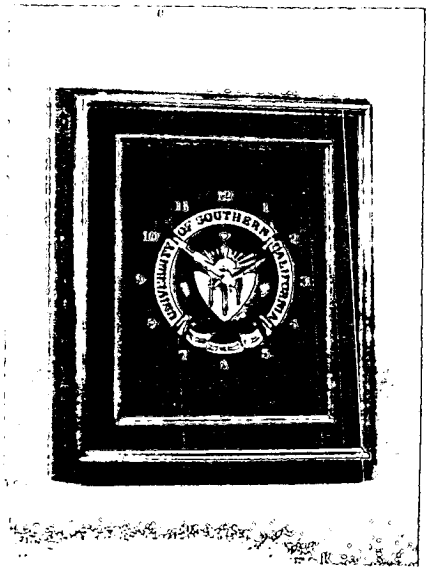
U06N Cardinal wool stadium blanket measuring 40" x 60" with gold felt USC logo, Seal, and border. Zippered plastic carrying case included. **$25.50**



M07C Oversized cardinal ceramic mug with repeating gold USC logo. Can be used for soup or cereal. **$3.75**



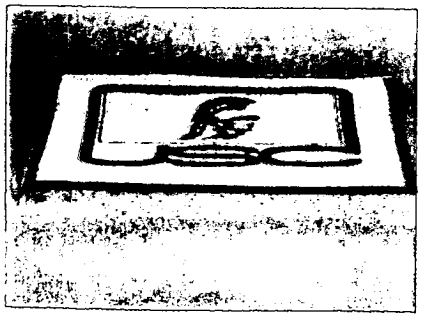
R07N USC Swag plexiglass tiffany lamp with 12 ft. cord and chain. $145.00



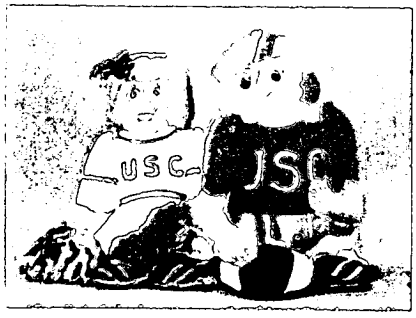
K01N Quartz Award clock measuring 11" x 13" with cardinal velvet and genuine walnut frame and four-color University seal on glass face. One year warrantly quartz performance. Batteries not included. **$116.50**

X12N 100% wool cardinal Varsity blanket with stitched gold felt border, lettering, and Seal. **$79.00**

R03N Gold synthetic turf door mat with rubber non-slip backing and cardinal USC logo print. **$18.25**



24" dolls of 100% cotton felt exterior and polyester filling.
U08N USC Football player **$32.00**
U09N USC Song Girl **$32.00**



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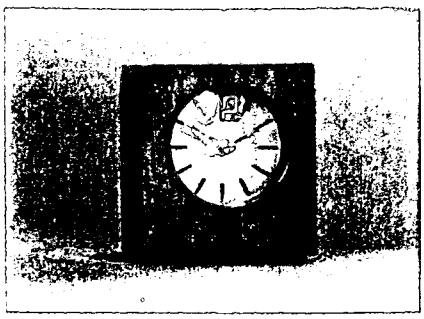
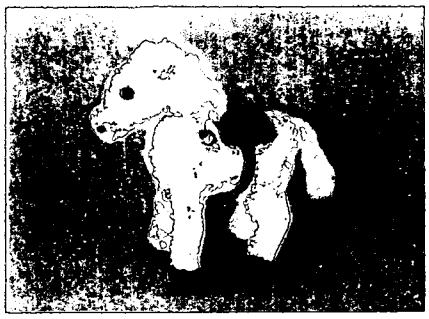
Applicant's
Ex. No. 393, Pg. No. 14 **OPP 00046**



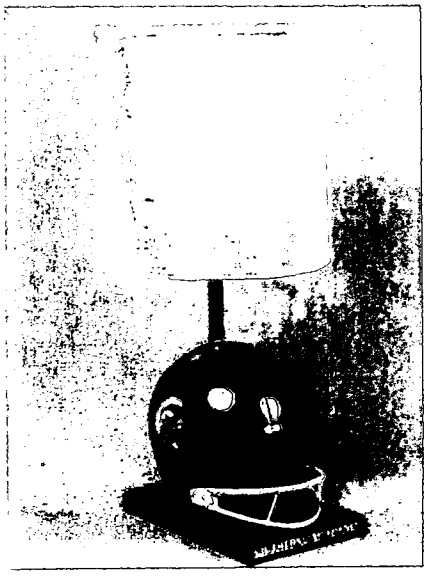
K04N Quartz clock with genuine walnut finish and revolving USC logo as the second hand. Six month warranty. Batteries not included. **$127.50**



U03N Li'l Traveller with a music box that plays "Fight On." Washable surface with cardinal saddle on which a gold USC is embroidered. **$9.50**

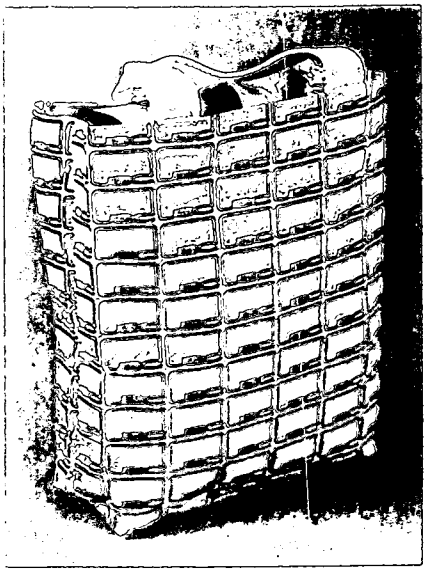
L06N This cloisonne emblem will outfit your car grill with Trojan attire. **$25.50**

R01N White velour beach towel measuring 37" x 67" with cardinal and gold USC logo. **$9.00**



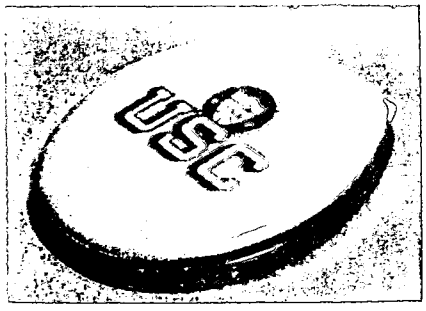
R08N Cardinal and gold simulated helmet and face guard lamp with burlap shade, simulated woodgrained base, and three-way switch. Height 29" **$37.50**

B05N Natural tone canvas tote bag with two snapable straps inside to hold a thermos. **$11.00**



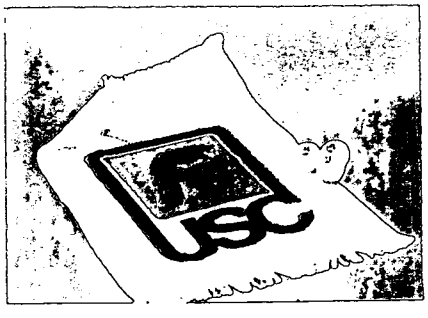
R02N Terry cloth sports towel measuring 15" x 24" with USC logo and brass eyelet for hanging or clipping to your golf or tennis bag. **$3.00**

R05N Toilet seat with a cardinal USC and University Seal on the outside of the gold lid and GO TROJANS on the inside. **$25.50**



P01N Cardinal and gold Tommy Trojan pennant measuring 12" x 30" **$3.75**

U05N Package of three golf balls monogrammed with USC logo. **$6.00**



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Applicant's
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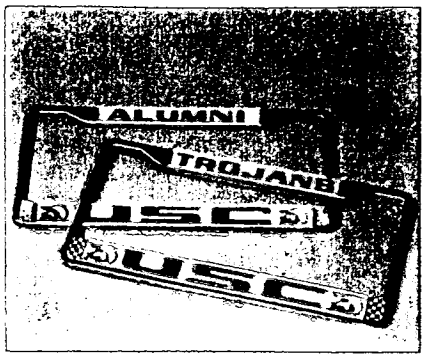
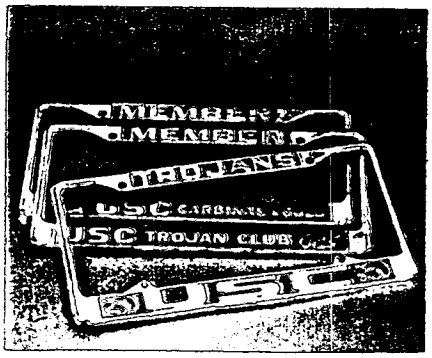
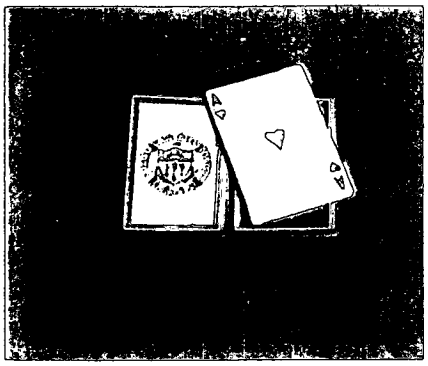
OPP 00047



License Plate Frames:
L01N TROJANS/USC **$4.25**
L02N ALUMNI/USC **$4.50**
L03N Gold-plated TROJANS/USC **$12.75**
L04N Gold-plated MEMBER/TROJAN CLUB **$12.75**
L05N Gold-plated MEMBER/CARDINAL AND GOLD **$12.75**

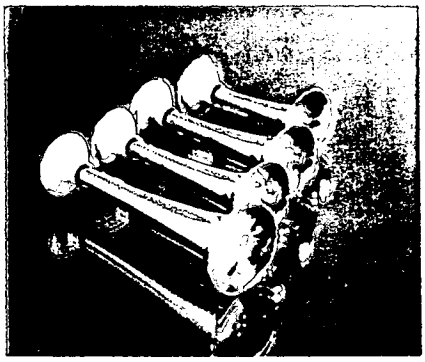


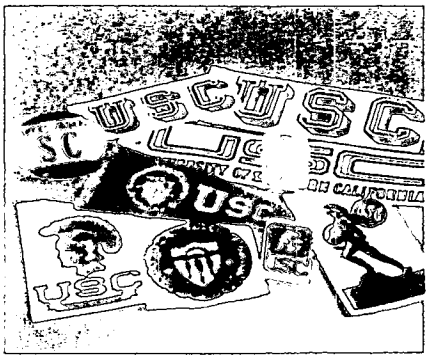
L07N Horn that fits under the hood of your car, in your boat, or many other places - let your imagination go. You'll hear "Fight On" playing for miles around at the football games. Four horns and all necessary equipment for installation included. **$95.00**



R06N Double deck of plastic-coated playing cards with plastic carrying case. One deck is cardinal; the other, white. Both decks have gold University Seal and border. **$4.75**

P04N Our selection of decals, pennants, bumper stickers, and buttons with a minimum of ten items in each bag. **$4.50**



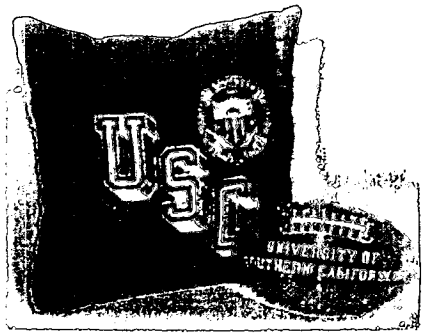


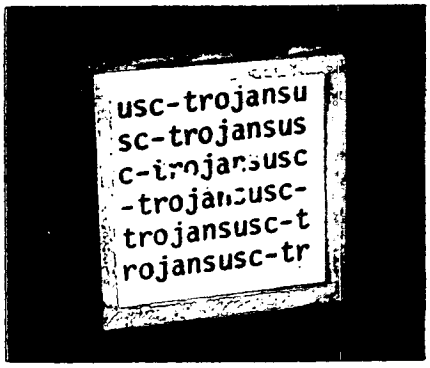
U01N Cardinal felt football printed with a gold UNIVERSITY OF SOUTHERN CALIFORNIA **4.25**

R04N Cardinal corduroy toss pillow measuring 16" x 16" with gold flocked USC and University Seal. **$4.50**

U02N 100% water-repellant nylon umbrella with grained hardwood club handle. Alternating cardinal and gold panels with the USC logo appearing on one of the panels. **$6.50**

K02N Oak frame clock with USC TROJANS repeated over and over in large bold case type on its face. 11" square. **$50.00**





Applicant's
Ex. No. 393, Pg. No. 16

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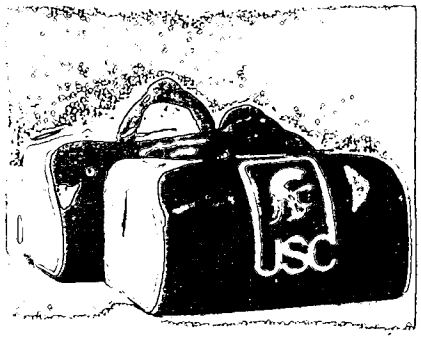
OPP 00048

B02N Natural tone cotton book bag with USC Trojans banner design in cardinal and gold. $2.75

Vinyl athletic bags in cardinal and gold with USC logo. Heavy vinyl handles and stong metal zipper.
B16N 16" $9.75
B20N 20" $14.50



U07N 40" tall quality plush Hobby Horse with sturdy finished birch dowel and genuine leather halters and reins. $15.00

PLEASE COMPLETE BOTH SIDES OF THIS FORM

Trojan Gifts USC

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Please ship the items listed on the reverse side:

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MR. MRS.
MISS, MS. _____

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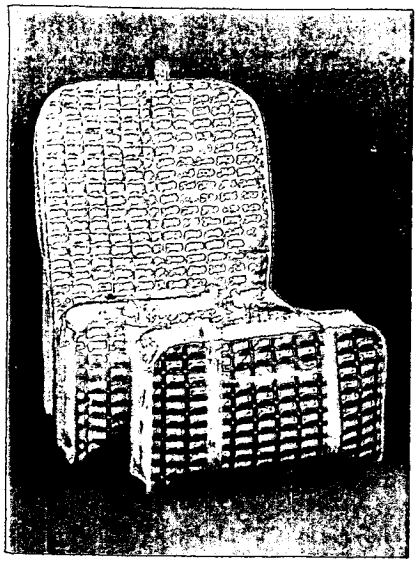
OVER

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 393, Pg. No. 17

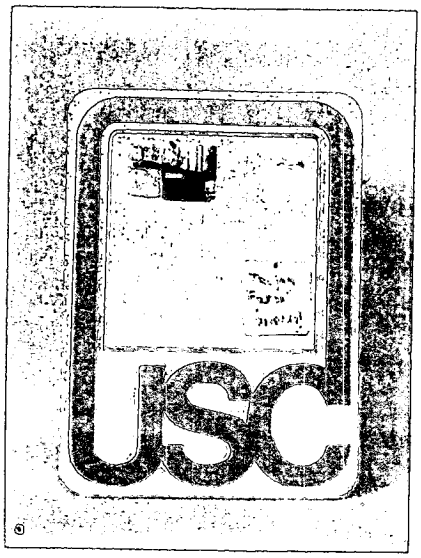
OPP 00049



B04N Natural tone canvas overnighter with USC logo print in either cardinal or gold. Zippered main compartment and side pocket. $29.25

B06N Natural tone canvas garment bag with gold USC logo print and zip down front. $32.75

M08C Natural clay mug with Trojan face moulded on front and appropriate glazing. $8.50



U04N Solid cork bulletin board with USC logo design and brass eyelet for hanging. Board measures 16½" x 22½" and includes push pins for your messages. $5.00

ORDER FORM

USC

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BOTH SIDES OF THIS FORM

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- ☐ Master Charge
- ☐ BankAmericard/Visa

IRATION DATE
NTH/YEAR

DIT CARD NUMBER

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CATALOG NUMBER	DESCRIPTION			QUANTITY	UNIT PRICE	TOTAL PRICE
	ITEM	SIZE	COLOR			

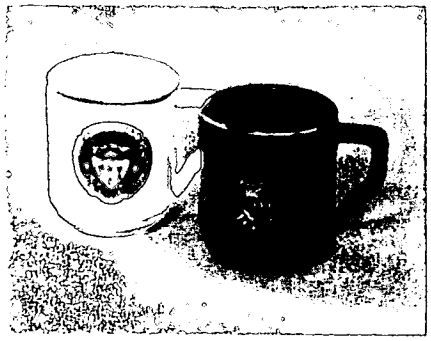
Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered—

Order up to $10. — add $1.00
$10 to $20. — add $1.75
Over $20. — add $2.00

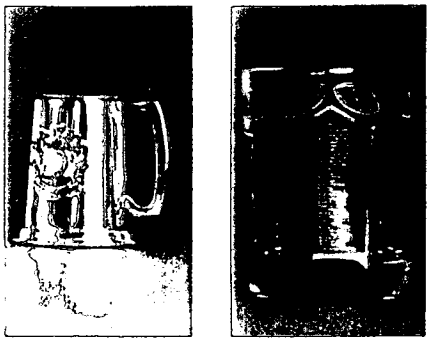
MERCHANDISE TOTAL	
6% SALE TAX (CALIF. ONLY)	
OUT-OF-STATE SHIPPING – ADD 50c	

Check ☐ Money Order ☐ payable to TROJAN GIFTS enclosed. Or, use BankAmericard/VISA or Master Charge. **Do not send cash.**

TOTAL AMOUNT $

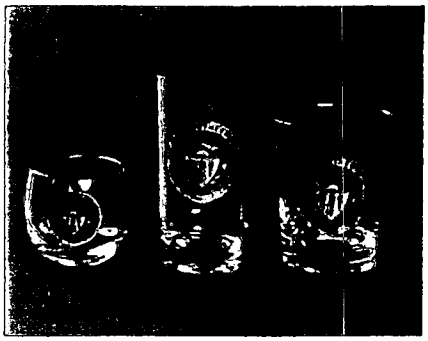


M06C Oversized (12 oz.) ceramic coffee mug in white with multi-color seal or black with gold seal. **$5.00**



M03P Polished pewter mug with glass bottom. Also adorned with the class wreath and University Seal. **$27.50**

G04E Glass tumblers with information on the coaches, years, and players of USC's football championships in cardinal and gold. Set of eight. **$21.00**



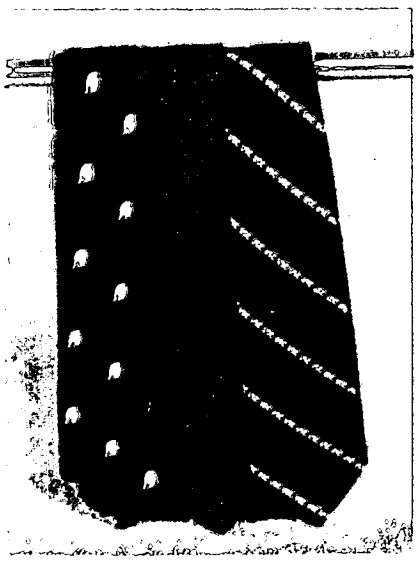
Glasses carry a cardinal and gold University Seal.
G01E Highball glasses. Set of eight. **$17.00**
G02E Double Old-Fashioned glasses Set of eight. **$17.00**
G03E Roly Poly glasses. Set of eight $17.00

M04C Deluxe 20 oz. white ceramic mug with three gold stripes, full color seal, and black script print. **$8.00**

M01C 18 oz. white ceramic fraternity mug with full color seal, gold lip, and black script print. **$6.50**

M05C Glazed white ceramic 15 oz. mug with full color seal and gold rim. 4" high, 3¼" in diameter. **$5.00**

M02C 2 oz. white ceramic double shot mug with full color seal and gold lip. **$2.75**



C01N 100% polyester cardinal tie with finely detailed gold Trojan heads.

C02N 100% polyester cardinal tie with gold pin dots.

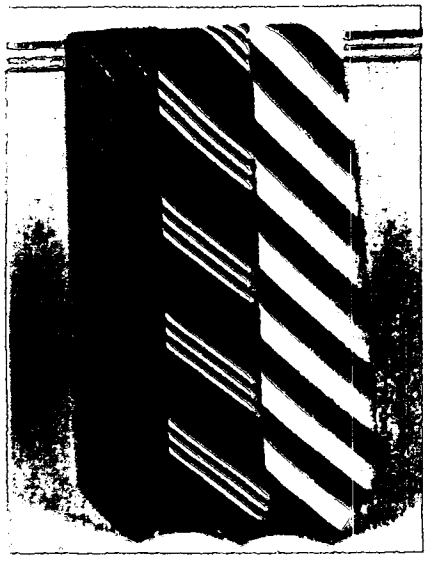
C03N 100% polyester cardinal tie with USC repeated to form gold stripes.

All ties **$6.50**
Any combination of three ties **$18.00**

C06N 100% polyester cardinal tie with gold feather stripes.

C07N 100% polyester cardinal tie with three ¼" gold stripes running diagonally down it.

C08N 100% polyester tie with alternating cardinal and gold stripes.

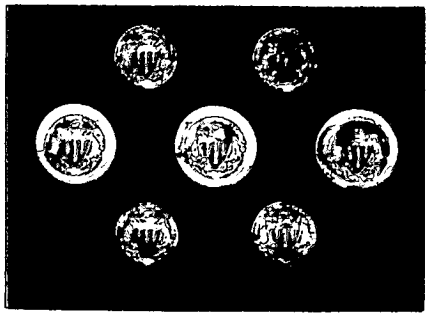


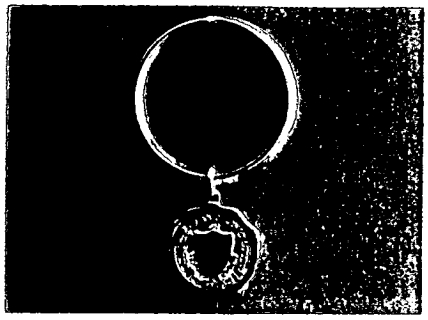
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 393, Pg. No. 19

OPP 00051

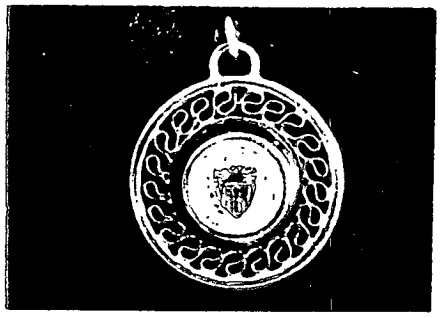
N05G A set of 18K gold-plated University seal blazer buttons. The set includes three buttons for the front and four buttons for the cuffs. $15.50



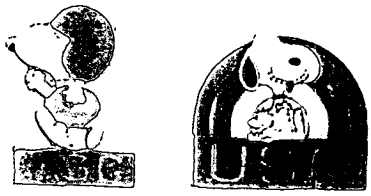


N07G Gold split key ring with the University seal. $4.25

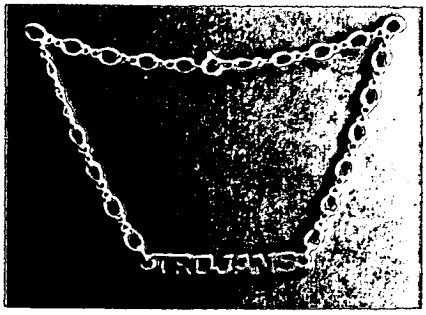
J13C 14K gold filagree charm of the University seal with cardinal detail. $38.25



N08G N09G



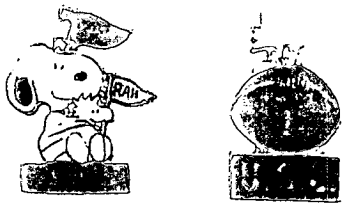
Package price. Get the whole set of pins (tie tac not included) for $18.50
Peanuts characters© 1958. 1965 United Feature Syndicate, Inc.



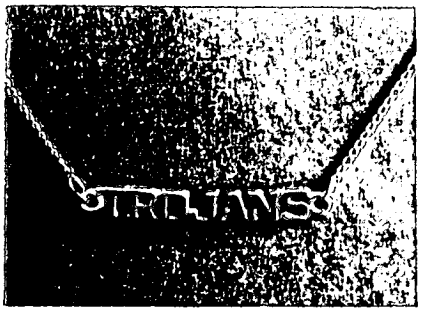
J08B 14K gold bracelet with TROJANS incorporated horizontally into a heavy wrist chain. $60.00

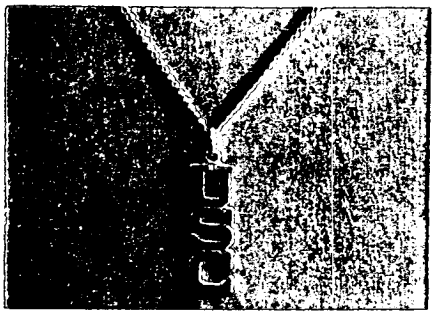
N12G N13G
A tie tac

Snoopy Pins
$4.50 Each

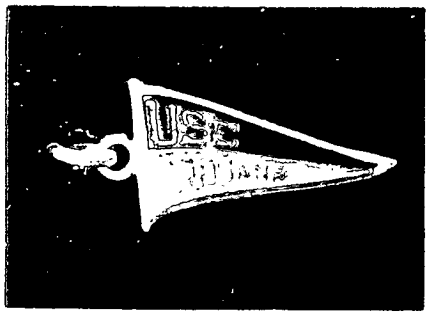


N10G N11G





J07N 14K gold necklace with the vertical USC design. $35.00



J02C 14 K gold pennant charm. The cardinal background bears USC; the gold background, TROJANS. $23.75

J10C 14K gold USC vertical charm. $19.50

J14G Fully sculptured Tommy Trojan in 14K gold. $27.50

J14S Fully sculptured Tommy Trojan in sterling silver. $6.75

J06N 14K gold necklace with TROJANS placed horizontally into the neck chain. $47.50

Opposition No. 91125615
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Applicant's
Ex. No. 393, Pg. No. 20

OPP 00052

H04A Adjustable gold nylon mesh cap with cloth foam backing and sweatband. Cardinal SC patch stitched to front panel. Adult sizes S and L. $4.50

H07A Cardinal knit tucked ski cap with pompon. USC TROJAN fully knitted into the cap. $5.25

H05A Men's adjustable gold nylon mesh golf cap with cloth foam backing and sweatband. USC logo in cardinal on front panel. One size fits all. $4.50

H02A Cardinal polyknit baseball cap with reinforced front panels and adjustable snap and strap back. An interlocking gold SC is sewn on the front panel. Adult sizes S and L. $4.00

H06A Ladies' adjustable gold nylon mesh golf cap with cloth foam backing and sweatband. Pompon on top and USC log on front panel. One size fits all. $4.50

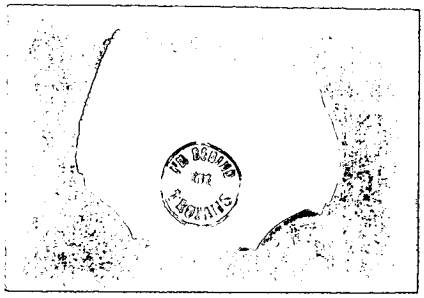
H08A Gold knit tucked ski cap with USC TROJAN fully knitted into the cap in cardinal. $5.25

H03A Adjustable gold nylon mesh cap with cloth foam backing and sweatband. USC TROJANS in cardinal and white on the front panel. One size fits all. $4.50

H09A 100% orlon cardinal knit visor tam with USC TROJANS repeated around its body in gold. $5.75

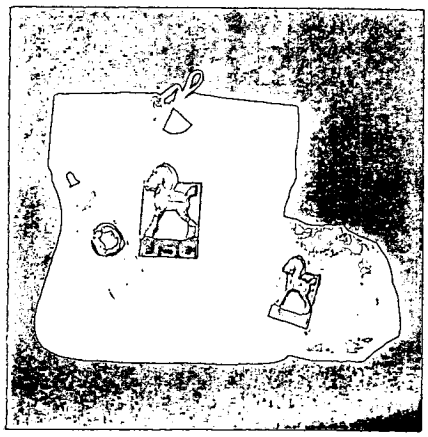
C12B Modacrylic flame-resistant maize sleeper with cardinal Trojan rocking horse. Infant sizes S-L. $7.50

C09B 100% cotton yellow rompers with "I'M BEHIND THE TROJANS' on the seat. Infant sizes 6, 12, 18 and 24 months. $3.25 ★



C11B 100% cotton white t-shirt with cardinal Trojan rocking horse. Infant sizes S-L. $3.25 ★

C14B 50% cotton/50% acrylic gold long-sleeve sweatshirt with snap front and drawstring hood. Infant sizes 2, 3, and 4. $7.75



Infant bib is waterproof on the outside, terry lining on the inside. Toddler bib covers baby's shoulders and has additional length with a front pocket at hem.
Pants are waterproof and machine washable with elastic waist and leg openings. Small fits to 12 lbs., Medium 12-18 lbs., Large 19-23 lbs., and Extra-Large 24-30 lbs.
8 oz. bottle marks off the quarters of a football game in cardinal and gold.

C04B Infant Package - bib, S or M pants, bottle $6.50
C05B Toddler Package - bib, L. or XL pants, bottle $7.50

C10B Long-sleeve cardinal turtleneck of 100% cotton with a bold gold USC across the front. Juvenile sizes 4, 5, 6, and 6X. $6.00 ★

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 393, Pg. No. 22

OPP 00054

F03A Natural tone 100% cotton practice jersey with yoke shoulder and ¾ sleeves. SOUTHERN CALIFORNIA FOOTBALL appears on the front in cardinal. Adult sizes S-XL. **$8.00** ★

F01A Cardinal Official Game Jersey of 100% stretch nylon mesh with hemmed half-sleeves and double-thickness yoke shoulder. #32 in gold appears on both the front and back with a gold USC across the shoulders. Adult sizes S-XL. **$28.00** ◐

F20A 100% nylon mesh cardinal jersey with v-neck and double-thickness yoke. A gold # 32 appears on both the front and back with a gold USC across the shoulders. Adult sizes S, M, and XL. **$20.00** ◐

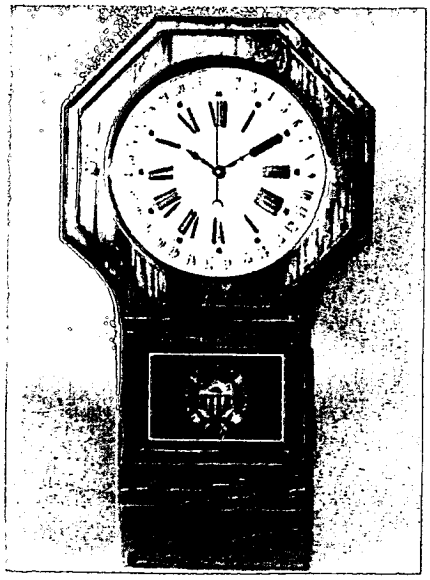
F02A Kick jersey of 50% cotton/50% polyester with cotton ribbed v-neck and 100% nylon raglan sleeves with alternating cardinal and gold stripes. Adult sizes S-XL. **$7.00** ■

T12A 100% cotton natural tone baseball shirt with ¾ cardinal sleeves and three button front. Adult sizes S-XL. **$6.00** ★

You can order Artcarved Class Rings for any year from us. They come in 10K yellow or white gold or siladium and have your choice of synthetic gem stone, the traditional USC gem stone or your birthstone. There are many different styles to choose from and many free custom options. For more details, prices, and ordering procedures please write to:

USC Trojan Gifts Catalog
P.O. Box 77538 Los Angeles, CA 90007

D23N 16½" bronze-finished Tommy Trojan statue designed after the original and mounted on a marble base. **$163.00**



K03N Pine Citation Clock with the University seal screened on the glass door which encases the brass pendulum. The clock has bold Roman numerals at each hour and a date indicator, and comes with a solid brass nameplate. Batteries not included. **$95.50**

R09N Director's chair with stained hardwood frame and sturdy gold canvas seat and back with USC print. **$38.50**

University of Southern California
Trojan Gifts Division
P.O. Box 77538
Los Angeles, CA 90007

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OPP 00057

Applicant's Opposition No. 91125615
Ex. No. 321, Pg. No. 1 Univ. Southern California v.
Univ. South Carolina

2A 50% cotton/50% polyester white La Coste type knit shirt with an embroidered University Seal with Alumni Adult Sizes S XL **$14.50** XXL **$15.50** ○

2B 50% cotton/50% polyester gold La Coste type knit shirt with a cardinal embroidered 'SC' Adult sizes S - L **$13.75** XXL **$15.50** ○

2C 50% cotton/50% polyester creme La Coste type knit shirt by Munsingwear® embroidered Tommy Trojan head Adult sizes S - XL **$14.75** ○

2D 50% cotton/50% polyester white golf-type shirt with shoulder sleeve stripe Adult sizes S XL **$13.25** ○

2E 50% cotton/50% polyester gold La Coste type knit shirt with an embroidered football helmet and USC Trojan banner design. Adult sizes S XL **$13.75** XXL **$15.50** ○

3A 100% Creslan® acrylic off-white long sleeve fleece knit sweatshirt with raglan sleeves. Adult sizes S XL **$10.95** ○

3B 50% cotton/50% polyester knit white sport shirt. Adult sizes S - XL **$13.25** ○

3C 50% cotton/50% polyester knit navy blue sport shirt with script University of Southern California. Adult sizes S - XL **$12.75** ○

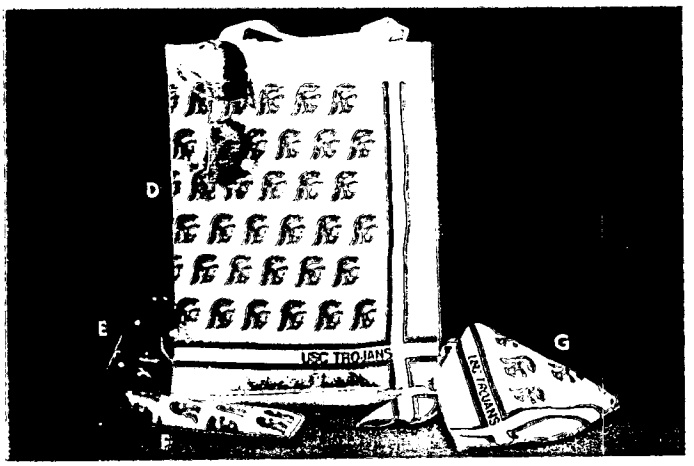
3D 50% cotton/50% polyester navy blue collared V-neck sweatshirt S - XL **13.00** ○

© USC TROJAN BOOKSTORE, 1979

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 324, Pg. No. 2

Applicant's Ex. No. 394, Pg. No. 3
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00059



4A 50% polyester/50% cotton interlock sleep shirt in cardinal & gold with side slits. Adult sizes S - L **$12.75** ○

4B 50% cotton/50% Creslan® acrylic gold full length hooded robe with pouch pockets. Adult sizes S - L **$17.75** ○

4C 50% cotton/50% polyester french cut t-shirt with a cardinal interlocking SC. Sizes S - L **$7.25** ○

4D Canvas look tote. Body is 100% cotton with 100% polyester face. Repetitive Tommy Trojan head. Measures 11½" x 14" x 4½" **$11.00**

4E Rimless aviator style sunglasses available in toast or smoke colored lens. Small trojan head and USC set on lens. Please specify choice of color. **$12.00**

4F Sponge lined eyeglass case with repetitive Tommy Trojan head design. 100% polyester face. **$3.75**

4G 100% polyester 23⅛" square scarf with repetitive Tommy Trojan head design. **$5.50** ○

4H 100% combed cotton stretch ribbed knit black shirt with silver glitter, "Fight ON" song, and music appears on front. The glitter is guaranteed not to wash off! Adult sizes S - XL long sleeve **$15.75** short sleeve **$13.75** □

4I 100% cotton, ¾ length sleeve v-neck t-shirt with a gold satin lightning bolt and cloud design applique. Adult sizes S - L **$15.00**

OPP 00060

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's Ex. No. 4, Pg. No. 4

5A 100% orlon® acrylic cardinal long sleeve turtleneck sweater with an embroidered block USC and script Trojans. Adult sizes XS - L **$13.25** ○

5B 100% nylon unlined jacket three gold stripes are sewn down each sleeve. USC appears in open block print. Adult sizes S - XL **$17.75** XXL **$19.95** ○

5C 100% nylon jacket with quilted gold lining, cardinal body and heavy rib-knit collar, cuff and waistband. USC appears in block print and Trojans in script. Adult sizes S - XL **$32.95** XXL **$36.50** ○

5D 100% nylon jacket with white body, 50% polyester/50% cotton flannel lining and elastic cuffs. An embroidered interlocking SC with a cardinal background appears on left chest. Adult sizes S - XL **$24.75** XXL **$26.75** ○

OPP 00061

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 394 Pg. No. 5

6A 50% polyester/50% combed cotton interlock white crew-neck t-shirt with shoulder stripes. Adult sizes XS - XL **$9.50** ○

6B 65% Kodel® polyester/35% cotton white shorts with contrast stripes, vented sides, rear pocket and USC Trojans designs. Adult sizes XS - XL **$7.50** ○

6C 100% cotton cardinal t-shirt with gold and tan stripes with USC Trojan imprint. Adult sizes S - XL **$5.50** ☆

6D 86% cotton/ 14% polyester corduroy side-slit shorts with cardinal and gold side piping and USC Trojan imprint appears on back patch pocket. Available in cream or tan. Adult sizes XS - XL **$8.75** □

6E 50% polyester/50% cotton gold soccer shirt with a maroon University seal and USC. Adult sizes S - XL **$6.95** ○

6F 65% Kodel® polyester/35% cotton white shorts with cardinal and gold piping trim and two color USC Trojan imprint. Adult sizes XS - XL **$6.25** ○

6G 100% cotton natural tone baseball shirt with short raglan sleeves. Adult sizes S - XL **$5.75** ☆

6H 50% polyester/50% cotton gray shirt with ¾ length raglan sleeves and baseball tail cut. Adult sizes S - XL **$6.50** □

OPP 00062

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 394, Pg. No. 6

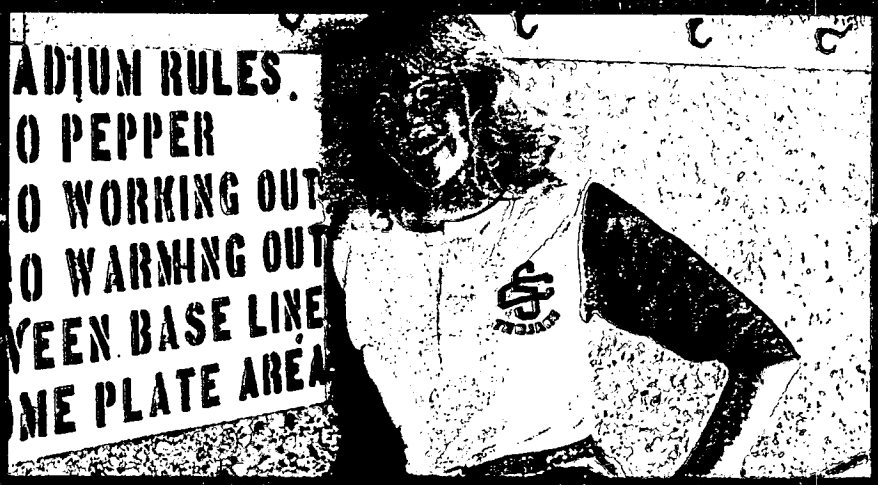
7A 50% polyester/50% cotton cardinal body with gold bike stripe front. Adult sizes S - XL **$9.50** ○

7B 100% gold nylon woven taffeta boxer shorts with side slits and cardinal trim. Adult sizes XS - XL **$5.25** ○

7C 50% polyester / 50% cotton t-shirt with gold piping and raglan sleeves. Adult sizes S - XL **$9.75** ○

7D 50% cotton/50% polyester tank top with contrasting shadow trim, available in cardinal with gold letters and gold with cardinal letters. Please specify color. Adult sizes S - XL **$7.75** ○

7E 100% cotton natural tone baseball shirt with ¾ length cardinal sleeves, three button front and cardinal interlocking SC and Trojans. Adult sizes S - XL **$6.50** ☆



OPP 00063

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 324 Pg. No. 7

OPP 00064

Applicant's Ex. No. 34, Pg. No. 8

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

8A Cardinal jersey of 100% nylon mesh with yoke shoulder and trimmed half sleeves. Adult sizes S XL **$8.75**

8B 100% cotton white t-shirt with sage river print Rain USC screened lamination on front. S XL **$4.95**

8C Natural bone 100% cotton practice jersey with yoke shoulder and ¾ length sleeves. Adult sizes S XL **$8.75**

8D 100% cotton natural bone t-shirt. Cardinal Property of USC Athletic Dept. Adult sizes S XL **$5.00**

8E 100% cotton white jersey with ¾ length sleeves. Yoke or shade inserted sleeve. Adult sizes S XL **$9.25**

8A 100% cotton ¾ raglan gray and cardinal long sleeve shirt. Adult sizes M XL **$6.25**

8B 50% cotton/50% acrylic gray shorts with elastic waistband and cardinal USC Athletic Dept. Adult sizes S XL **$6.00**

8C 100% cotton gold football jersey with white stripe inset sleeves. Duotex design front. Adult sizes S XL **$9.25**

8D 100% cotton tan crew neck t-shirt screened with USC football player design. Adult sizes S XL **$5.75**

8E 100% cotton cardinal jersey with yoke shoulder and ¾ length sleeves. USC and a random number printed on front and back. Adult sizes S XL **$9.75**

OPP 00065

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 324, Pg. No. 9

OPP 00066

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 39, Pg. No. 10

10A 100% cotton rib crew-neck t-shirt screened with USC football player design. Youth sizes S - L **$4.75**

10B 50% acrylic/50% cotton knit v-neck t-shirt with short raglan sleeves. Youth sizes S - L **$6.50**

10C 100% cotton natural tone baseball shirt with short raglan sleeves. Youth sizes S - XL **$5.25**

10D 100% gold cotton t-shirt with USC Trojan athletic staple design in cardinal. Youth sizes S - L **$4.75**

10E Natural tone 100% cotton practice jersey with yoke shoulder and ¾ length sleeves. Youth sizes XS - L **$6.75**

10F Ultra 50% cotton/50% polyester long sleeve t-shirt with full color Tiny Mouse design. Youth sizes XS - L **$4.75**

10G 100% cotton beige t-shirt with USC crew-neck cuffs. USC design. Youth sizes S - L **$4.95**

10H Poly/modal blend sweatshirt with 50% cotton fleece lining. Youth pockets and trim in cardinal and USC and Trojan design. Sizes Youth sizes XS - L **$11.50**

11A 50% cotton/50% polyester hooded sweatshirt with USC. Youth hooded. Youth sizes XS - L **$11.50**

11B 100% cotton brushed jersey with elastic waistband and ¾ length sleeves. USC and Trojan athletic staple design. Youth sizes S - XL **$8.75**

11C 50% cotton/50% polyester hooded sweatshirt with USC. Youth sizes XS - L **$7.25**

11D 100% white cotton "jersey" shoulder yoke t-shirt with short raglan sleeves. Youth sizes S - XL **$3.95**

11E 50% cotton/50% polyester white sweatshirt with shoulder stripes. Youth sizes S - L **$12.25**

11F 100% nylon jacket with 100% cotton fleece lining. Three gold stripes are sewn down each sleeve and USC appears in open block letters. Youth sizes M - L **$21.95**

11G 100% nylon jacket with a light lining 100% cotton, cardinal body, heavy rib knit collar, cuff and waistband. USC block letters, Trojan script design. Youth sizes S - L **$23.95**

11H 50% combed cotton/50% polyester white French cut girls t-shirt. USC Song Girl 1987 Youth sizes XS - L **$6.95**

11I 100% cotton white t-shirt with large "Fan" and tiny USC Youth sizes S-L **$5.95**

Opposition No. 91125615
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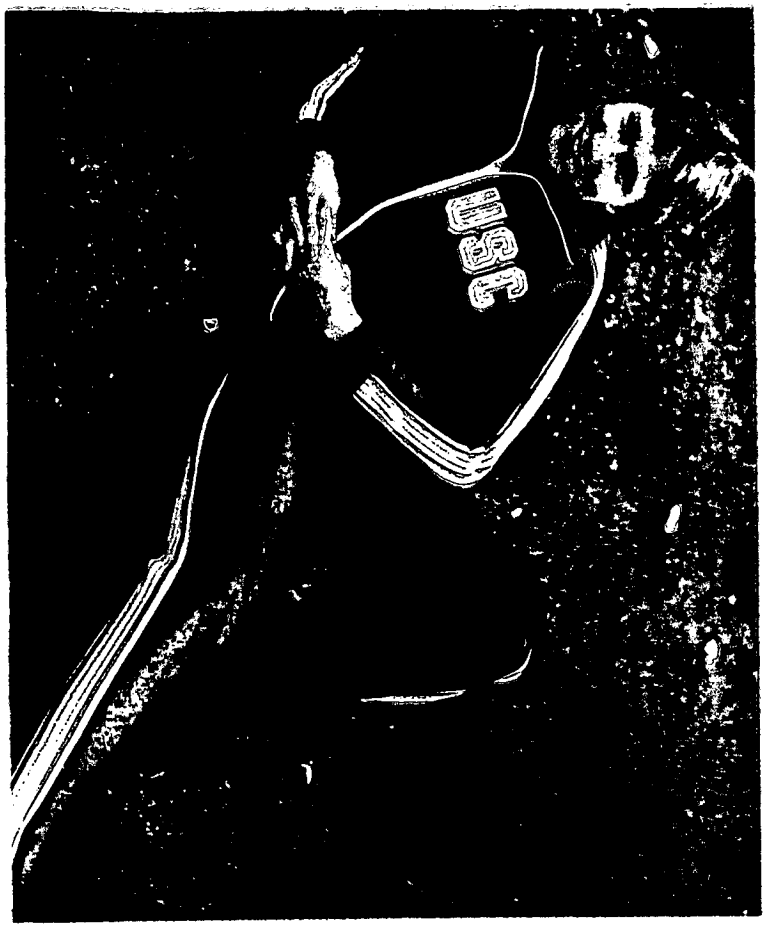
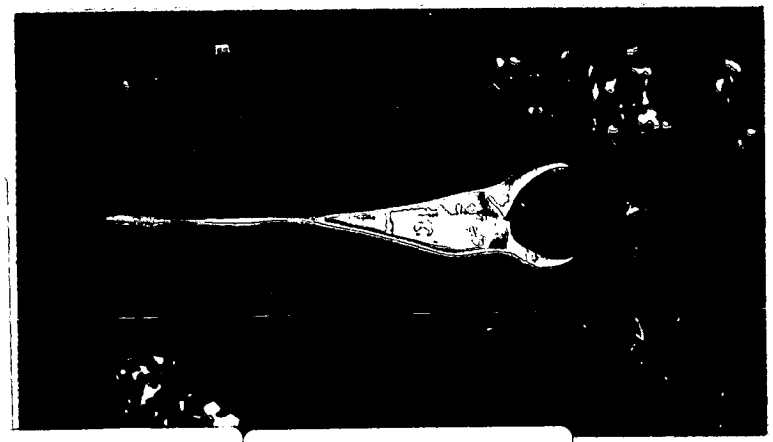
Applicant's
Ex. No. 394 Pg. No. 11





OPP 00068

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 394 Pg. No. 12

12A cardinal hooded [illegible] 50% cotton/50% Cresslan® pouch [illegible] USC trojan bandit design. Adult sizes [illegible] XL. **$13.95**

12B 50% cotton/50% Cresslan® fleece [illegible] USC trojan bandit design. Adult sizes S - XL. **$11.50**

12C 50% cotton/50% Cresslan® fleece [illegible] USC trojan bandit design. Adult sizes S - XL. **$11.50**

12D cardinal 50% polyester [illegible] featuring multi color [illegible] sleeve & leg. Adult sizes S - XL. **$35.50**

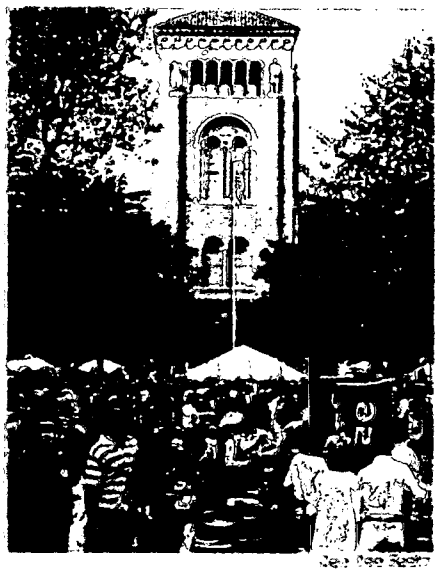
12E [illegible] acrylic [illegible] with gold piping large [illegible] sizes S - XL. **$36.50**

13A 50% cotton/50% Cresslan® [illegible] hooded pullover sweatshirt [illegible] Adult sizes S - XL. **$11.25**

13B [illegible] acrylic [illegible] pullover [illegible] with gold piping [illegible] Adult sizes S - XL. **$11.25**

13C [illegible] 50% cotton/50% Cresslan® [illegible] design [illegible] sizes S - XL. **$11.95**

13D 50% cotton, 50% [illegible] long sleeve, collared [illegible] Adult sizes S - XL. **$11.50**



OPP 00069

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 394 Pg. No. 13

14A 100% water repellent nylon umbrella with grained hardwood club handle. Alternating cardinal and gold panels with the USC logo appearing on one of the panels. **$8.50**

14B 100% virgin wool blanket by Pendleton®, 52" x 70" with gold felt Tommy Trojan head design and 5" self-fringe. Case and cushion included **$45.50**

14C A clear plastic 10oz cup with a cardinal Tommy Trojan logo design. 25 cups per package **$2.00**

14D Vinyl insulated bag with adjustable carrying strap, outside pocket, USC logo in print, and heavy duty nylon zipper. Inside two 1 quart Thermos® thermoses with vinyl cardinal body and USC logo **$13.25**

14E 2 qt. Thermos® with USC on cardinal jacket with a gold USC logo design **$13.75**

License Plate Frames

14F Trojans/USC **$4.50**

14G Alumni/USC **$4.75**

14H Gold tone Trojans/USC **$13.75**

14I Gold tone member/USC Trojan Club **$13.75**

14J Gold tone member/USC cardinal and gold **$13.75**

OPP 00070

Opposition No. 91125615
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Applicant's
Ex. No. 394, Pg. No. 14

15A Thermos® coffee mug [illegible] printed with Athletic and a USC logo design or front 10 oz **$3.25**

15B Gold Thermos® mug with cardinal and gold USC logo design 10 oz **$3.75**

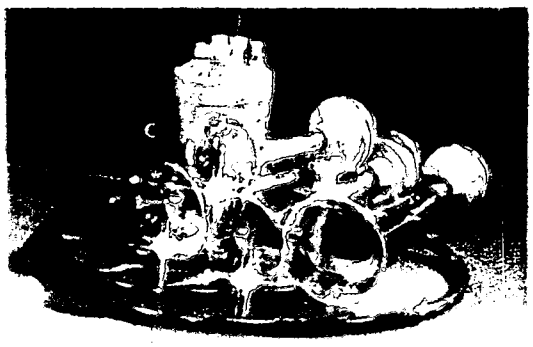
15C Right-On [illegible] that fits under the hood of your car, in your boat — or your imagination go. Four horns and all the necessary equipment and instructions for installation included **$95.00**

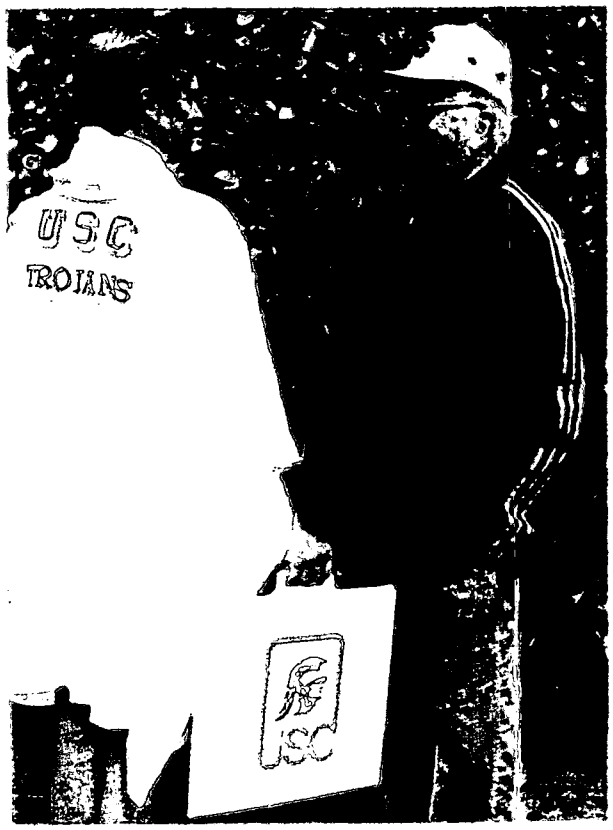
15D 12' x 30' hooked banner **$4.25**

15E Cardinal and gold football pennant measuring 12" x 30" **$3.75**

15F A selection of decals, pennants, bumper stickers and buttons with a minimum of ten items in each bag **$4.50**

15G A vinyl 14" x 15" x 1½" custom printed seat cushion with carrying handle, zipper pocket, and vinyl custom printed poncho **$8.50**





OPP 00071

Opposition No. 91125615
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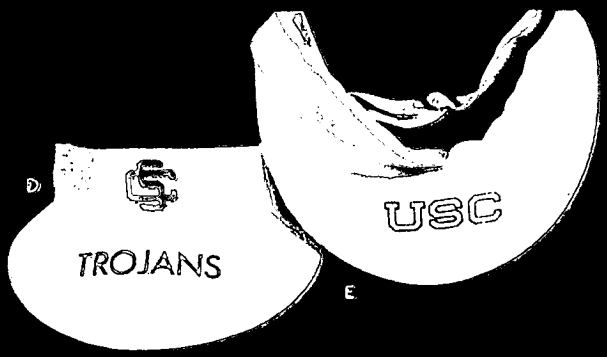
Univ. South Carolina

Applicant's
Ex. No. 334, Pg. No. 15



16A 100% orlon knit tucked ski cap with pompom. USC Trojan fully knitted into cap. **$3.50**

16B 100% orlon knit scarf with fringe. USC Trojans knit into the stripes at each end on both sides. **$7.00**

16C 100% orlon knit visor tam with USC Trojans repeated around its body. **$6.95**

16D Plastic visor with elastic band back and foam padding. Interlocking SC appears on the front band. Available white or cardinal, specify color. One size fits all. **$3.95**

16E White cloth visor with adjustable back band and cardinal USC on the bill. One size fits all. **$3.25**

16F Cardinal poly knit baseball cap with reinforced front panels and adjustable snap and strap back. An interlocking gold SC is sewn on the front panel. One size fits all. **$3.95**

16G Adjustable gold nylon mesh cap. Trojans and Trojan head appear on front panel. One size fits all. **$6.00**

16H Adjustable gold nylon mesh cap with cardinal SC patch stitched to the front panel. One size fits all. **$3.95**

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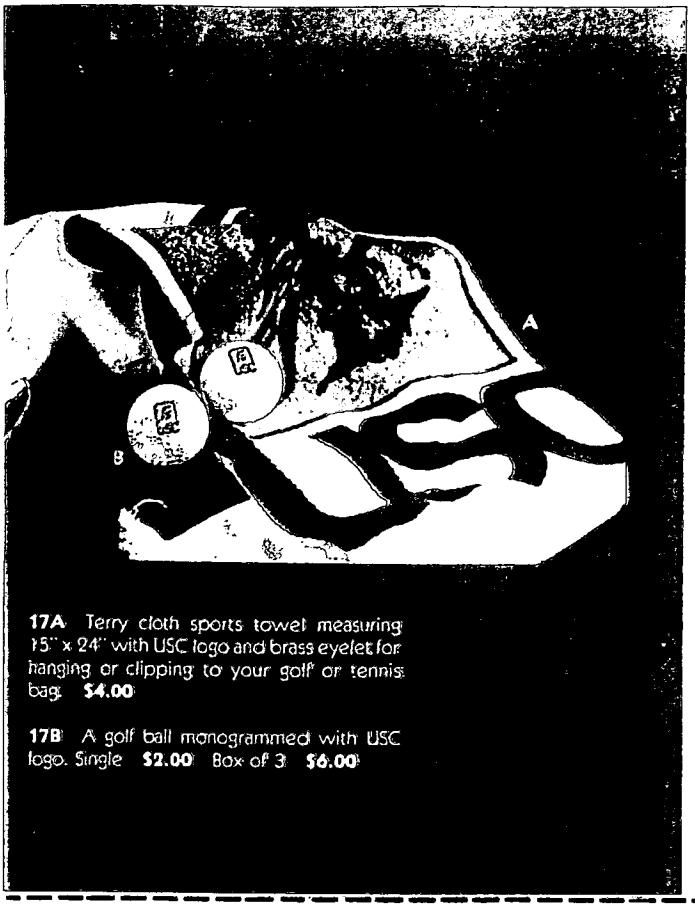
Applicant's
Ex. No. 394, Pg. No. 16



17A Terry cloth sports towel measuring 15" x 24" with USC logo and brass eyelet for hanging or clipping to your golf or tennis bag. **$4.00**

17B A golf ball monogrammed with USC logo. Single **$2.00** Box of 3 **$6.00**

Our exciting news for 1979-80 is that the Trojan Bookstore gift sales floor and Trojan Gift Catalog department are now working as one. This will make obtaining refunds, sending gifts, or exchanging merchandise from the store much easier. All items pictured in the catalog are also available in the Bookstore gift department.

Please be assured that our designs are exclusive and will not be found in any other stores.

We have read your requests and are now giving you a sizing chart and have included clothing in the hard to find XX large sizes. We also have an "old favorite" page and brought back the Property of USC Athletic Dept. t-shirt.

Adult	**Women**	**Children**	**Shorts/Pants**
XS - 30-32	S - 5-7	XS - 2-4	Mens Cut
S - 34-36	M - 8-10	S - 6-8	XS - 24-26
M - 38-40	L - 11-13	M - 10-12	S - 28-30
L - 42-44	XL - 14	L - 14-16	M - 32-34
XL - 46-48		XL - 18-20	L - 36-38
XXL - 50-52			XL - 40-42
			XXL - 44-46

Shrinkage
- ○ no shrinkage or up to 2 percent
- □ medium amount of shrinkage
- ☆ The garment will shrink considerably and we recommend that you order the next size larger.

Prices, items and/or specifications subject to change without notice!

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USC
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University of Southern California

We welcome your comments and/or suggestions for items you would like to order through the Trojan Gifts Catalog in the future.

Please send a copy of the TROJAN GIFTS CATALOG to:

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Miss. Ms. _____
Address _____
City _____
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Please make check or money order for total amount shown on reverse side payable to: USC TROJAN GIFTS
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Please ship the items listed on the reverse side:

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Telephone No. _____

OVER

Applicant's
Ex. No. 394, Pg. No. 17

Opposition No. 91125615
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Univ. South Carolina

OPP 00073

18A Natural tone Mountain Shirt® Back pack of sturdy brushed cotton padded adjustable shoulder straps and handy outside pocket **$23.50**

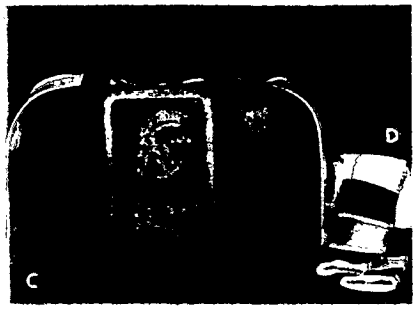
18B Natural tone cotton duck bag with USC Trojans banner design **$2.95**

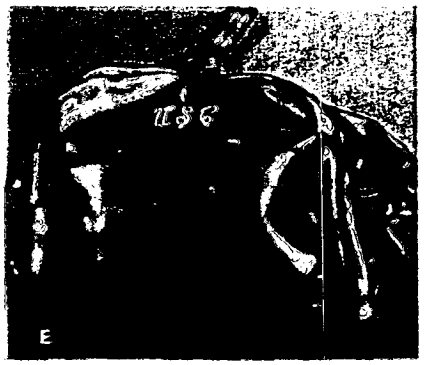
18C Navy athletic bags with Trojans name. Heavy vinyl handles and strong metal zipper. Please specify size

14 **$13.95**
16 **$14.95**
18 **$17.95**

18D 70% cotton/15% acrylic/15% nylon white tube socks with stripe wide stripes in cardinal and gold. One size fits all **$2.50**

18E Leather look vinyl suit bag with an embroidered USC Holds a standard size mens suit. Designed to carry over shoulder or folded at side **$44.50**





AN EXCLUSIVE DESIGN FOR ...TROJAN STORES...
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Please print legibly to avoid mistakes

Please charge my account
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Signature _____

CATALOG NUMBER	DESCRIPTION			QUANTITY	UNIT PRICE	TOTAL PRICE
	ITEM	SIZE	COLOR			

Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered —

Order up to $10 — add $1.00
$10. to $20. — add $1.75
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6% SALES TAX (CALIF. ONLY)	
OUT-OF-STATE SHIPPING — ADD 50¢	

Check ☐ Money Order ☐ payable to USC TROJAN GIFTS enclosed.
Or, use BankAmericard/VISA or Master Charge.
Do not send cash.

TOTAL AMOUNT $

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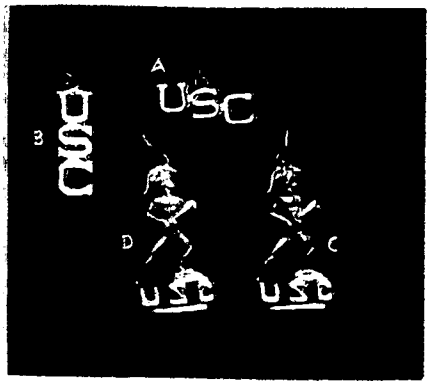
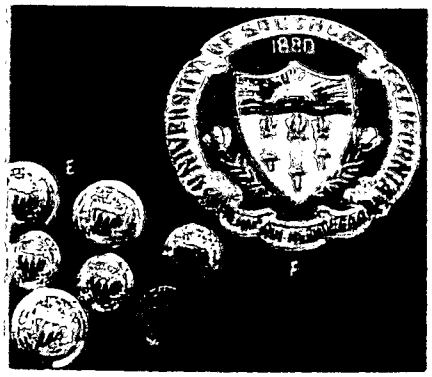
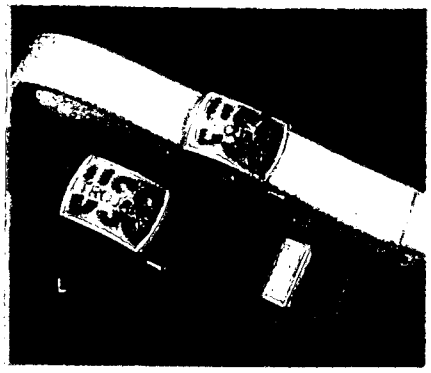
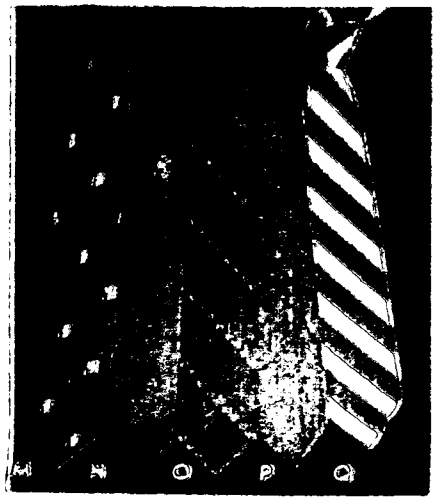
Applicant's Ex. No. 394, Pg. No. 18

OPP 00074









19A 10 kt gold USC horizontal charm **$15.00**
14 kt gold USC horizontal charm **$33.00**

19B 14 kt gold USC vertical charm **$23.00**

19C Fully sculptured Tommy Trojan charm in sterling silver **$8.50**

19D Fully sculptured Tommy Trojan charm in 14 kt gold **$70.00**

19E A set of 18 kt gold-plated University Seal blazer buttons. The set includes three buttons for the front and four buttons for the cuffs **$18.25**
Single Button **$3.15**

19F 3" blazer crest hand embroidered with gold and silver bullion. The design is three-dimensional and has cluton back fasteners. **$15.50**

19G Musical key chain which plays "Fight On" **$7.95**

19H Gold split key ring with the University Seal **$4.50**

19I Split ring key holder with suede fob and a enameled University Seal **$4.50**

19J Snoopy and Woodstock Rah Rah pin **$3.00**

19K Enamaled University Seal pin **$4.50**

19L Adjustable cardinal cotton webbed belt with 300% nickel removable buckle. Youth waist size to 40 **$8.75**

19M 100% polyester tie with finely detailed gold trojan heads **$7.00**

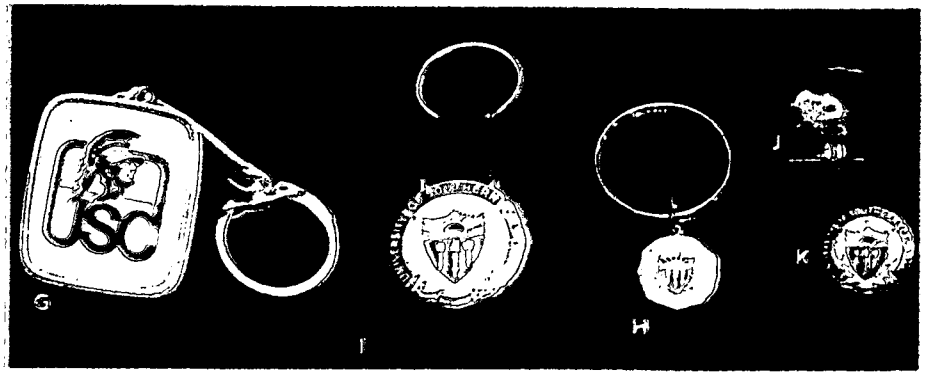
19N 60% polyester/40% silk cardinal tie Gold University Seal **$7.75**

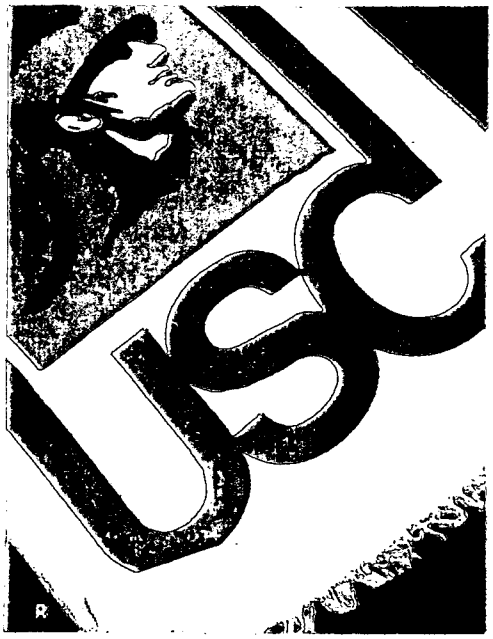
19O 100% polyester cardinal tie with USC repeated in rows gold stripes **$7.00**

19P 60% polyester/40% silk cardinal tie Gold embroidered USC appears at the bottom of the tie **$7.75**

19Q 100% polyester tie with alternating cardinal and gold stripes **$7.00**

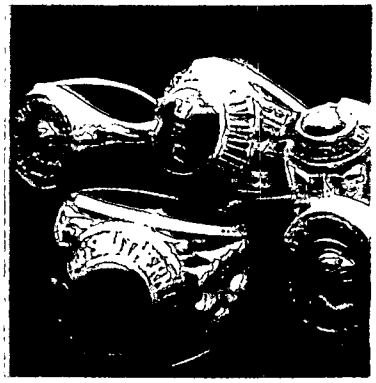
19R White velour beach towel measuring 30" x 60" with cardinal and gold USC logo **$11.00**





It's never too late to order your class ring. For details, prices, and order procedures please write to:

USC Trojan Gift Catalog
P.O. Box 77538
Los Angeles, California 90007



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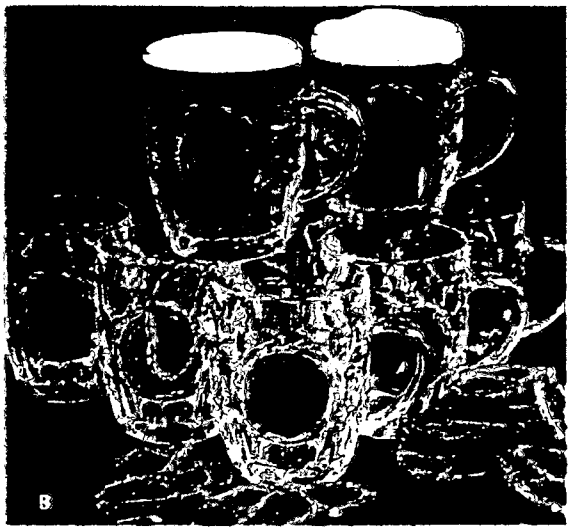
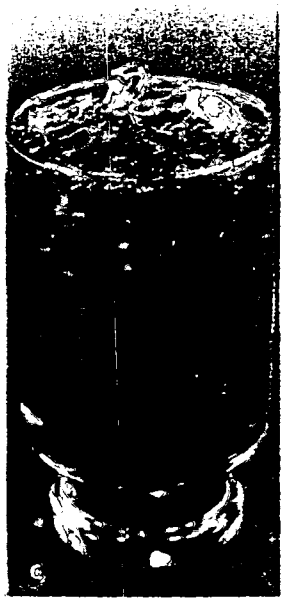
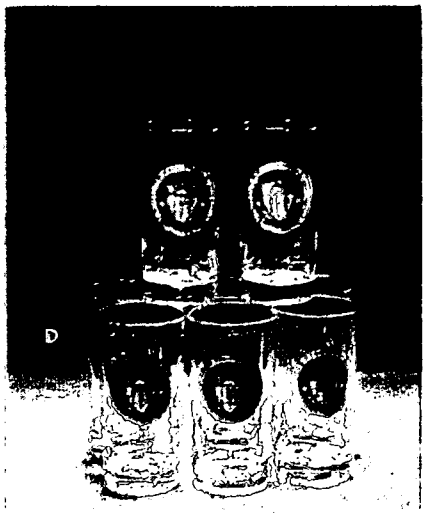
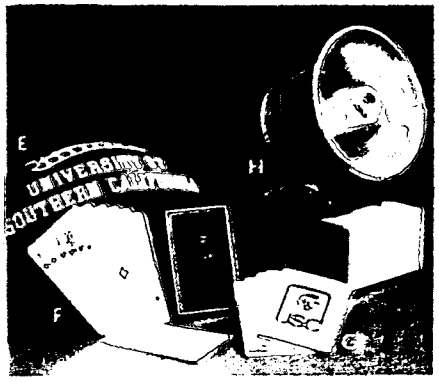
Applicant's
Ex. No. 394, Pg. No. 19

OPP 00075









10A High Ball set of eight **$14.00**
Double Old Fashion set of eight **$15.50**
Pint glass **$1.25 each**

10B Highball glass mug with the University Seal appears on one side **$4.50**

10C 30 oz glass mug with a comic Tommy appearing on the front of glass **$2.25**

10D Glasses carry a cardinal and gold University Seal Highball glass **$2.25 each** set of eight **$21.50**

10E Cardinal felt football jumbled with a gold University of Southern California **$4.75**

10F Double deck of plastic coated playing cards with plastic carrying case One deck is cardinal, the other is white Both decks have gold University Seal and border **$4.50**

10G Single deck of gold playing cards with a cardinal Tommy Trojan design **$1.25**

10H Portable music machine which plays the entire Fight On song The song is programmed on a computer chip Batteries included **$10.00.00**

10I Gold rimmed glasses with Tommy Trojan logo design on the inside and gold USC outline on the outside set of four **$14.00**

10J Battery operated clock with a photo graph of Traveler in the background **$43.95**

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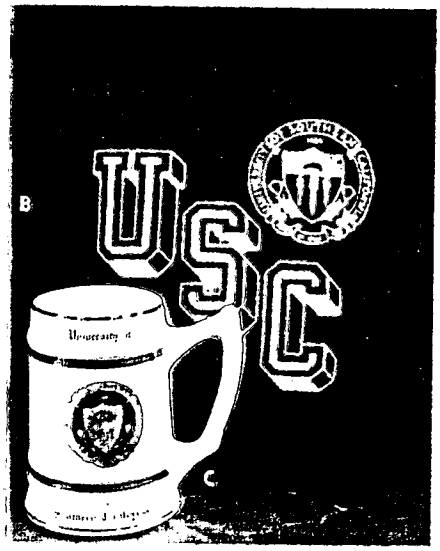
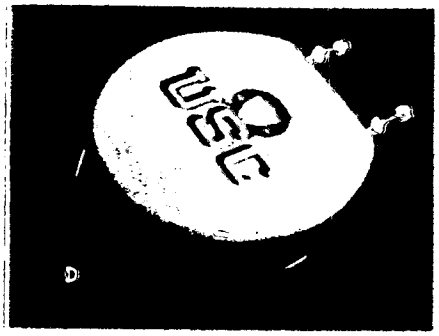
Applicant's
Ex. No. 204, Pg. No. 20

OPP 00076





21A [illegible] Tommy Trojan statue designed after the original and mounted on a marble base **$135.00**

21B Cardinal or gold cross pillow measuring [illegible] with gold hooked USC and University Seal **$5.50**

21C 20 oz. white ceramic mug. Full color University Seal with gold trim and University of Southern California in black script **$8.50**

21D Tailgater with a cardinal USC and University Seal on the back top of the gold lid, and GO TROJANS on the base **$25.50**

21E Plastic [illegible] door mat. The background is marbled with an inlaid gold USC and cardinal trim. **$9.95**

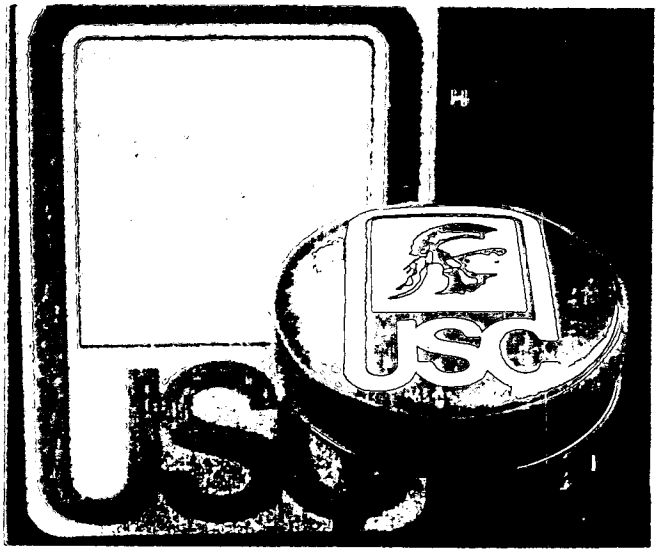
21F A plush cardinal 22 x 36" fiber doormat with gold USC [illegible] across the fiber **$15.95**

21G Director's chair with natural stained hardwood frame in natural unstained frame and choice of cardinal or gold canvas seat and back with USC in white. Please specify frame color and canvas color.

[illegible] **$41.50**
[illegible] **$54.50**

21H Solid pine cut-out boards measuring 14½ x 22½ [illegible] USC logo design and brass eyelet for hanging **$6.00**

21I Pedestal [illegible], 1 diameter with four removable rubber legs **$12.95**



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 394, Pg. No. 21

OPP 00077

Traveller II

Our Li'l Traveller

22A 100% cotton t-shirt with gripper snap shoulder. USC and rocking Traveller design on chest. Infant sizes 6, 12, 18, and 24 months. 3 and 4 yr. **$4.25**

22B 100% cotton shorts with elastic waistband and USC banner design. Infant sizes 6, 12, 18 and 24 months, 3 and 4 yr. **$3.95**

22C 50% cotton/50% polyester newborn nighties. Please specify either pullover or open snap front. Cardinal USC TROJANS appears on left side. **$3.95**

22D An 8 oz. glass bottle marks off the quarters of a football game in cardinal and gold. **$2.50**

22E 50% cotton/50% polyester cardinal long sleeve shirt with rib-knit collar and cuffs. Gripper snap shoulder and gold USC logo design. Infant sizes 6, 12, 18, 24 months and 2T, 4T. **$5.00**

22F 50% cotton/50% acrylic gold long sleeve sweatshirt with snap front and drawstring hood. Infant sizes 2, 3, and 4. **$7.00**

22G 50% cotton/50% polyester cardinal shorts with elastic waistband. Gold USC logo design on left leg. Infant sizes 6, 12, 18, 24 month and 2T, 4T. **$4.25**

22H 50% cotton/50% polyester cardinal long pants with elastic waistband. Gold USC logo design on left leg. Infant sizes 6, 12, 18, 24 month and 2T, 4T. **$5.25**

22I Small gold plastic football with a white stripe on each end and cardinal USC logo design on one side. **$1.50**

22J 100% cotton white t-shirt with cardinal USC TROJANS design. Infant sizes S-L. **$2.75**

22K 50% cotton/50% polyester cardinal long sleeve hooded sweatshirt with rib knit cuffs and waistband, gripper snap front, double thick hood with drawstring and USC logo design on left chest. Infant sizes 6, 12, 18, 24 months and 2T, 4T. **$7.25**

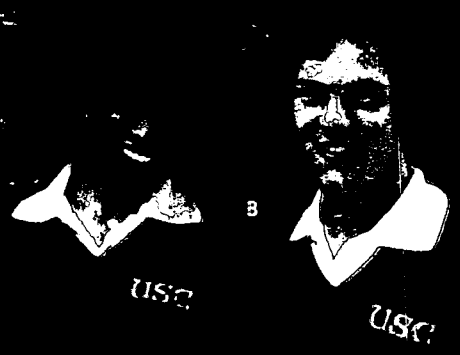
22L 100% cotton romper suit with I'M BEHIND THE TROJANS on the seat. Infant sizes 6, 12, 18, and 24 months. **$3.25**

22M Traveller with a music box that plays "Fight On." Washable surface with cardinal saddle on which a gold USC is embroidered. **$9.75**

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 394, Pg. No. 22

OPP 00078



OLD FAVORITES

23A 50% cotton/50% polyester La Coste type knit shirt, left chest pocket with USC TROJAN'S banner design. Available in white or cardinal. Adult sizes S - XL **$12.50** ○

23B Cardinal v-neck pullover sweater of 50% Creslan®/50% rayon. Long sleeved with ribbed cuffs and waistband. Gold flocked USC on left chest. Adult sizes S - XL **$11.75** ○

23C 100% cotton knit cardinal trimmed white t-shirt with full color University Seal and USC TROJANS. Adult sizes S - XL **$5.50** ○

23D 65% polyester/35% cotton heavyweight cardinal shorts, with gold trim, side slits and USC TROJANS design. Adult sizes S - XL **$4.50** ○

23E Maize 50% cotton/50% polyester t-shirt with cardinal USC printed across the front. Women's sizes: S - XL ○
short sleeve **$6.50**
long sleeve **$7.50**

23F 100% cotton t-shirt with USC TROJANS athletic stripe design. Adult sizes S - XL **$5.50** ☆

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Applicant's
Ex. No. 394, Pg. No. 23

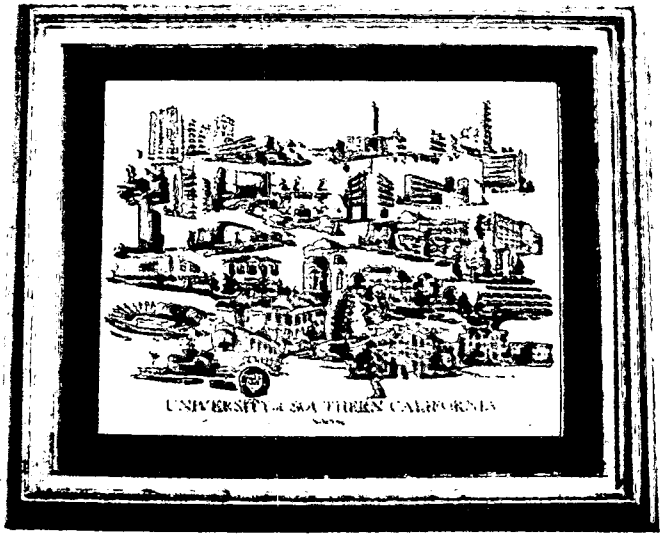
OPP 00079

The First Hundred Years

In commemoration of USC's Centennial, we present two historical limited edition montages accounting the proud USC tradition

FRAME AS SHOWN

ACTUAL SIZE 24" x 28"



"The First Century" -- A collection of important campus landmarks and buildings imparting the feeling of the university setting.

"The Heritage" -- A historical composite depicting many of the outstanding personalities that contributed to our famous Athletic Heritage

These montages are engraved in cultured marble, serially numbered and registered in the name of the owner. Each is accompanied by a legend and historical background of the pictured buildings or personalities.

24A "The First Century" $180.00

24B "The Heritage" $180.00

University of Southern California
Major Gifts Division
P.O. Box 77535
Los Angeles, CA 90007

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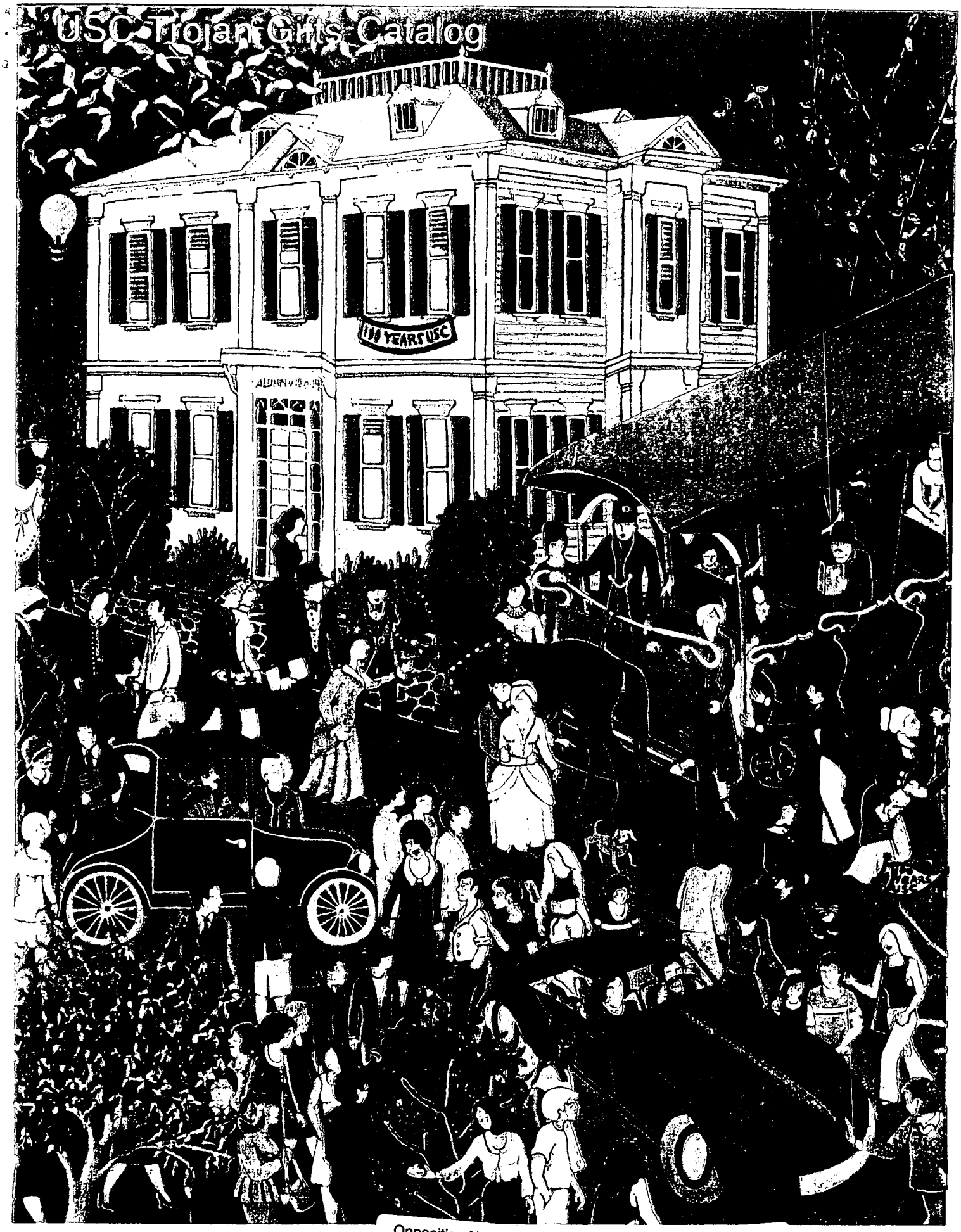
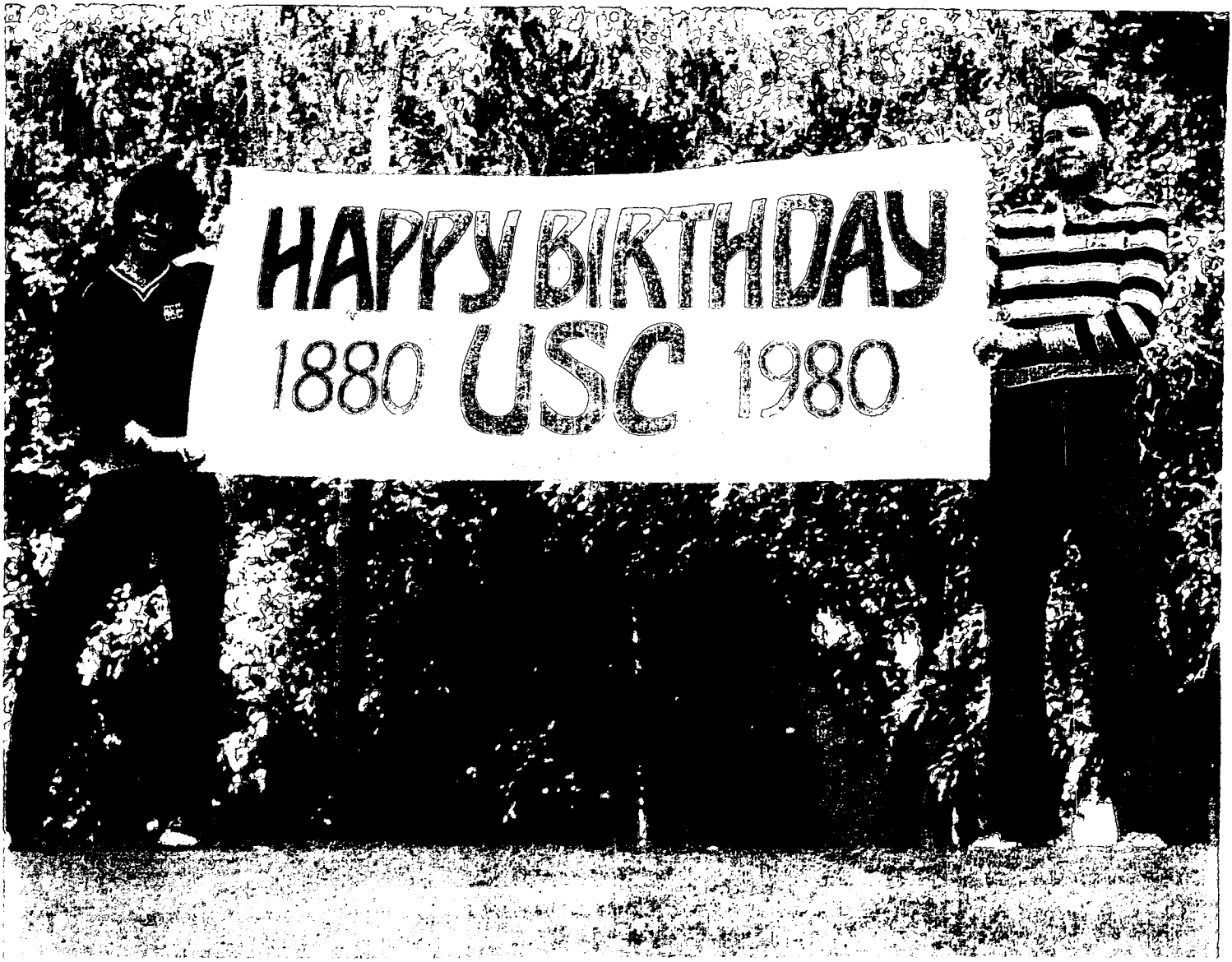
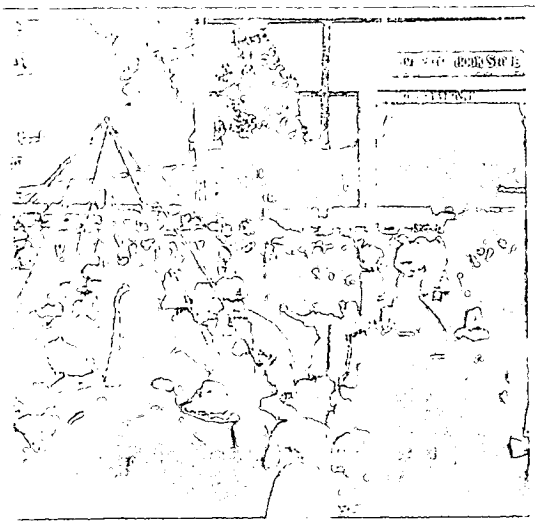
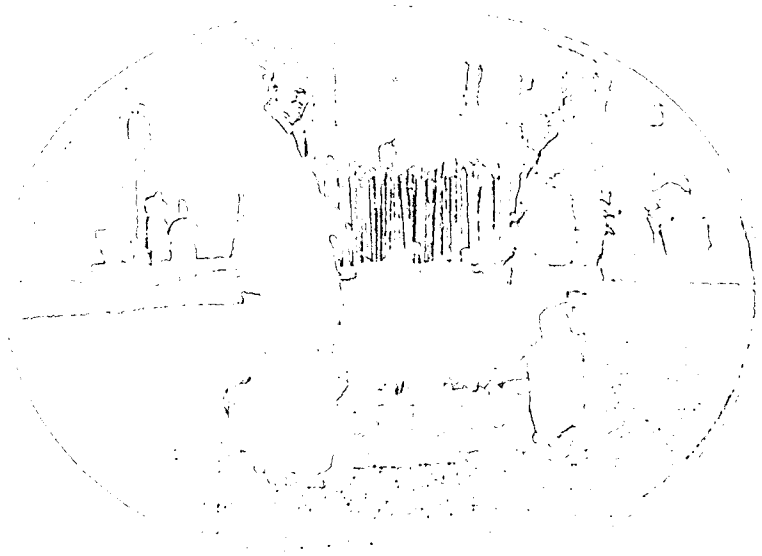
USC


USC Trojan Girls Catalog
188 YEARS USC


HAPPY BIRTHDAY
1880 USC 1980





002A Cardinal tennis V-neck, long sleeve sportshirt of 50% triacetate/50% polyester. Embroidered USC with Trojans. Adult sizes S-XL. **$17.25**

002B Grey with cardinal and gold, long sleeve rugby shirt with knit collar of 50% polyester/50% cotton. Small USC on left chest. Adult sizes S-XL. **$16.25**

002C Ladies white golf shirt, 100% Lisle Cotton, 3 Button Placket Pullover with embroidered Tommy Trojan on Traveller. Adult sizes S-XL. **$17.95**

002D Men's white golf shirt of 65% polyester/35% cotton jersey. Four (4) button placket pullover, open pocket with embroidered Tommy Trojan on Traveler. Adult sizes S-XL. **$21.00**

003A White sportshirt of 50% cotton/50% polyester. Cardinal chest, shoulder and sleeve detail, nave collar and script University of Southern California. Adult sizes S-XL. **$17.75**

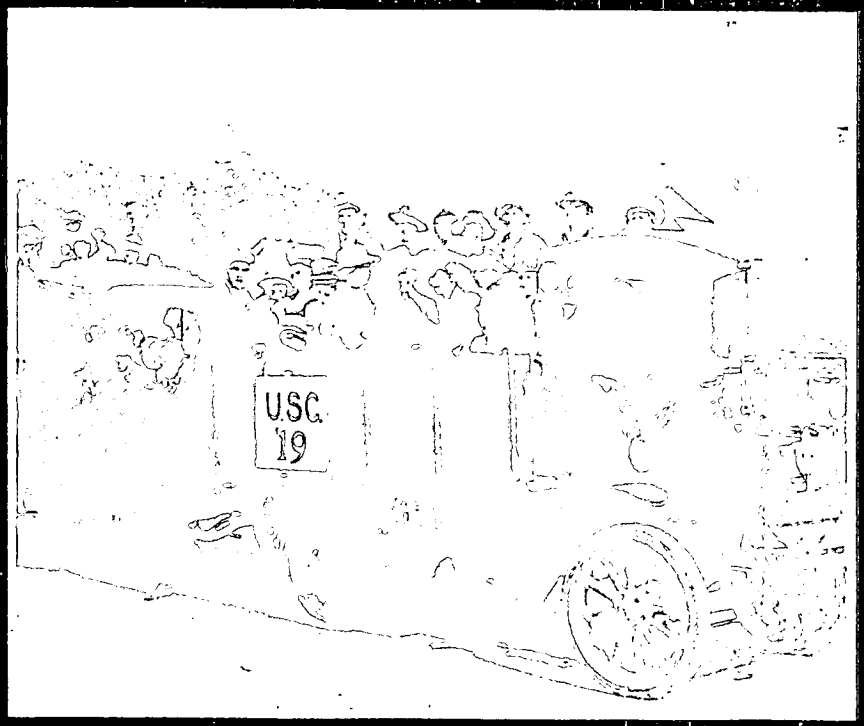
003B Cardinal golf shirt of 50% polyester/50% cotton. Gold Adam...
Adult sizes S-XL. **$12.75**

003C White golf shirt with knit cardinal and gold stripe collar of 50% cotton/50% polyester. USC Trojans in two-color, left chest design. Adult sizes S-XL. **$15.95**

003D Cardinal v-neck pullover sweater of 100% "Downy" orlon. Small gold embroidered Tommy Trojan head on left chest. Adult sizes S-XL. **$26.00**

003E Tan shirt with cardinal trim of 50% polyester/50% cotton. USC Trojan banner design on left chest in cardinal. Adult sizes S-XL. **$15.50**

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 205 Pg. No. 3



004A Natural tone t-shirt of 100% cotton. University of Southern California "new" sun design. Adult sizes S-XL. **$5.95**

004B Sturdy shorts with front pockets, natural color of 100% twill cotton. "Property of USC" on left leg. Adult sizes S-XL. **$12.75**

004C Cardinal t-shirt of 100% cotton. Diagonal USC in gold on the front chest. Adult sizes S-XL. **$5.75**

004D Tan corduroy shorts of 86% cotton/14% polyester. Diagonal USC on left leg. Three cardinal stripes on sides. Two front pockets and one back pocket. Adult sizes S-XL. **$11.95**

004E Centennial t-shirt of 100% cotton. Available in gold or cardinal with USC 100th Anniversary 1880-1980. Please specify color. Adult sizes S-XL. **$5.95**

004F White t-shirt with gold bike stripe, USC Trojans in cardinal and cardinal sleeves, of 50% polyester/50% cotton.
Adult sizes S-XL. **$10.95**

004G Cardinal 50% cotton/50% acrylic. V-neck t-shirt with contrasting white saddle shoulder and sleeves, and Trojans tail design. Adult sizes S-XL. **$8.75**

004H Cardinal football style jersey t-shirt of 50% Kodel® polyester/50% cotton. Sleeve stripes, USC chest design. Adult sizes S-XL. **$7.95**

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 395, Pg. No. 4

OPP 00084

005A Gold tank running shirt of 100% nylon. Cardinal stripes down sides. USC on left chest. Matches running shorts. Adult sizes S-XL. **$9.50** ○

005B Gold running shorts of 100% nylon. Cardinal stripes down sides with USC on left leg. Matches top. Adult sizes S-XL. **$8.25** ○

005C White sportshirt of 50% Dacron*/50% cotton. Maroon collar, shoulder sleeve stripes and embroidered football helmet with USC Trojan. Adult sizes S-XL. **$15.50** ○

005D White shorts of 65% Kodel* polyester/35% cotton. Cardinal stripes on sides, rear pocket. "USC Trojans" on leg. Adult sizes XS-XL. **$8.25** ○

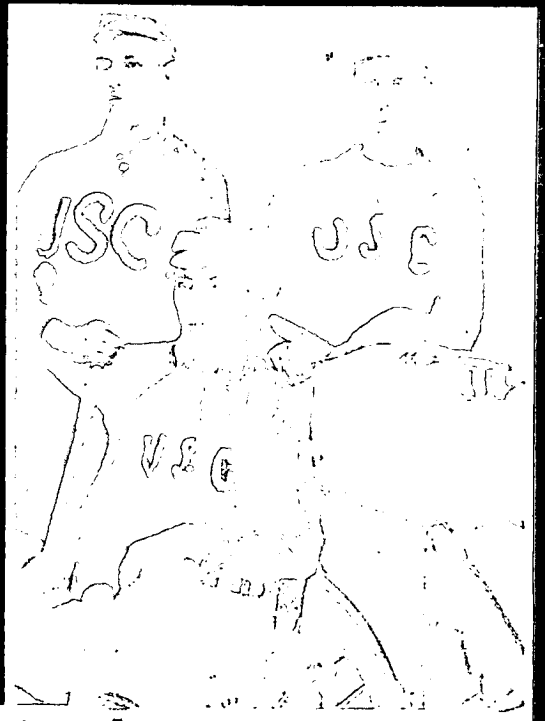
005E White tennis shorts of 35% cotton/65% polyester. Navy blue pocket insert and script University of Southern California imprint. Adult sizes S-XL. **$8.95** ○

*Sportshirt see description page 3.

005F Gray t-shirt of 50% Kodel* polyester/50% cotton. Cardinal and gold shoulder stripes, raglan sleeves. Adult sizes S-XL. **$7.95** ○

005G Gray body baseball shirt of 50% cotton/50% polyester. Cardinal raglan 3/4 length sleeves and "bib-tail" bottom. Adult sizes S-XL. **$7.50** ○

005H Cardinal t-shirt of 50% cotton/50% polyester. USC design. Adult sizes S-XL. **$5.25** ○



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 395, Pg. No. 5

OPP 00085

006A One piece gray shimmel t-shirt of 50% polyester/35% cotton/15% rayon. Adult sizes S-XXL. **$5.75** ○

006B Gray shorts of 50% cotton/50% acrylic. Elastic waistband and cardinal USC Athelette Dept. Adult sizes S-XL. **$9.50** ○

006C Cardinal 100% nylon tricot mesh jersey with V-neck and half sleeves. A random number is printed on front and back with USC. Adult sizes S-XXL. **$17.50** ○

006D Gold football shorts of 100% polyester. Five-piece back, patch pocket and 2 1/4" elastic waistband. Adult sizes S-XL. **$11.50** ○

006E Long sleeve V-neck sweatshirt of 50% cotton/50% Creslan® acrylic, fleece lined. "University of Southern California" in script. Cardinal or white, specify color. Adult sizes S-XL. **$11.25** ○

006F White shorts of 65% Kodel® polyester and 35% cotton. Cardinal and gold piping trim and two color USC Trojan imprint on left leg. XS-XL **$6.95** ○

006G Athletic socks with foot of 80% cotton/20% stretch nylon and top of 90% orlon/10% elastic. One size fits all. **$2.50** ○

007A Cardinal warm-up jacket of 100% Creslan®. Cream sleeves and cardinal stripes. Full zipper front, muff pockets, and USC sports design. Adult sizes S-XL. **$17.50** ○

007B Cream jogging pants of 100% Creslan® fleece lined. Cardinal stripes down both sides. No design. Also available in cardinal. Specify color. Adult sizes S-XL. **$13.25** ○

007C Cream short-sleeve warm-up top of 100% Creslan®. Cardinal sleeve stripes, V-neck, rib knit bottom with USC sports design. Adult sizes S-XL. **$11.00** ○

007D Cardinal and natural long sleeve V-neck jogging top with round USC Trojan design on left chest of 100% Creslan® acrylic. Adult sizes S-XL. **$11.95** ○

007E Cardinal jogging shorts of 100% Creslan®, fleece lined. Natural stripes down both sides. No design. Adult sizes S-XL. **$7.50** ○

Opposition No. 91125615
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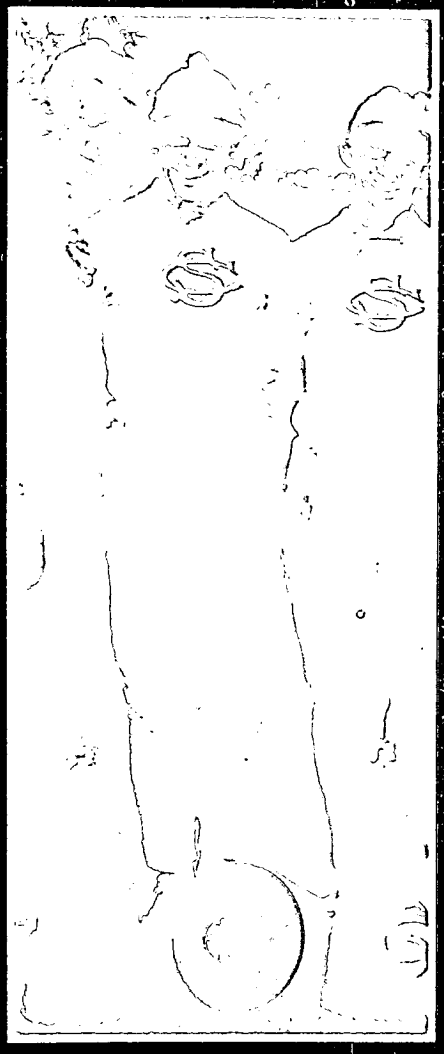
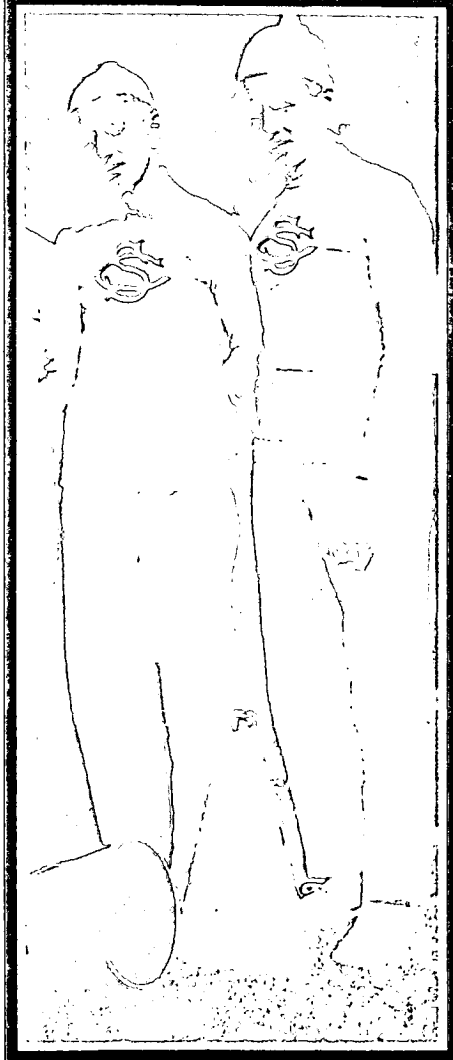
Applicant's
Ex. No. 395, Pg. No. 6

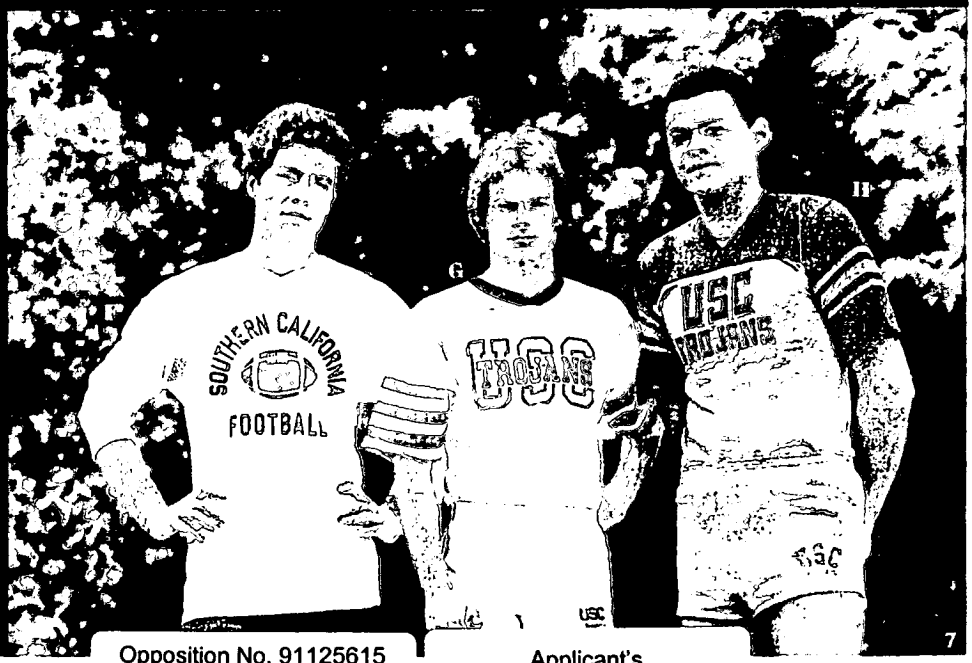




007F Natural tone practice jersey of 50% polyester, V-neck, deep armholes and 3/4 sleeves. Adult Sizes S-XXL. **$8.75** ○

007G Gold 100% cotton football jersey with V-neck and sleeve stripes. Adult sizes S-XL. **$9.95** ☆

007H Gray body V-neck jersey of 100% Kodel®, maroon yoke and sleeves of 50% Kodel®/50% cotton.
Adult sizes S-XL. **$10.00** ○



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Applicant's
Ex. No. 295, Pg. No. 7

OPP 00087

0088A Cardinal and tan jacket of 65% polyester/35% cotton poplin. Cuffs, collar and bottom of 100% acrylic knit. Water resistant. Adult sizes S-XL. **$28.00**

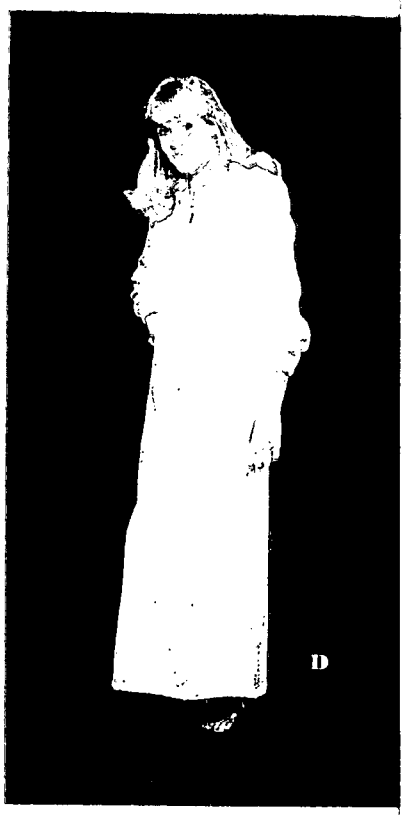
0088B Tan jacket with a 4" Cardinal corduroy stripe across the chest, with embroidered USC. 80% acrylic knit cuffs, bottom, and collar. The jacket is water resistant. Adult Sizes S-XL. **$37.50**

0088C Pullover unlined jacket of 100% nylon. Knit collar and cuffs, action back. Water repellent with small USC on left chest. Available in Cardinal or maize. Please specify color. Adult Sizes XS-XL. **$31.50**

0088D Cardinal coach's jacket of 60% oxford nylon with preshrunk 35% polyester/65% cotton flannel lining. Snap front, drawstring bottom and USC banner design. Please specify toddler, youth or adult sizes.

Toddlers 2t, 4t, 6t **$14.95**
Youth S-XL **$15.75**
Adult S-XXL **$18.95**

WE WANT OXYS
OAT, AND WILL GET IT



009A Cardinal V-neck ladies t-shirt of 100% combed cotton. Gold piping and gold University of Southern California on front chest. Women's sizes S-L **$8.75** ○

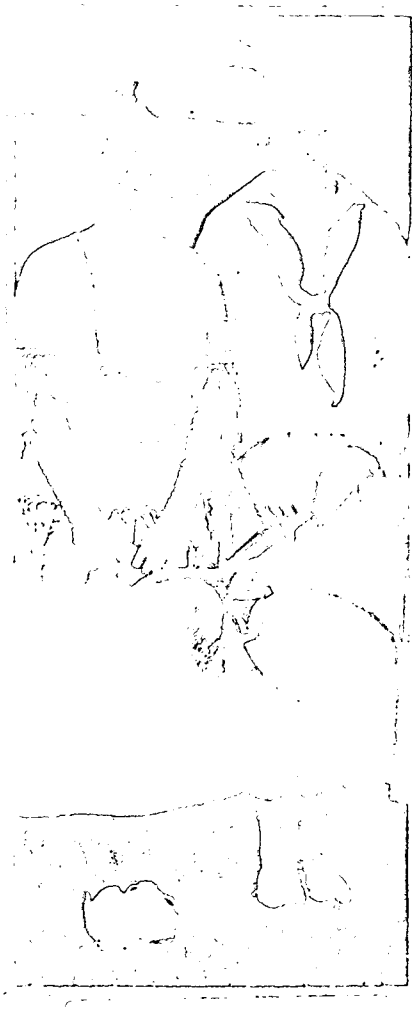
009B Ladies white t-shirt of 50% polyester/50% cotton. USC design in cardinal and gold. Women's sizes S-SL **$7.25** ○

009C Yellow terry V-neck top of 50% cotton/50% polyester. Ribbed side and bottom. Cardinal USC script design. Women's sizes S-XL **$12.00** ○

009D White full length ladies hooded robe of 50% cotton/50% acrylic. Two color USC in script on left chest. Women's sizes S-L **$20.25** ○

009E White baseball style sleep shirt of 50% polyester/50% cotton. Cardinal sleeves and USC Trojan design front. Women's sizes S-L **$15.00** ○

009F Maize football jersey sleep shirt of 50% polyester/50% cotton. Cardinal USC #10 front design. Women's sizes S-L **$15.00** ○



A
B
C
D
E
F
USC
TROJANS
FIGHT

010A Natural t-shirt of 100% cotton. USC Trojans in cardinal & gold. Youth sizes S-L. **$5.50**

010B V-neck jersey, gray body of 100% Kodel®. Cardinal yoke and sleeves of 50% Kodel®/50% cotton. Youth sizes S-XL. **$9.25**

010C Natural tone Football Jersey of 50% cotton/50% acrylic. "New" USC Mickey Mouse football player design. Youth Sizes S-L. **7.75**

010D Cardinal 100% nylon tricot mesh jersey with V-neck and half sleeves. A random number is printed on front and back with USC. Adult sizes S-XL. **$10.95**

010E White French cut girls t-shirt of 50% polyester/50% combed cotton. USC Song Girl 19?? Design Youth sizes XS-L. **$6.95**

010F White sportshirt of 50% Dacron®/50% cotton. Cardinal collar, shoulder sleeve stripes and embroidered football helmet. Youth sizes S-XL. **$11.95**

010G Cardinal fleece-knit sweatshirt of 50% cotton/50% Creslan®. Youth sizes, XS-L. **$7.75**

010H Cardinal hooded sweatshirt jacket of 50% cotton/50% Creslan®. Pouch pockets. Youth sizes XS-L. **$13.50**

010I Gold tank top of 50% polyester/50% cotton. Youth sizes XS-L. **$3.95**

010J Plush white Traveler hand puppet with washable surface. Great for games! Mouth opens to exclaim "Fight On". **$13.50**

011A Red hooded sweatshirt of 50% cotton/50% acrylic. Snap front, new USC horse design. Toddler sizes 2, 3, and 4 years. **$8.00**

011B Red overall with gripper crotch of 50% polyester/50% cotton. New USC horse design top left. Infant sizes 6, 12, and 18 months. **$9.25**

011C Red long pants of 50% polyester/50% cotton. New USC horse design. Toddler sizes 2T, 3T, and 4T. **$5.25**

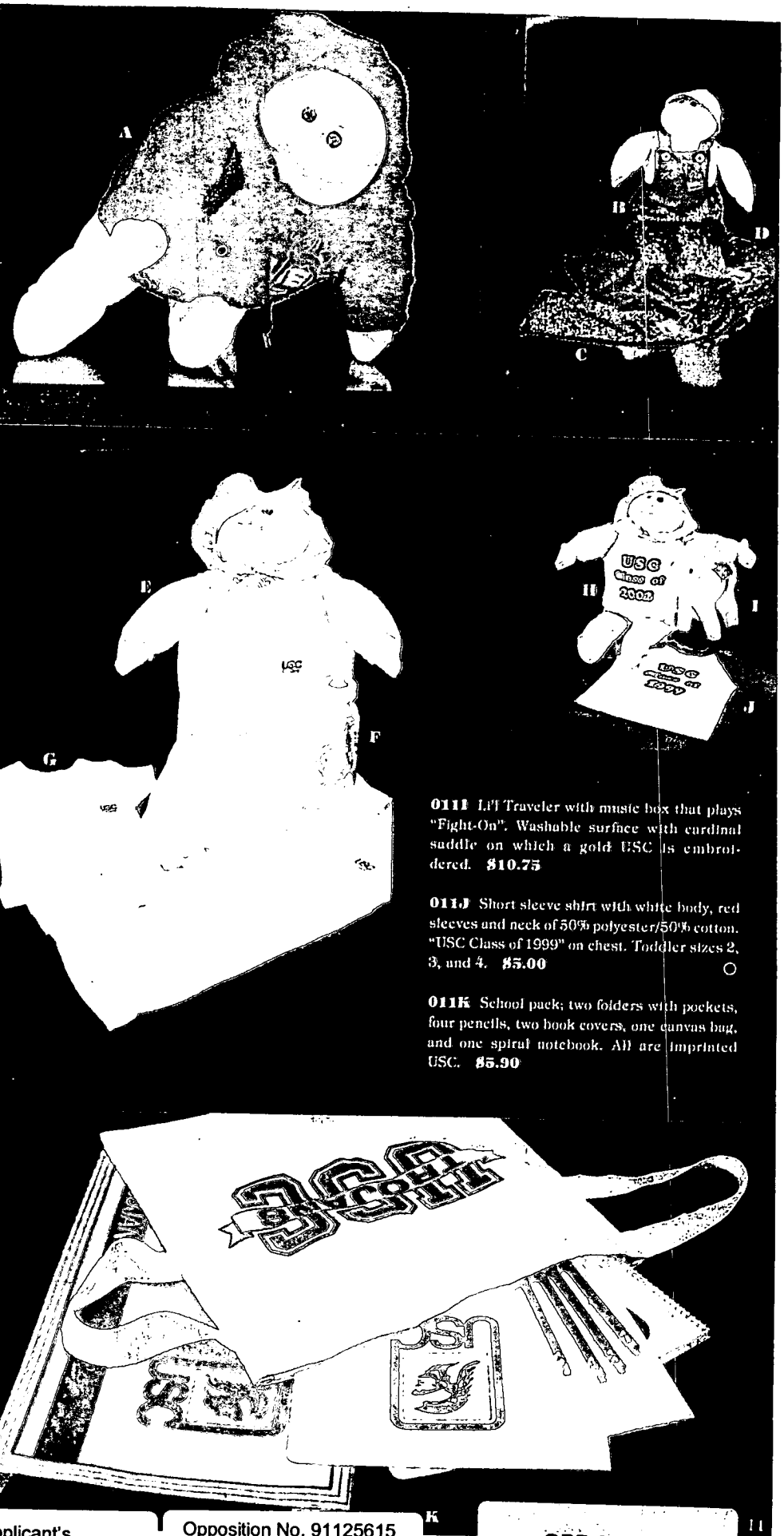
011D Red short sleeve shirt of 50% cotton/50% polyester. New USC horse design center chest. Toddler sizes 2T, 3T, and 4T. **$5.00**

011E Newborn nightie of 50% cotton/50% polyester. Cardinal USC Trojans design. Please specify open snap front or pull over with draw string bottom. **$4.00**

011F 8 oz. glass bottle marks off the quarters of a football game in cardinal and gold. **$3.25**

011G White t-shirt of 100% cotton. Cardinal USC Trojans design. Infant sizes S-L. **$3.25**

011H Short sleeve shirt with white body and marigold sleeves and neck of 50% cotton/50% polyester. "USC Class of 2003" on chest. Infant sizes 6, 12 and 18 months. **$4.75**



011I LFI Traveler with music box that plays "Fight-On". Washable surface with cardinal saddle on which a gold USC is embroidered. **$10.75**

011J Short sleeve shirt with white body, red sleeves and neck of 50% polyester/50% cotton. "USC Class of 1999" on chest. Toddler sizes 2, 3, and 4. **$5.00**

011K School pack; two folders with pockets, four pencils, two book covers, one canvas bag, and one spiral notebook. All are imprinted USC. **$5.90**

Applicant's Ex. No. 395, Pg. No. 11
Opposition No. 91125615
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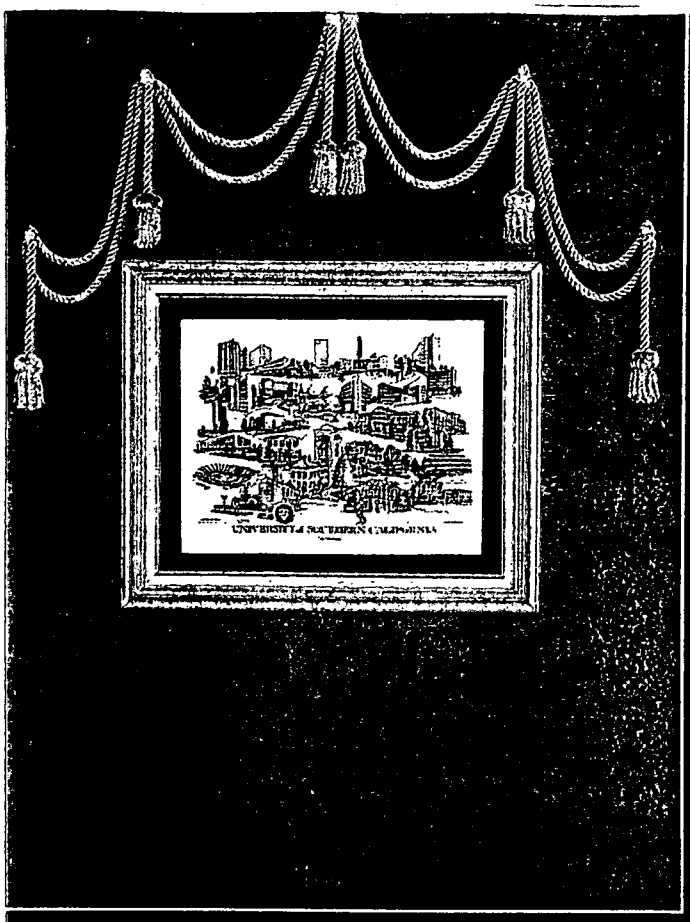
Univ. South Carolina
OPP 00091



We Proudly Present the

"CENTENNIAL COLLECTION"

This selection of Ltd. Editions is our way of commemorating the 100th Anniversary of our school's founding. We feel the quality of each item shown matches the importance of the occasion.

"THE FIRST CENTURY"

This is an engraved cultured marble montage. It depicts a collection of important campus landmarks and buildings, imparting a feeling of a visit to our campus. Each montage is numbered and registered in the name of the owner. It comes with all the fixtures for hanging and is accompanied by a legend to give you all the facts about what is depicted.

Actual size: 24"x48" 012A **$180.00**

"USC CENTENNIAL COMMEMORATIVE MEDAL"

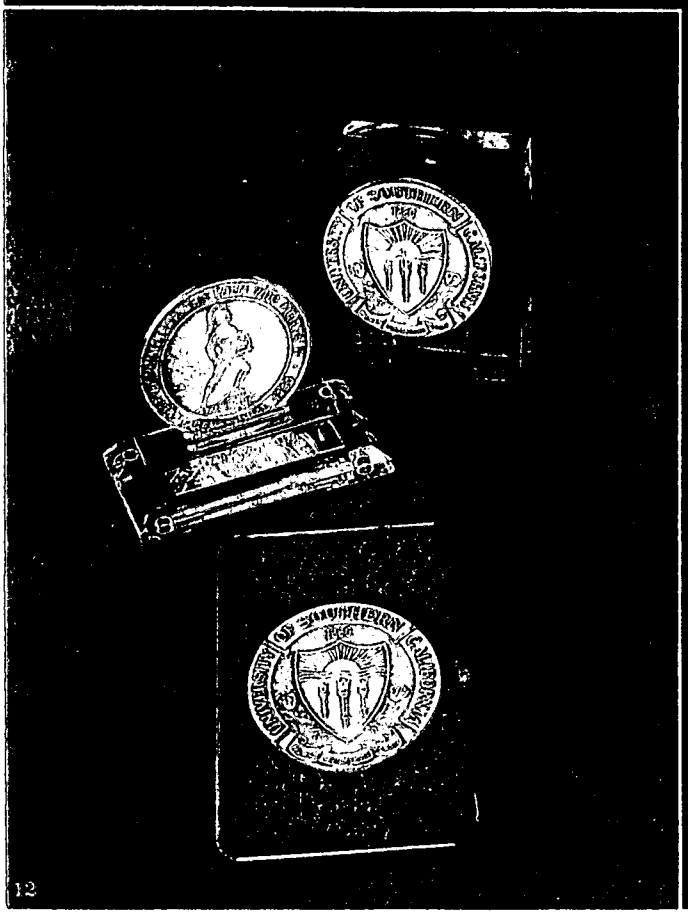
Die-struck in solid bronze, this medal has the Seal of the University in deep relief on one side and Tommy Trojan on the other. The first strike of 500 has been numbered for added value.

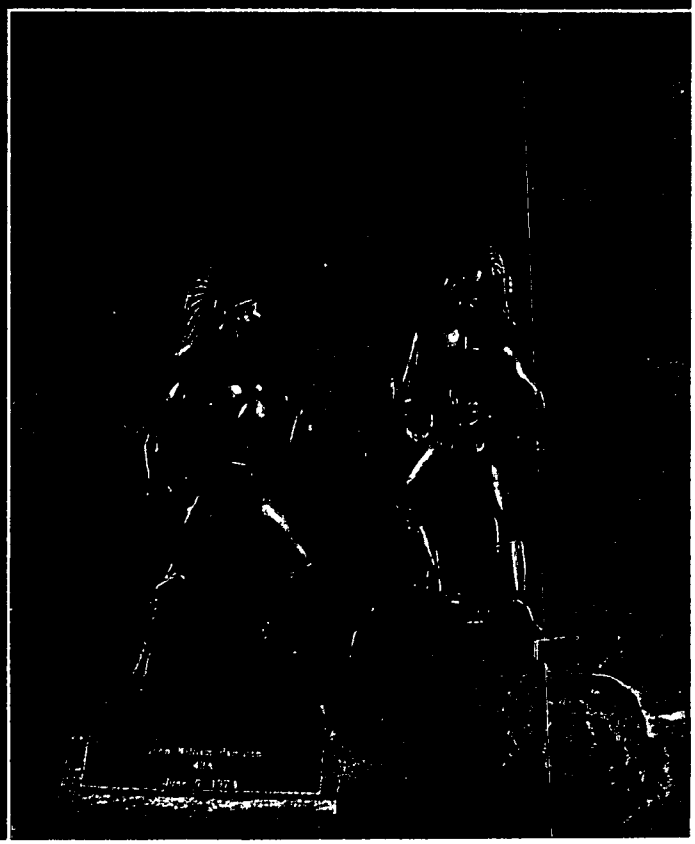
Presentation jewelry box,	012B	**$25.00**
Specially designed lucite stand,	012C	**28.00**
Embedded in crystal lucite wedge,	012D	**45.00**

"TOMMY TROJAN"

This is our first solid bronze desk statue. It stands 7 1/2" high and is mounted on a genuine walnut base. Since each is cast in the lost wax method, each is truly an individual piece with extra fine detailing.

250 First Edition 012E **$65.00**

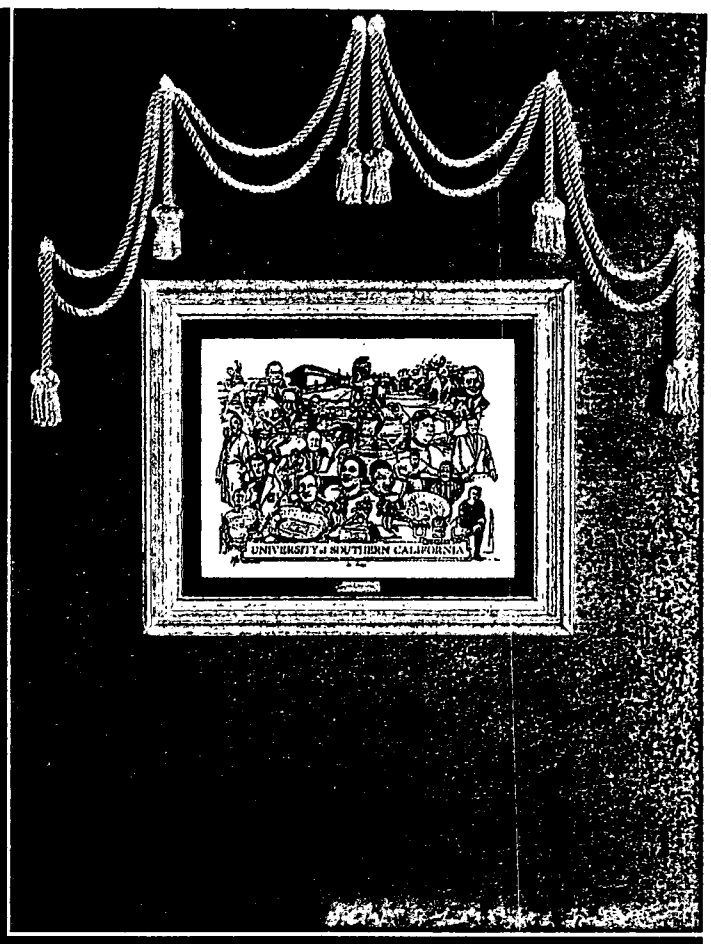




Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00092

Applicant's
Ex. No. 395, Pg. No. 12



"VINTAGE '80"

This is a set of four, french 24% lead crystal wine goblets, 8 1/2 oz. each. The set consists of a multiple depth etching of "The University Seal," "Widney Hall," "Bovard Administration," and "Mudd Hall." The set is elegantly gift boxed. Limited Edition 250 sets. 013A **$50.00**

"THE HERITAGE"

This is an engraved cultured marble montage which is an historical composite depicting many of the outstanding personalities that contributed to our famous athletic heritage. Each montage is numbered and registered in the name of the owner. It comes with all the fixtures for hanging and is accompanied by a legend to give you all the facts about what is depicted.

Actual size: 24"x48" 013B **$180.00**

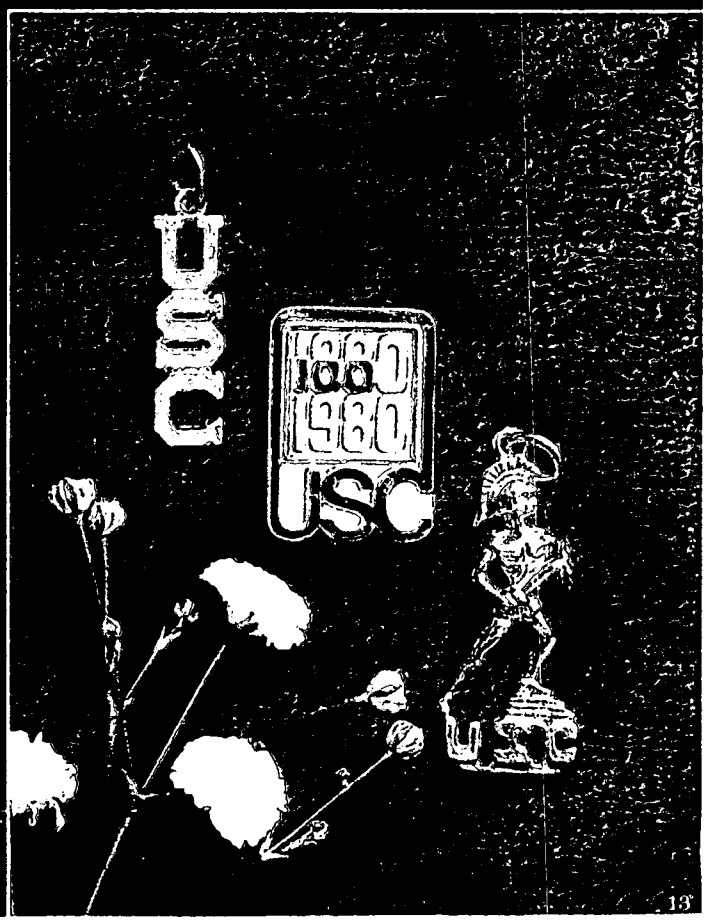
"THE CLASSICS"

This is a set of fine jewelry that will never go out of style.

USC Lavalier, 14K gold.	013C	**$55.00**
Centennial logo lapel pin, bronze.	013D	**8.00**
Tommy Trojan Charm, 14K gold.	013E	**75.00**

"TROJAN GALLERY"

A definitive pictorial history on the first 100 years of USC, will be available to this year's Christmas gift shoppers. In preparation for four years, the hard covered 9x12-in. volume will have in excess of 550 pages and 1400 photographs, many of them in color. Pictures on the pages of this gift catalogue have been gleaned from TROJAN GALLERY, which is designed to be of interest to everyone in the University's family of alumni, students, parents, and faculty. Fall Publication



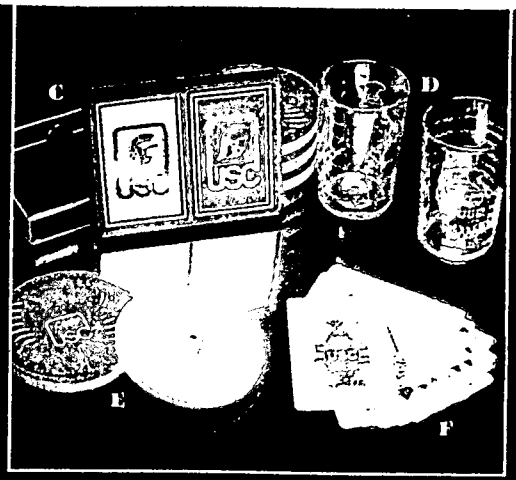
Applicant's
Ex. No. 395 Pg. No. 13
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
OPP 00093

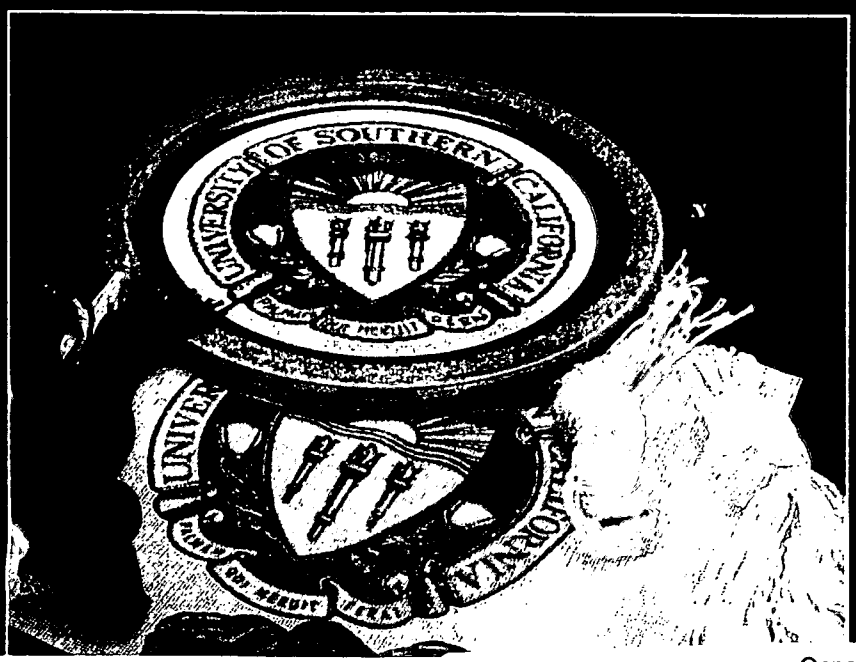
014A Glasses with a cardinal and gold Trojan Head design. Double old-fashion, set of eight. **$18.50**

014B Highball, set of eight. **$17.25**

014C Double deck of plastic coated playing cards with plastic carrying case. One deck white and the other cardinal. Both have USC logo with border. **$5.00**

014D Oversized jigger with Trojan character in red. Ounces and drinking categories are listed on the glass. **$2.25**





014E Cardinal and gold plastic coasters with Trojan design on each. Set of six with holder. **$3.50**

014F Single deck playing cards, white with three color comic Trojan design. **$2.50**

014G Gold Thermo-Serv.® 12 oz. travel tumbler with cardinal USC logo, trimmed in white. **$5.95**

014H Gold Thermo-Serv.® 12 oz. tumbler with cardinal USC logo, trimmed in white. **$2.25**

014I Gold Thermo-Serv.® 55 oz. server with cardinal USC logo, trimmed in white with matching lid. **$20.50**

014J Gold Thermo-Serv.® 16 oz. Stein with cardinal USC logo trimmed in white. **$3.75**

014K Gold Thermo-Serv.® 10 oz. coffee mug with cardinal USC logo trimmed in white. **$3.25**

014L Hobnail glass mug with handle. University Seal appears on the front. 15 ounce size. **$5.25**

014M Small Hobnail glass mug with handle. University Seal appears on front. 10 ounce size. **$3.50**

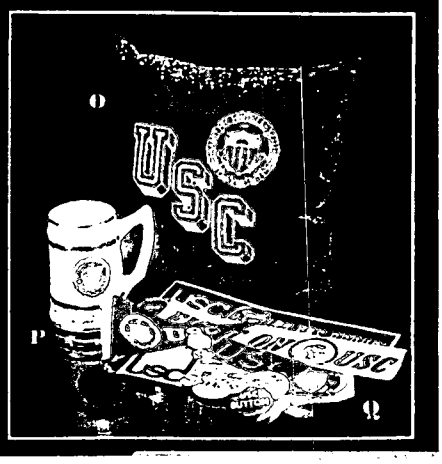
014N University Seal Needlepoint kit, 100% Virgin wool yarn in Ivory, gold, red, and black. Makes wall or pillow design. Includes instructions and needles. **$32.75**

014O Cardinal corduroy toss pillow measuring 16" x 16" with gold flocked USC and University Seal. **$6.00**

014P White 20 oz. ceramic mug with full color University Seal, gold trim and University of Southern California in black script. **$9.00**

014Q A selection of decals, bumper stickers, buttons, and a small pennant. A minimum of eleven items. Also bonus buttons for the collector. **$5.00**

014R **not shown** Right and left Trojan Head decals in gold. These will make any helmet a Trojan helment. Easy application. **set – $1.60**



Applicant's
Ex. No. 395, Pg. No. 14
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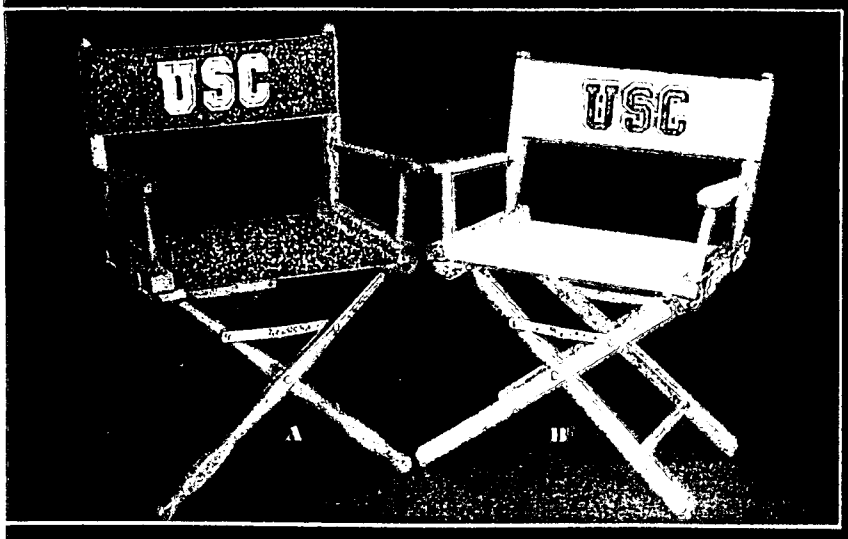

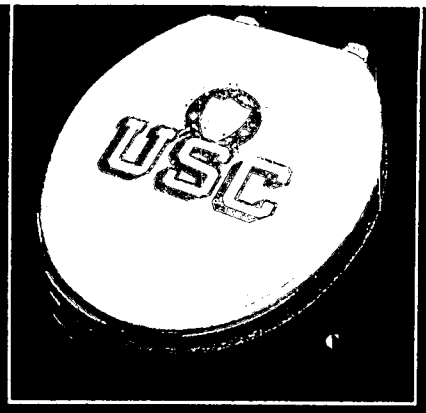

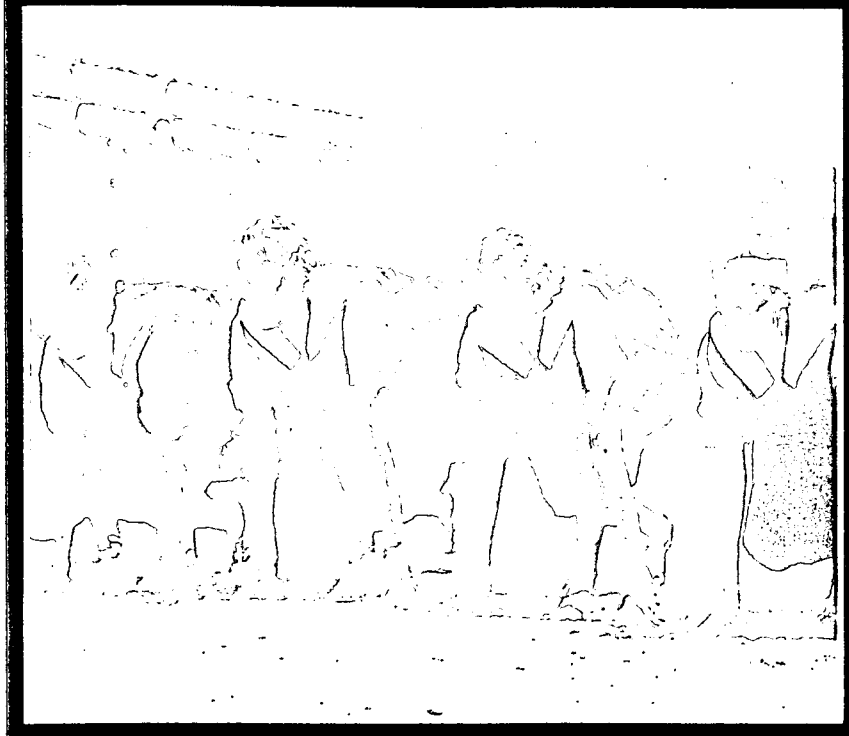

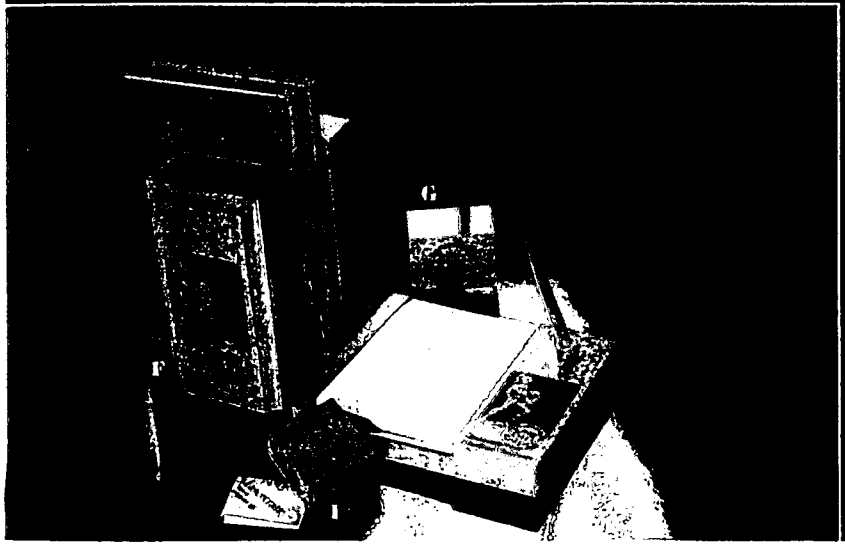

Director's chair with walnut stained hardwood frame or natural varnished frame and choice of sturdy gold canvas or cardinal nylon seat and back with USC imprint. Please specify frame and seat color. **015A** Walnut **$63.75**
015B Varnished **$48.25**
•seat and back available without frame **$13.75**

015C Toilet seat with a cardinal USC and University Seal on the outside of the gold lid, and Go Trojans on the inside. **$28.95**

015D A plush cardinal 20" x 30" fiber door-mat with gold USC imprint across the fiber. **$16.50**

015E Plastic 15" x 25" door mat. The background is cardinal with an inlaid comic Tommy. **$9.95**

015F Lasercraft walnut bookends with University Seal and Tommy Trojan design engraved in the wood. Bookends stand 6 3/4" high. **$43.50**

015G Lasercraft walnut mini desk set with Parker Jotter® pen. University Seal laser engraved in the wood. **$16.00**

015H Lasercraft walnut memo desk set with 18k gold filled pen. The University Seal and Tommy Trojan laser engraved in the wood. Memo pad included. **$31.50**

015I Lasercraft walnut paperweight measuring 2" x 2" with the University Seal laser engraved in the wood. **$8.95**

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Applicant's
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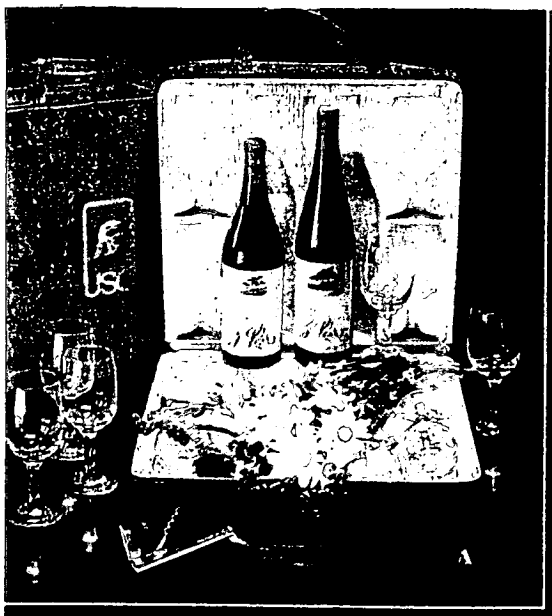
OPP 00095



016A New wine traveler has styrofoam cavities with four, 8 1/2 oz. wine glasses, waiter's cork puller, and space for two bottles of wine. **$32.25**

016B White ceramic coffee mug with two color USC Trojan design. **$3.50**

016C Cardinal and gold flocked felt banner with USC, measuring 12" x 30". **$7.50**

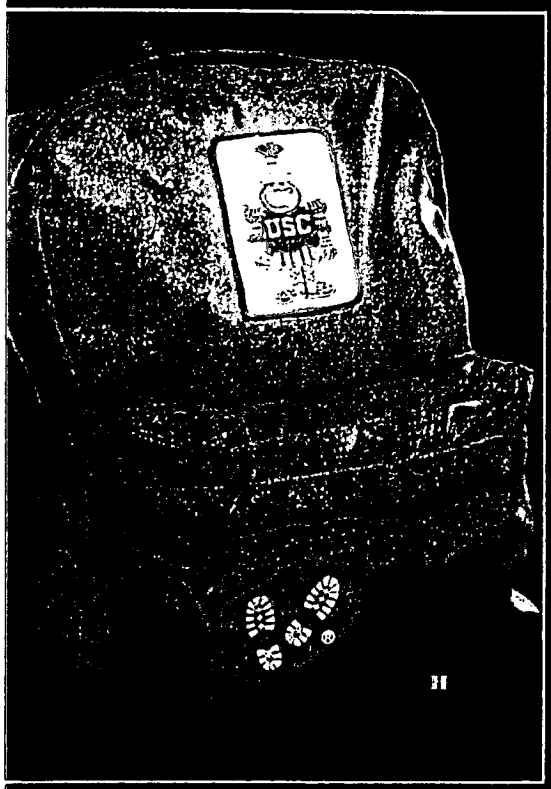
016D Cardinal and gold flocked felt pennant measuring, 9" x 21" with USC logo and Trojans. **$2.75**

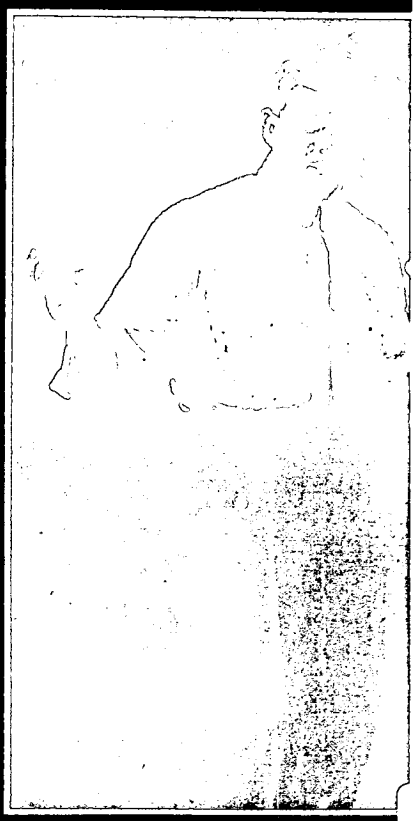
USC sew on patches.
016E Gold with vertical Trojan logo. **$1.95**
016F Gold with horizontal Trojan logo. **$1.00**
016G White with Trojan character. **$2.00**

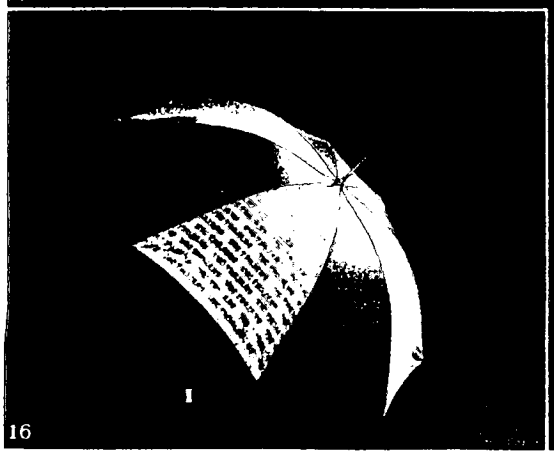
016H Burgundy backpack with comic Tommy patch, padded adjustable shoulder straps and handy outside pocket. **$24.50**

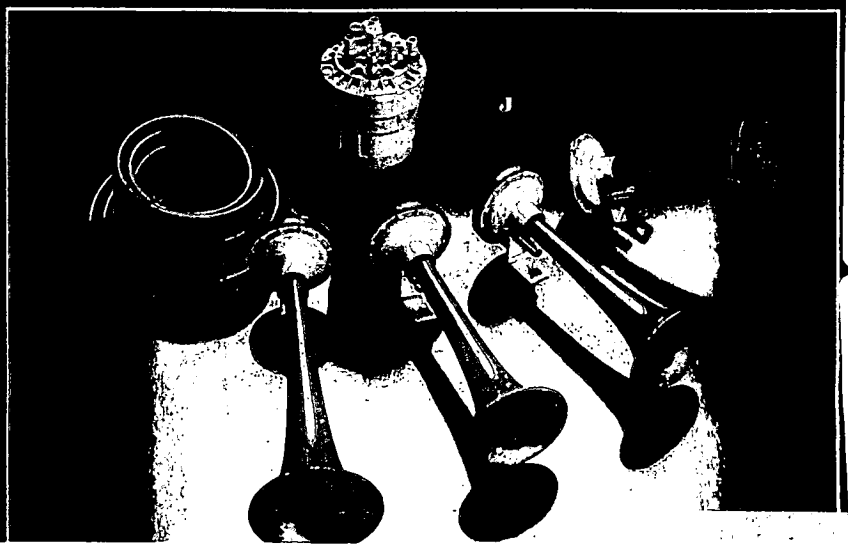
016I Water repellent nylon umbrella with grained hardwood club handle. **$15.00**

016J "Fight-On" air horn that fits under the hood of your car, in your boat - let your imagination go. Four horns and all the necessary equipment and instructions for installation included. $110.00









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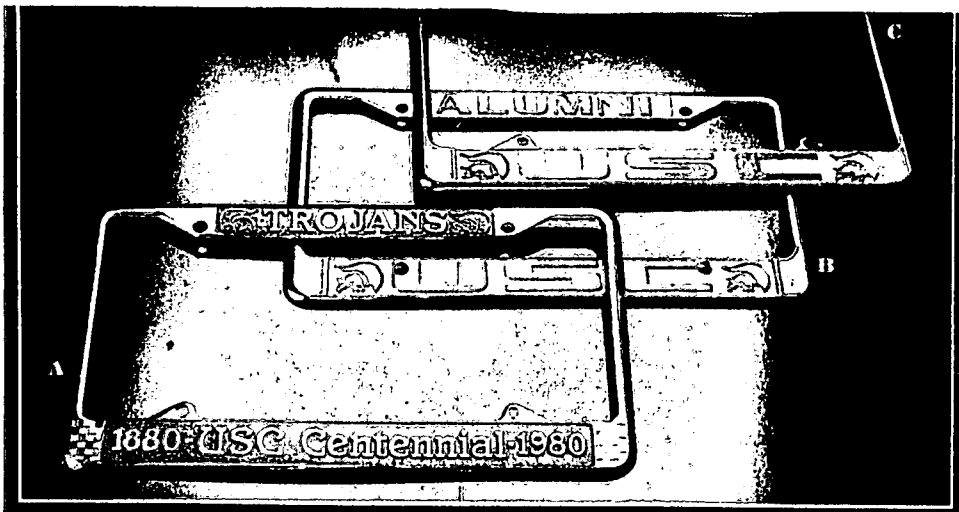


017A A pair of USC/Centennial license plate frames. **$4.50**

017B A pair of Alumni/USC license plate frames. **$4.75**

017C A pair of Trojans/USC license plate frames. **$4.50**

017D Leather-like vinyle gym bag with unbreakable plastic handles attached with metal rivets and nylon industrial weight zipper. Please specify sizes.

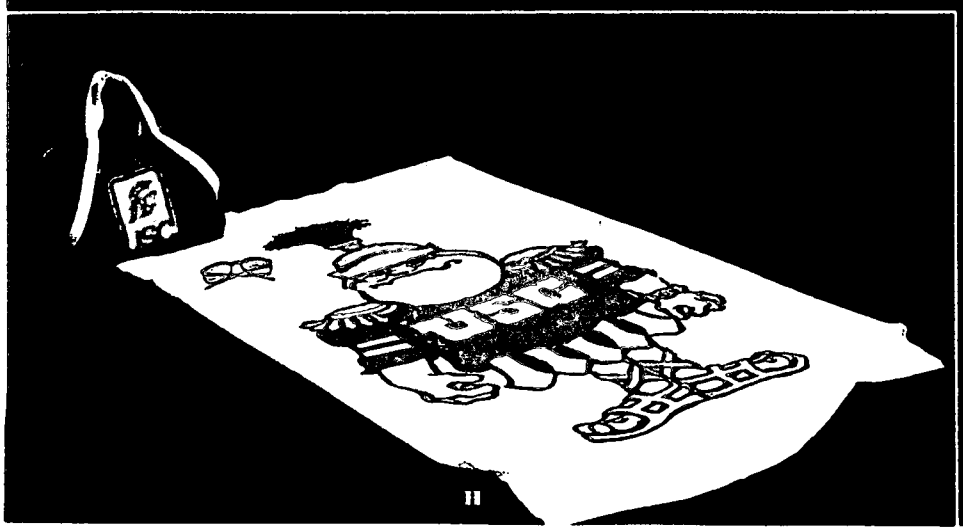
16" **$14.95**
20" **$17.95**

017E USC cardinal double seat cushions may be unzipped into two separate seat cushions. Covers are vinyl with foam interiors, carrying handles also. Can be used as carrier. Blanket not included. **$15.50**

017F All plastic unbreakable airpot with USC logo in cardinal and gold. **$25.95**

017G A clear plastic 10 oz. cup with a cardinal Tommy Trojan logo design. 25 cups per package. **$2.00**

017H White velour beach towel measuring 37" x 67" with "new" comic Tommy design. **$11.75**



17

OPP 00097

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Applicant's
Ex. No. 225 Pg. No. 17

018A Nylon barrel bag in cardinal with white strap handles, 14". **$7.50**

018B Zippered companion bag in cardinal with 100% nylon shell and waterproof interior. Matches garment bag. Gold USC embroidered logo design. **$18.25**

018C White plastic bag carrier with handle for hanging. Holds up to six suits with gold USC Trojans imprint. Fits into garment bag. **$2.50**

018D Quartz electronic alarm clock, perfect for travel. Silver and black with red USC Trojan design. Case and Battery included. **$35.00**

018E Cardinal 40" suit bag of 100% nylon shell and water proof interior. Gold USC embroidered logo design. With outside pocket. **$31.95**

018F A set of 25kt. gold-plated University Seal blazer buttons. The set includes three buttons for the front and two buttons for each cuff. **$22.50**

018G Musical key chain which plays "Fight On" **$8.95**

018H Cardinal tie of 100% polyester with finely detailed gold Trojans Heads. **$7.25**

018I Cardinal tie of 100% pure silk with embroidered gold 1880 Seal. **$17.50**

018J USC lapel pin or tie tac created by "Tiffany Co." Gold over sterling silver. **$16.00**

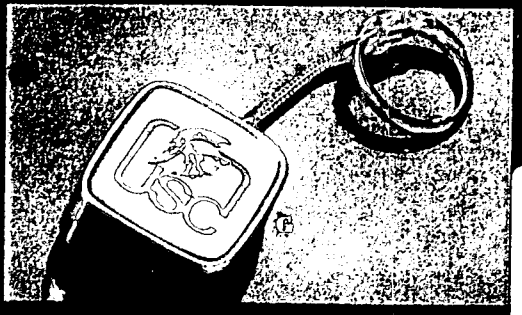
018K Cardinal tie of 100% polyester with USC repeated to form gold stripes. **$7.25**

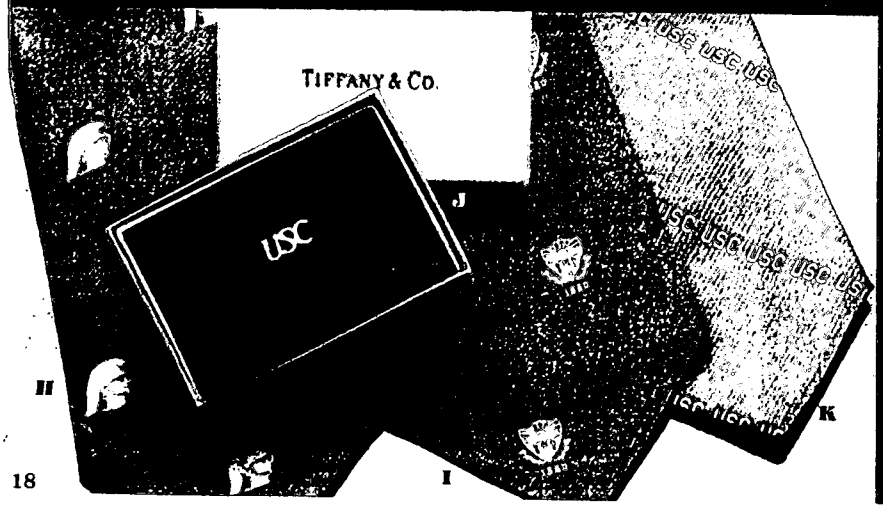
018L Split ring key holder with suede fob and cloisonne University Centennial logo. **$3.50**

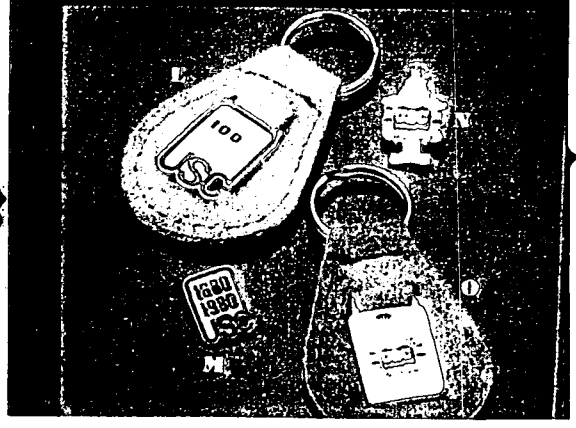
018M Cloisonne University Centennial logo pin. **$2.50**

018N Cloisonne Trojan character pin. **$3.00**

018O Split ring key holder with suede fob and cloisonne Trojan character. **$3.50**







OPP 00098

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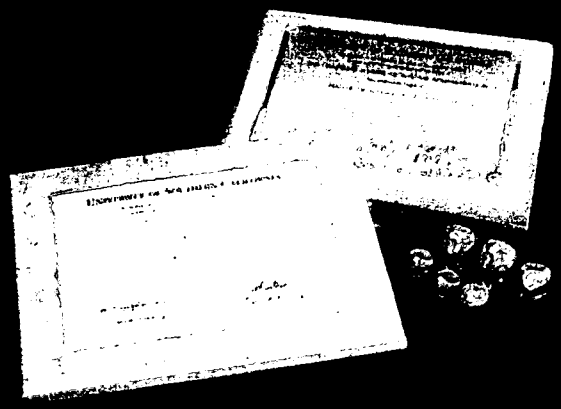
Applicant's Ex. No. 18 Pg. No. 395



As you can see, we are having a Birthday Party and you are all invited! We have worked very hard to make this, our Centennial Trojan Gift Catalog, the best ever. You will find over 127 new items, plus additions to the "old favorites" page. Of course there isn't any way we can show everything we carry in our store. May we suggest a personal visit? If this is impossible please feel free to call or write us with your requests or suggestions.
Your USC Trojan Gift Catalog staff.
Catalog (213) 743-7180, please note our new telephone
Note: You will receive more order forms when you place orders.

It's never too late to order your class ring or Perma Plaque your diploma. Stainless steel diplomas are also available. Please write for details, prices, and ordering procedures.

Adult	Women	Children	Shorts/Pants
XS – 30-32	S – 5-7	XS – 2-4	Mens Cut
S – 34-36	M – 8-10	S – 6-8	XS – 24-26
M – 38-40	L – 11-13	M – 10-12	S – 28-30
L – 42-44	XL – 14	L – 14-16	M – 32-34
XL – 46-48		XL – 18-20	L – 36-38
XXL – 50-52			XL – 40-42
			XXL – 44-46

Shrinkage
- ○ no shrinkage or up to 2 percent
- □ medium amount of shrinkage
- ☆ The garment will shrink considerably and we recommend that you order the next size larger.

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Prices, items and/or specifications subject to change without notice!

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AN EXCLUSIVE DESIGN FOR TROJAN STORES
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University of Southern California

We welcome your comments and/or suggestions for items you would like to order through the Trojan Gifts Catalog in the future.

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Please send a copy of the TROJAN GIFTS CATALOG to:

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P.O. BOX 77538
LOS ANGELES, CA 90007

Please make check or money order for total amount shown on reverse side payable to: USC TROJAN GIFTS
Phone orders accepted call (213) 743-7180

Please ship the items listed on the reverse side:

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Address _____
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Date _____ Telephone No. _____

Ship To (if different from above)

Name _____
Address _____
City _____ State _____ Zip _____
Date _____ Telephone No. _____

OVER

Applicant's Ex. No. 395, Pg. No. 19

Opposition No. 91125615
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OPP 00099

020A Cream golf sweater 100% plush Orlon acrylic. An embroidered standing Tommy Trojan. Adult Sizes
S-XL **$23.75**

020B Cardinal wool serge golf hat with embroidered University Seal on front. One size fits all. **$10.00**

020C Cardinal and gold golf mittens for woods, 100% acrylic. Available with four different colored pom-poms.
Each **$6.25**

020D Terry cloth sports towel 15"x14". USC logo and brass eyelet for clipping to your golf or tennis bag. **$4.25**

020E USC custom golf or stadium shoes by Johnson and Murphy in cardinal and white with embroidered University logo.
Sizes 7-13, also 1/2 sizes, narrow and wide widths.
SPECIAL ORDER! Allow four weeks for delivery **$128.00**

020F Golfball monogrammed with USC logo.
Single **$2.50** Box of Three **$7.50**

020G Packet of USC golf items. Includes: 20 garden tees, 2 pencils, 2 divot fixers, 1 bag tag, and 3 ball markers. All have USC logo or imprint. **$3.50**

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BE SURE TO FILL OUT BOTH SIDES OF THIS FORM

Please print legibly to avoid mistakes

Please charge my account
- ☐ Master Charge
- ☐ Bank Americard/VISA

EXPIRATION DATE MONTH/YEAR ☐☐☐☐

CREDIT CARD NUMBER ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Signature . . . . . .

CATALOG NUMBER	DESCRIPTION ITEM	SIZE	COLOR	QUANTITY	UNIT PRICE	TOTAL PRICE

☐ **Check here if you do not want out-of-stock merchandise back ordered**

Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered -
Order up to $ 10 — add $1.50
$ 10. to $ 20. — add $2.25
Over $ 20. — add $2.50

MERCHANDISE TOTAL	
6% SALES TAX (CALIF. ONLY)	
OUT-OF-STATE SHIPPING — ADD .50	

Check ☐ Money Order ☐ payable to USC TROJAN GIFTS enclosed. Or, use Bank Americard/VISA or Master Charge. **Do not send cash.**

TOTAL AMOUNT $

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Applicant's
Ex. No. 395, Pg. No. 20

021A Knit visor tam of 100% orlon. USC Trojans repeated around its body. **$7.50**

021B White visor of 65% polyester 35% cotton. Small cardinal USC on crown. One size fits all. Adjustable back. **$2.50**

021C Cardinal wool serge full back (no mesh) baseball hat with interlocking SC embroidered. One size fits all. **$9.25**

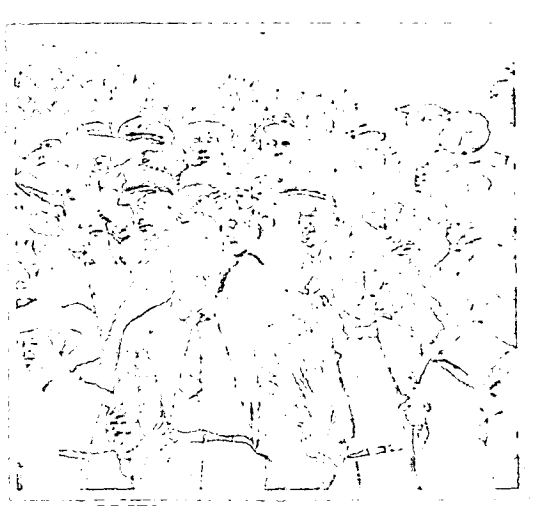
021D Cardinal wool serge gatsby cap with embroidered USC on front panel. For correct size see page 19.
Hat sizes S(6 7/8), M (7-7 1/8) L (7 1/4-7 3/8) XL (7 1/2) **$10.00**

021E Knit tucked skullcap of 100% Orlon. Pompom. USC Trojans in cardinal and gold knitted into the cap. **$7.00**

021F Knit scarf of 100% Orlon. Fringe. USC Trojans in cardinal and gold knitted in. **$8.75**

021G Cardinal and gold hat with mesh back and embroidered interlocking USC Trojans. One size fits all. **$6.00**

021H Gold nylon mesh cap with cardinal SC patch stitched on the front panel. One size fits all. **$4.50**



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Applicant's
Ex. No. 395, Pg. No. 21

OPP 00101

OLD FAVORITES

Opposition No. 91125615
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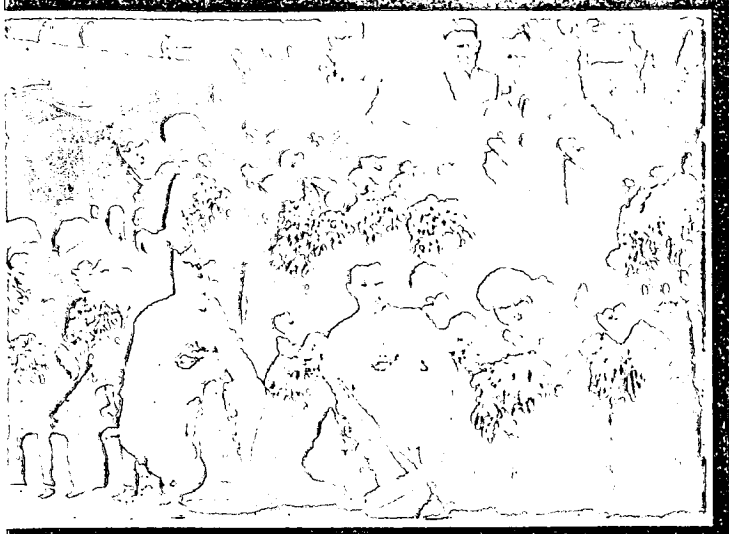
Applicant's
Ex. No. 395, Pg. No. 22

OPP 00102



022A Cardinal sweatshirt of 50% cotton/50% Creslan® fleece-knit. Adult sizes S-XL. **$9.50** ☐

023A Cardinal hooded pullover sweatshirt with pouch pockets, of 50% cotton/50% Creslan®. Adult sizes S-XL. **$14.50** ☐

023B Cardinal fleece-knit sweatpants of 50% cotton 50% Creslan®. Drawstring waist and elastic leg bottoms. Matches items A & J Adult sizes S-XL. **$9.50**

023C Cardinal v-neck pullover sweater of 50% Creslan/50% rayon. Long sleeve with ribbed cuffs and waistband. Gold flocked USC on left chest. Adult sizes S-XL. **$12.95** ○

023D Cardinal women's short sleeve t-shirt of 50% cotton/50% polyester. Women's sizes S-XL. **$6.75** ○

023E Natural tone baseball shirt of 100% cotton. Three-quarter (3/4) length cardinal sleeves, three button front and cardinal interlocking SC and Trojans. Adult sizes S-XL. **$7.95** ☆

023F Cardinal La Coste type knit shirt of 50% cotton/50% polyester. Left chest pocket and USC Trojans banner design. Adult sizes S-XL. **$14.50** ○

023G Gray t-shirt of 50% cotton/40% polyester with cardinal flocked USC. Adult sizes S-XXL. S-XL **$5.50** XXL **$6.50** ○

023H Longsleeve rugby jersey of 52% cotton/48% polyester. Gold and cardinal stripes. Sizes M (38"), OS (40"), XOS(44"), XXOS (46"). **$35.00** ☐

2301 New, Trojan Marching Band record Album-"1880-1980".
Album **$7.95**
Cassette tape **$8.95**

023J Cardinal hooded sweatshirt zippered jacket of 50% cotton/50% Creslan®. Pouch pockets and USC Trojan banner design. Adult sizes S-XL. **$16.50** ☐

023K Cardinal or gold t-shirt of 100% cotton. USC Trojans athletic stripe design. Please specify color. Adult sizes S-XL. **$6.25** ☆

023L Cardinal heavyweight shorts of 65% polyester/35% cotton. Gold trim, side slits and USC Trojans banner design. Adult sizes S-XL. **$5.25** ○

Applicant's
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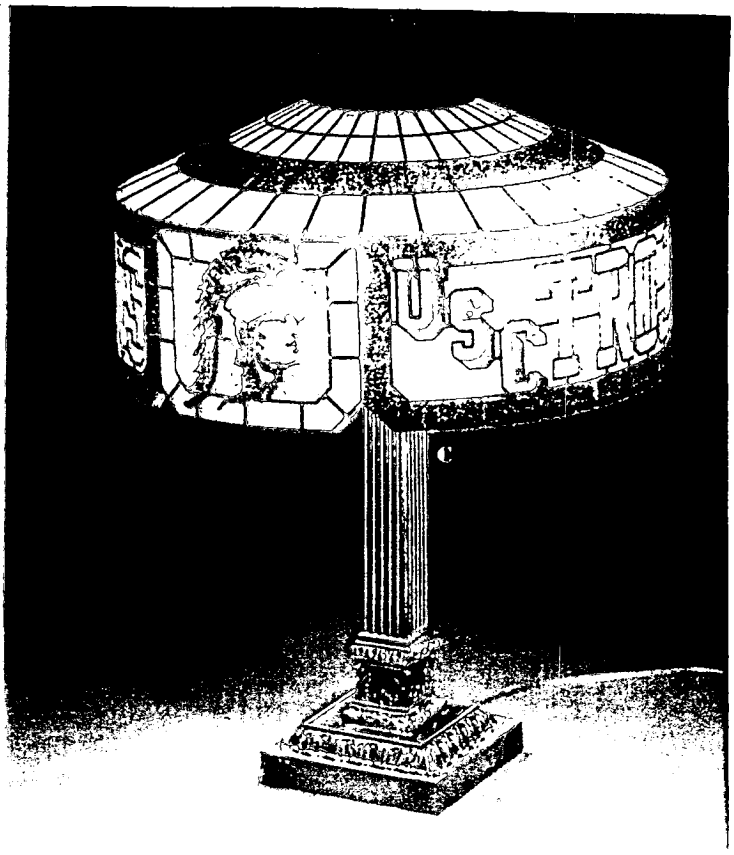

024A University style captain's chair with black lacquer finish, hand painted trim and University Seal in gold. This will be a special order. Chair will be dropped shipped from mfg. Price **does not** include freight. Please write for details. **$97.00**

024B Cardinal 100% virgin wool blanket by Pendleton, 52"x70" with gold felt Tommy Trojan head logo and 5" self-fringe. Case and cushion included. **$45.00**

USC plexiglass Tiffany lamps available in swag with 12 foot cord or table model. Please specify style.

024C Table lamp **$150.00**

024D Swag lamp **$135.00** *not shown:

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Applicant's
Ex. No. 395, Pg. No. 24

OPP 00104

1982 USC Trojan Gift Catalog

OPP 00105

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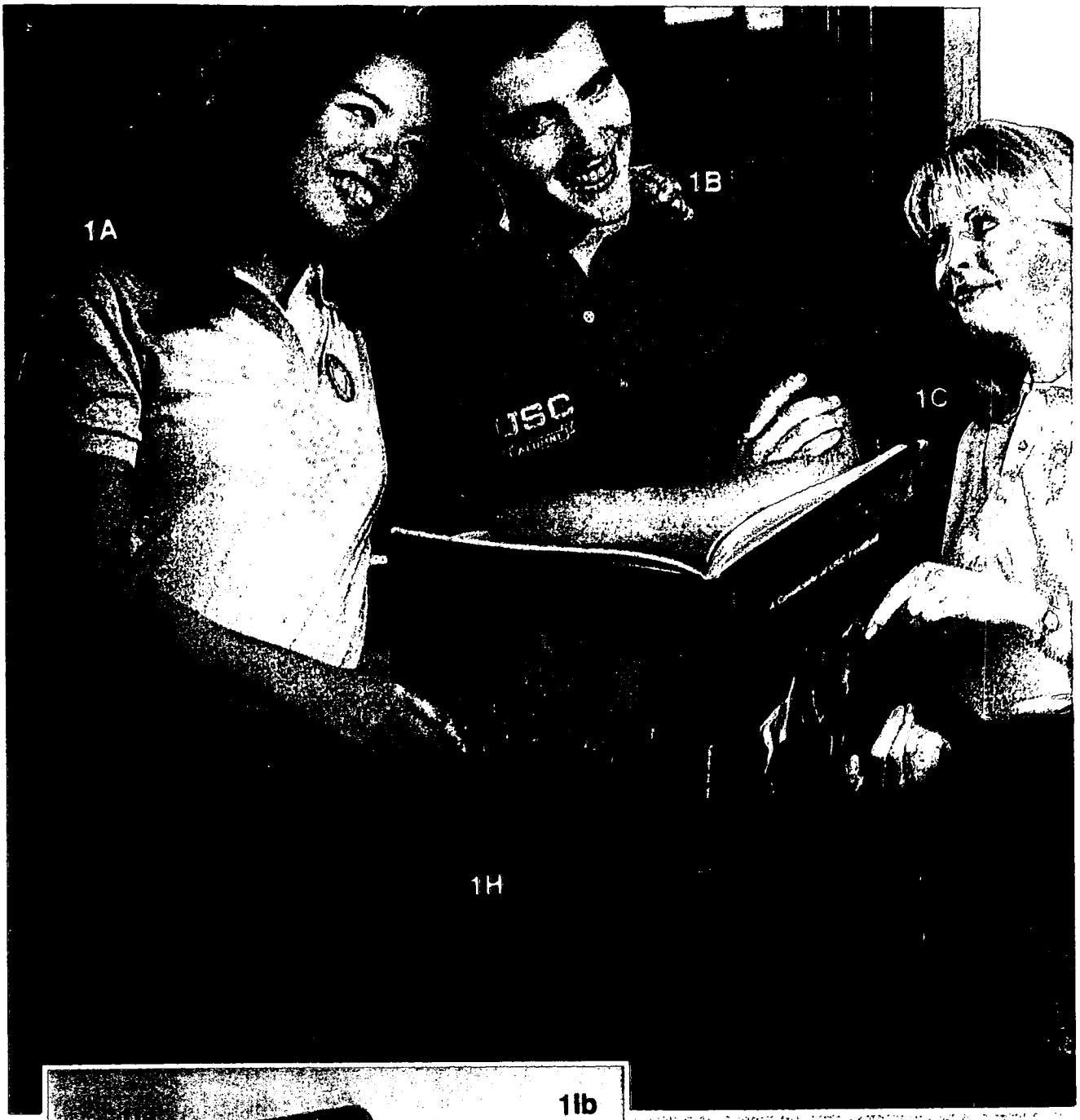
Applicant's
Ex. No. 296, Pg. No. 1



1A Lady's polo shirt; pink, LaCoste-type knit; embroidered logo; poly/cot. Lady's S—XL **$20.50**

1B Polo shirt; card., Alumni; LaCoste-type knit; poly/cot. S—XL **$17.75**

1C Polo shirt; white w/gold trim. poly/cot. S-XL **$17.75**

1D Rugby-look shirt; card. w/white collar, embroidered logo; 100% Cot. S—XL **$23.75**

OPP 00106

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Applicant's
Ex. No. 396 Pg. No. 2

1E T-shirt; turn-back sleeves; dark card.; poly/cot. S—XL **$7.25**

1F Cotton webbed belt; ring style w/appliqued tape. One size fits all (34—40) **$7.75**

1G Zippered carry-all; dark card.,nylon, 12" x 18" x 4" w/detachable shoulder strap. **$26.50**

1H "Conquest" by John Robinson. A history of USC football with live action photographs. Published 1981. **$45.00**

1Ia NEW metal USC Trojans license plate frames; Cardinal. **$5.25** pr.

1Ib NEW metal Alumni license plate frames; cardinal. **$5.25** pr.

1Ic NEW polystyrene/high impact license plate frames; black. Sold separately. **$1.50** each

1J Assorted car decals as pictured (6). (Add. 50¢ when ordering decals and NO OTHER ITEMS) **$2.00**

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Univ. Southern California v.
Univ. South Carolina
Applicant's Ex. No. 3, Pg. No. 30

OPP 00108

Applicant's Ex. No. 396, Pg. No. 4

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

To be a USC Trojan is something special

We proudly wear and use items in cardinal and gold bearing our school's logo. This year, as never before, displaying our school spirit will be important.

With this in mind, we present our Trojan Gift Catalog for 1982.

Something New!

We guarantee prices shown until January 31, 1983! After this date, we ask that you request an updated list of items available and current prices. (Hopefully, most prices will be maintained.) We always give our customers the option of receiving a back order or a refund.

As always, we welcome your comments and suggestions and guarantee all our merchandise.

SIZES are on the other side of this insert.

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 3, Pg. No. 5

All sizes are ADULT size unless otherwise specified.

Prices, items and/or specifications subject to change without notice!!

ADULTS	SHORTS/PANTS
XS - 30-32	(Men's Cut)
S - 34-36	XS - 24-26
M - 38-40	S - 28-30
L - 42-44	M - 32-34
XL - 46-48	L - 36-38
XXL - 50-52	XL - 40-42
	XXL - 44-46

LADY'S	YOUTH
S - 5- 7	XS - 2- 4
M - 8-10	S - 6- 8
L - 12-14	M - 10-12
	L - 14-16
	XL - 18-20

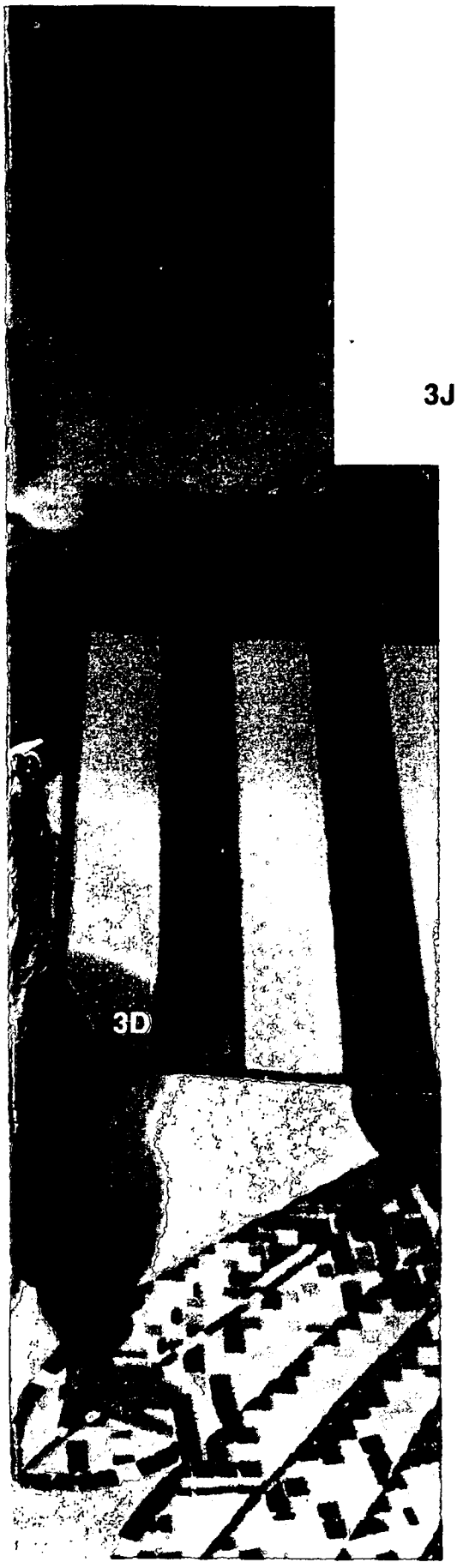
All logos are silk screened unless otherwise specified.

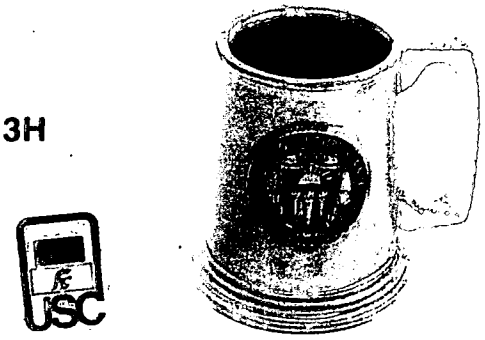
It's never too late to order a class ring.
Send
P.O. Box 77538 Los Angeles, California 90007.

Applicant's
Ex. No. 396, Pg. No. 6

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

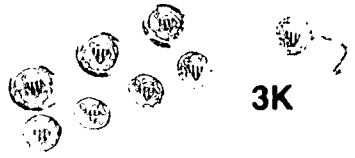
OPP 00110





3I

3H



3J

3K

3A Polo shirt; card. w/pocket and embroidered logo; 100% cot. lisle.
S—XXL **$22.75**

3B Hooded sweat shirt; card. or grey; 50% creslan/45% cot./5% rayon.
S—XL **$16.75**

3C Hooded sweat shirt; grey; 50% creslan/45% cot./ 5% rayon ; Youth
S—XL **$15.25**

3D Sweat shirt; dk. card. w/flocked logo; 50% creslan/45% cot./5% rayon.
Adult S—XL **$13.95**
Youth XS—L **10.95**

3E Sweatpants; dk. card. or grey; 50% creslan/45% cot./5% /rayon. Matches 3B & 3D (not shown).
S—XL **$11.95**

3F Large folding golf umbrella **$12.25**

3G Lady's folding umbrella w/cover **$10.00**

3H Lucite digital desk clock w/time and date; 3¼" x 2½". **$27.50**

3I Pewter mug; 17 oz. **$16.50**

3J Blazer buttons, 24K G.P. Set (3 lg., 4 sm.) **$28.50**

3K Tie tac, 24K G.P. Matches 3J **$9.50**

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Applicant's
Ex. No. 396, Pg. No. 7

OPP 00111

5A Football shimmel; grey, poly/cot.
S—XL **$4.95**

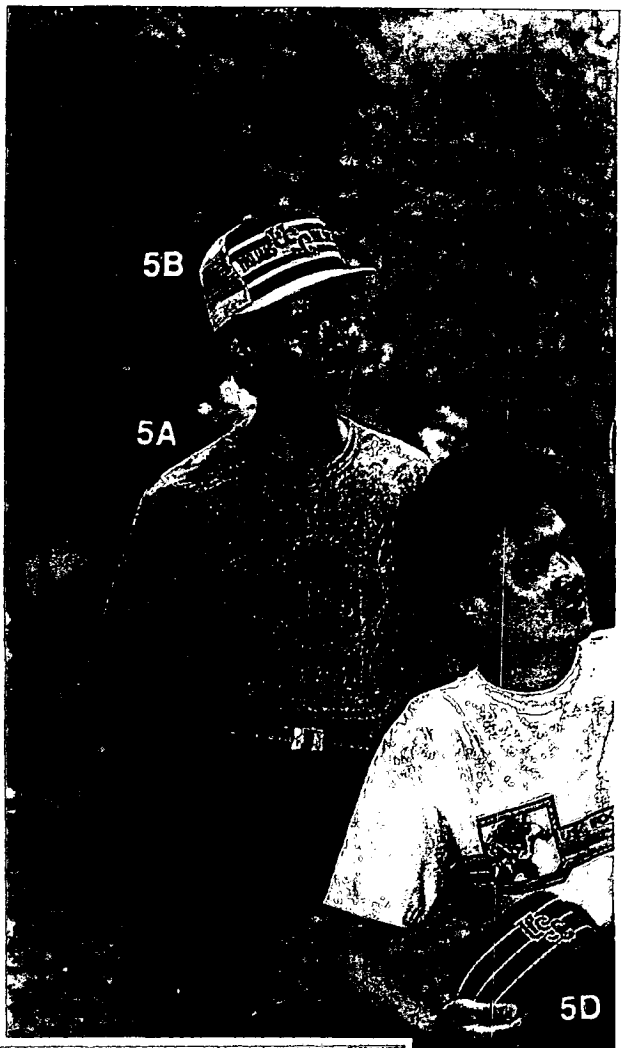
5B Super stripe baseball cap; mesh back; one size fits all **$6.00**

5C Football design T-shirt; tan, 100% cot.
S—XL **$7.95**

5D Old fashioned baseball cap; card., embroidered logo.
One size fits all **$6.00**

5E Lady's polo shirt; maize; poly/cot.
Lady's S,M,L **$15.75**

5F Polo shirt; white w/card. logo OR card. w/gold logo; LaCoste-type knit; poly/cot.
S—XL **$17.75**



5G Shorts; white w/back pocket; 65% poly / 35% cot.
S—XL **$9.50**

5H Terry sports scarf; 10" x 42" **$5.50**

5I Visor; white w/terry lining. One size fits all **$4.25**

5J Visor; gold w/terry lining. One size fits all **$4.25**

5K Tank shirt; dk. card. Nylon tricot
S—XL **$9.25**

5L Running shorts; dk. card. Nylon tricot. Fully lined. Matches 5K
XS—L **$10.50**

5M Toilet seat; gold padded vinyl. Fits standard fixture **$25.50**

5N Soap; three bars per box **$3.50**

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Applicant's
Ex. No. 396, Pg. No. 9

Applicant's
Ex. No. 396, Pg. No. 10

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OPP 00114

7A Mesh football jersey; card., nylon; front/back numbers. Numbers vary w/sizes (no special number requests)
S—XL **$20.95**

7B Same as 7A
Youth XS—L **$12.25**

7C Away game jersey; white; poly/cot. Front/back numbers; numbers vary w/sizes (no special number requests)
XS—XL **$12.95**

7D Football jersey; nat., poly/cot.
S—XL **$11.95**

7E Shorts; card. w/back pocke 65% poly/35% cot.
S—XL **$9.50**

7F Party Pack; includes 30 napkins (15 gold/15 white), 25 tumblers (shown on 9E), 25 stirrers and 25 picks
$6.00

7G USC double deck bridge cards **$5.50**

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Applicant's
Ex. No. 32 Pg. No. 11

OPP 00116

Opposition No. 91125615
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Applicant's
Ex. No. 396, Pg. No. 12

9A Lady's polo shirt; white w/ribbed waist; poly/cot. Lady's S—XL **$12.95**

9B T-shirt; card. Poly/cot. S—XL **$5.95**

9C Baseball jersey; white w/two-color logo. Poly/cot. S—XL **$9.75**

9D Football jersey; beige w/¾ sleeves. 100% cot. S—XL **$9.95**

9E Plastic tumblers; 25 per pkg. See **7F** **$2.25**

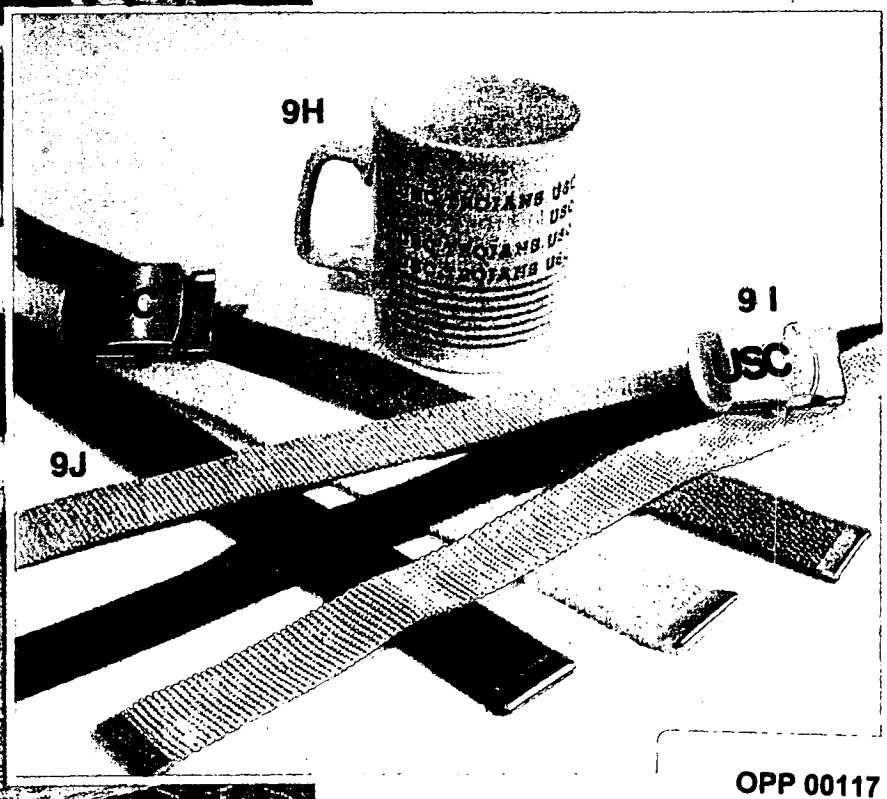
9F NEW plastic ice bucket **$14.25**

9G NEW plastic tumbler 12 oz. Matches **9F** **$3.50**

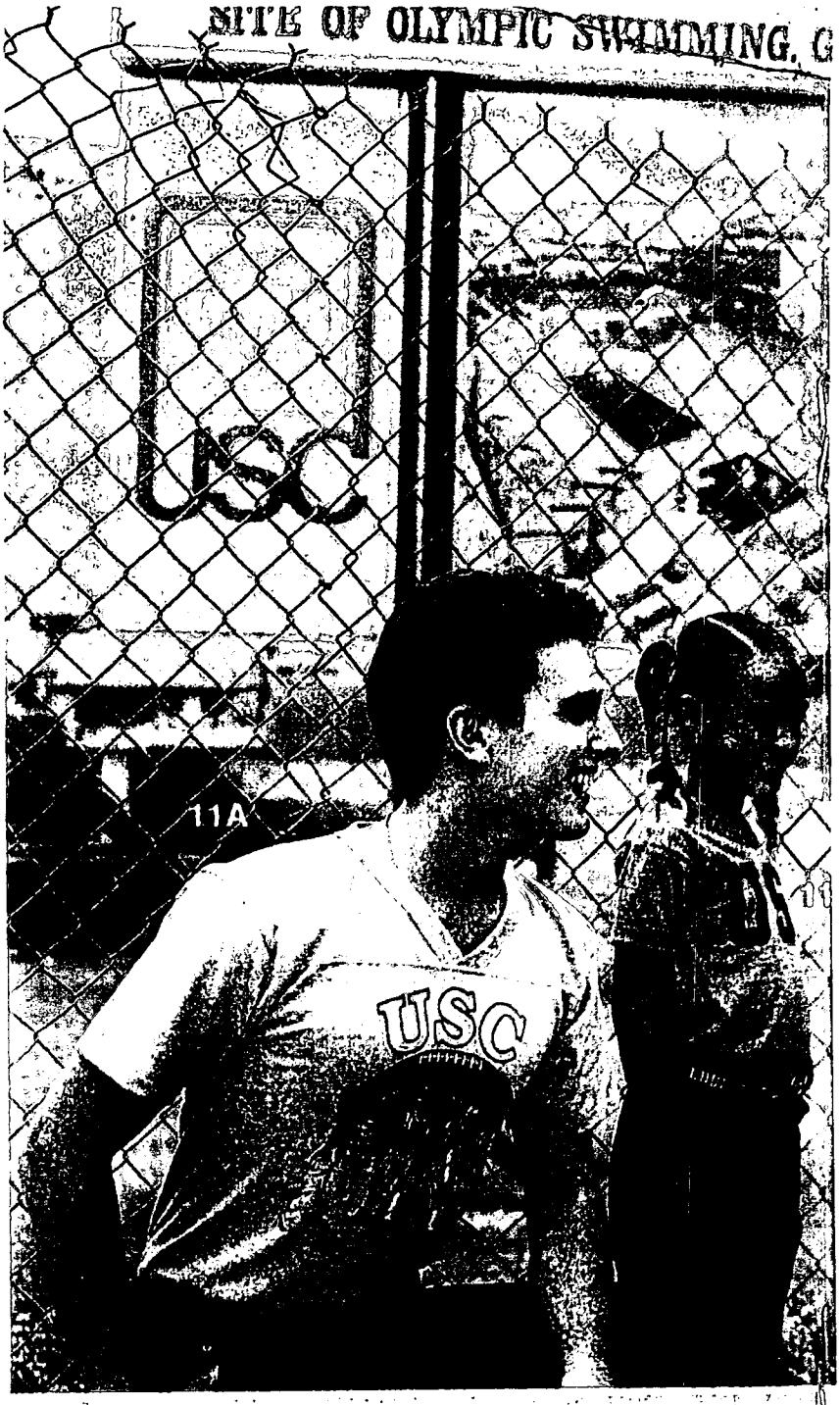
9H NEW porcelain mug **$5.75**

9 I Webbed belt; 1" wide w/USC brass buckle. Set (3): white, gold, card. **$13.50**

9J Webbed belt; 1¼" wide w/USC brass buckle. Set (3): nat., gold, card. **$13.95**



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 396 Pg. No. 13



11A Football jersey; gold; poly/ cot.
S—XL **$9.95**

11B T-shirt; grey, poly/cot.
Youth S, M, L **$5.50**

11C T-shirt; grey, poly/cot.
Adult S—XL **$6.50**

11D Shorts; grey; 65% Cot./ 35% nylon S-XXL **$7.50**
(Youth sizes available store only.)

11E Baseball jersey; nat. 100% cot.
Adult S—XL **$9.50**

11F Baseball jersey; nat. 100% cot.
Youth S-XL **$8.50**

11G Beefy T-shirt w/L.A. design; white, 100% cot.
S—XL **$6.75**

11H Shorts See **7E**

11 I Ceramic piggy bank **$8.75**

11J Child's tooth brush; handpainted. **$3.50**

11K Handpainted barrettes.
Pair **$6.00**

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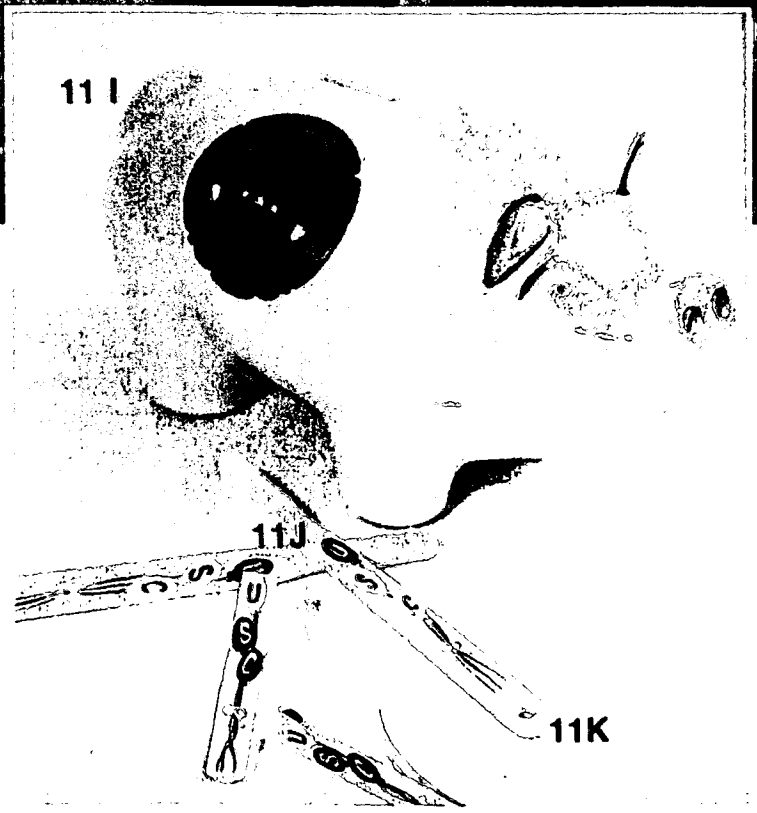
Applicant's
Ex. No. 296 Pg. No. 14



Applicant's
Ex. No. 316, Pg. No. 15

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OPP 00119

13A Kimono robe; card. Embroidered logo. 80% acetate/20% nylon One size fits all. **$24.25**

13B Needlepoint kit; 8" x 10" **$18.00** (Not shown: 5" x 7") **$10.00**

13C Hooded sweat shirt; white w/pouch pocket; 50% poly/ 45% cot. /5% rayon. S—XL **$11.95**

13D Warm-up pants; white, matches 13C 50% poly/ 45% cot./5% rayon S—XL **$11.95**

13E Pendleton ® stadium blanket; 100% virgin wool; 52" x 70" w/carrying case. **$49.95**

13F Hooded robe; dk. card; 50% creslan/50% cot. S—XL **$26.50**

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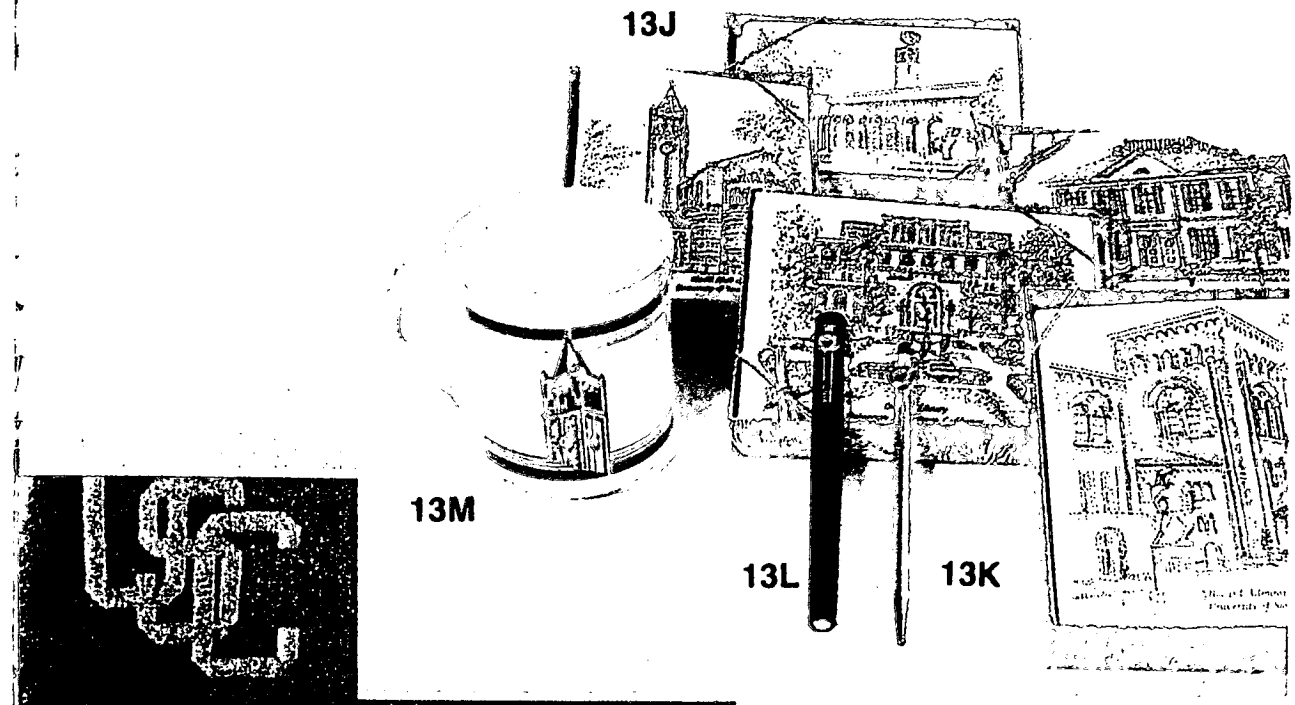
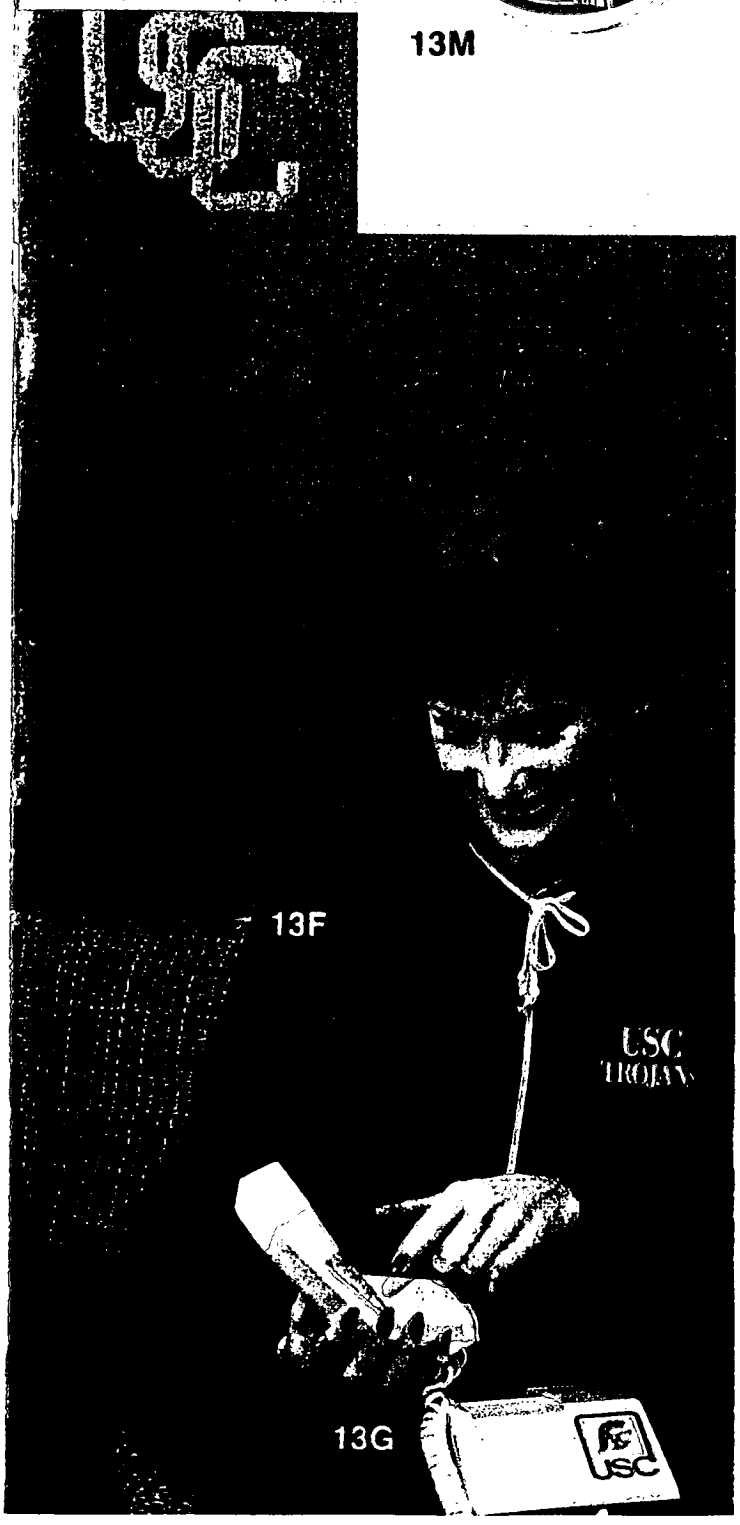
Applicant's
Ex. No. 116 Pg. No. 16





13G NEW musical telephone; plays "Fight On" manually or automatically. Plugs into standard jack or may be adapted. Has an outpulse dial that allows the telephone to work on Touch Tone or rotary dial line. Remembers last number dialed and will redial, erase and/or store new number automatically. Warranty included. **$175.00**

13H Pennant; 8½" x 25" **$2.95**

13J USC scenic notes. 2 each of 5 designs w /10 envelopes. **$4.00**

13K Cross 10K G.F. ballpoint pen w/USC Seal **$33.00**

13L Schaeffer black ballpoint pen w/USC Seal **$29.00**

13M Porcelain coffee mug w/Mudd Hall & USC logo **$4.95**

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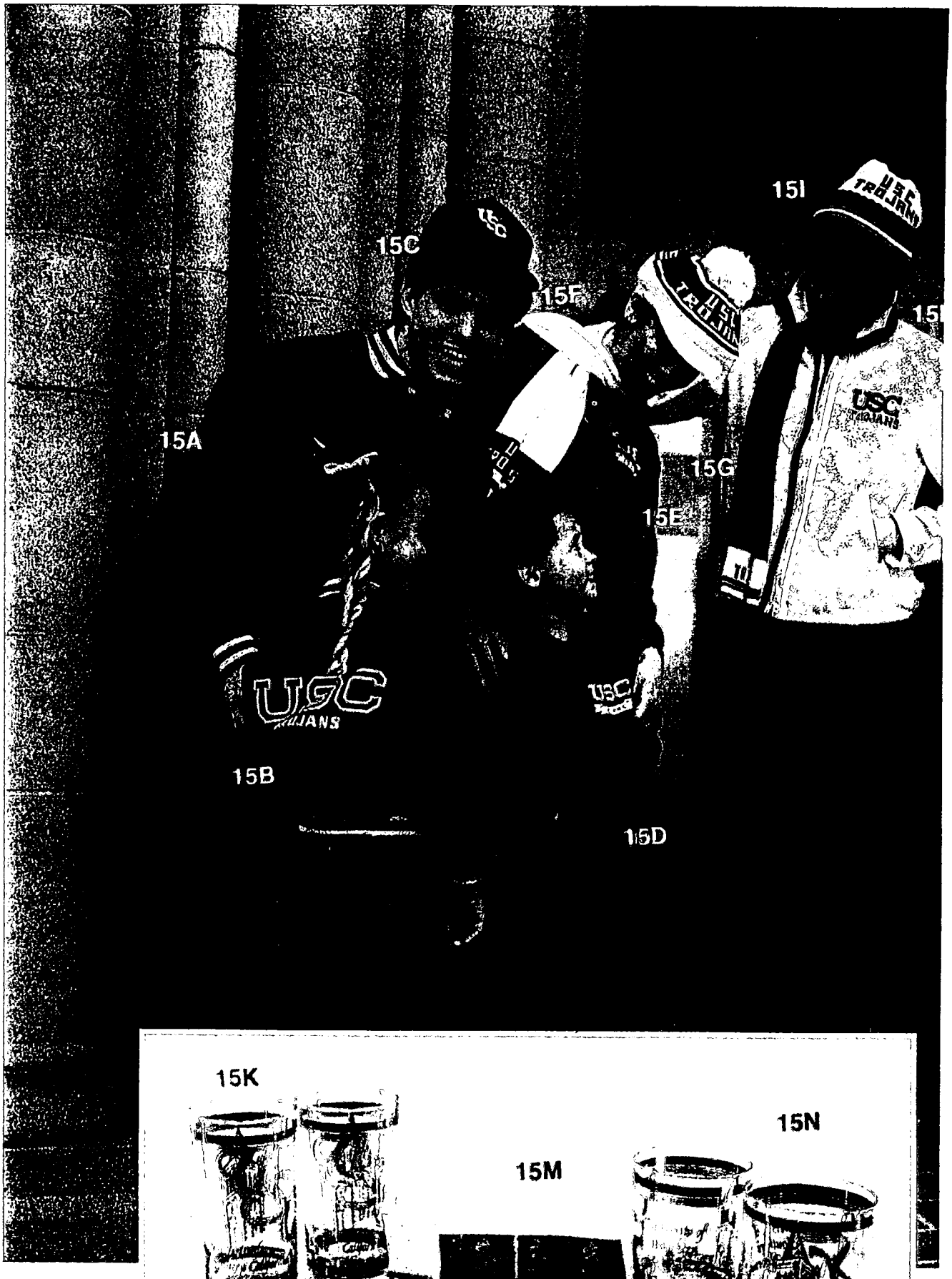
Univ. South Carolina
Applicant's
Ex. No. 296 Pg. No. 17



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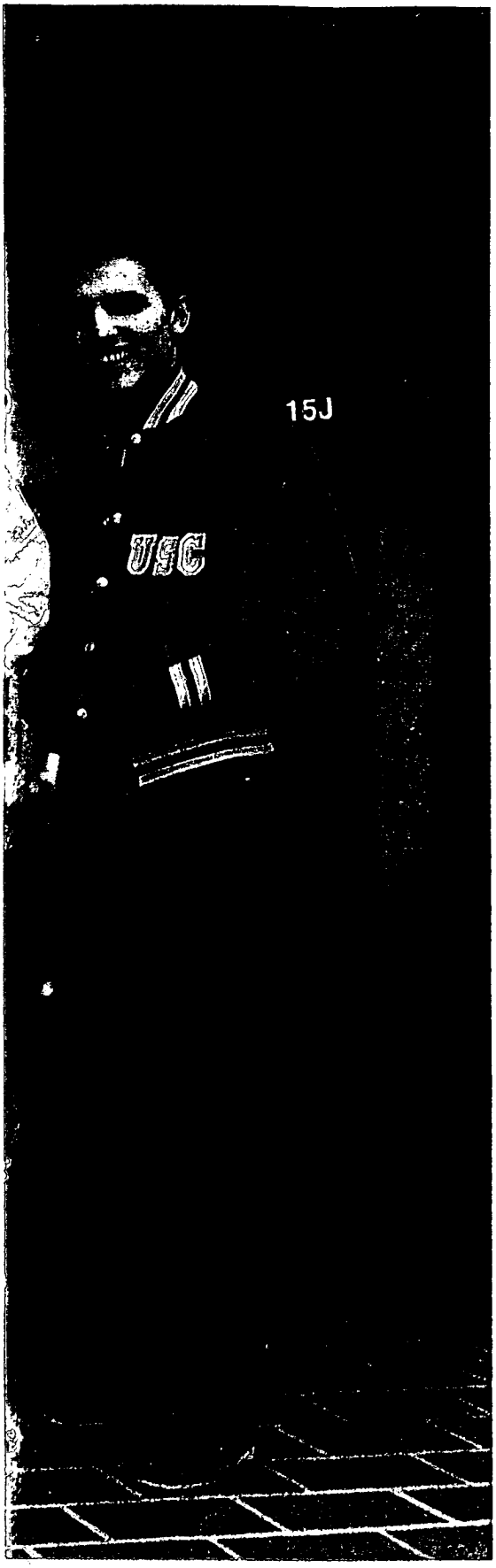
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 196 Pg. No. 18

OPP 00122



15A Baseball jacket; dk. card. w/USC on back. Lt. lining; nylon.
Adult S—XL **$24.25**
XXL **$26.95**

15B Baseball jacket; (same as 15A) Youth size 2 **$13.95**
Youth size 4 & 5 **$16.75.**
Youth S (6-8), M (10-12), L (14-16) **$20.95**

15C NEW hat; dk. card.
One size fits all **$6.00**

15D Coach's jacket; card., Lt. lining; nylon
S—XL **$23.50**
XXL **$26.25**

15E Coach's jacket; (same as **15D**) Youth size 4 & 5 **$14.95**
Youth S (6-8), M (10-12), L (14-16) **$19.50**

15F Knit ski tam; knit-in logo; orlon; one size fits all **$7.25**

15G Knit scarf: gold w/card., 6 ft. long, fringed; orlon **$8.75**
Not Shown: scarf: dk. card matches 15F **$8.75**

15H Jacket; oyster poplin; 65% poly/35% cot.
S—XL **$23.95**

15I Knit ski cap; dk. card. w/gold; knit-in logo.
One size fits all. **$6.95**

15J Nylon satin jacket; card. w/appliqued tackle twill letters; lined.
XS—XL **$43.75**
XXL **$47.25**

15K Hi ball glasses w/Mudd Hall; gold trim, 12 oz. Each **$3.00**

15L Lucite coasters; package of 4 **$4.50**

15M USC matchbooks; package of 16 **.98¢**
(Add postage .50¢ when ordering matchbooks and NO OTHER ITEMS)

15N Old fashioned glasses w/Mudd Hall; gold trim, 14 oz. Each **$3.50**

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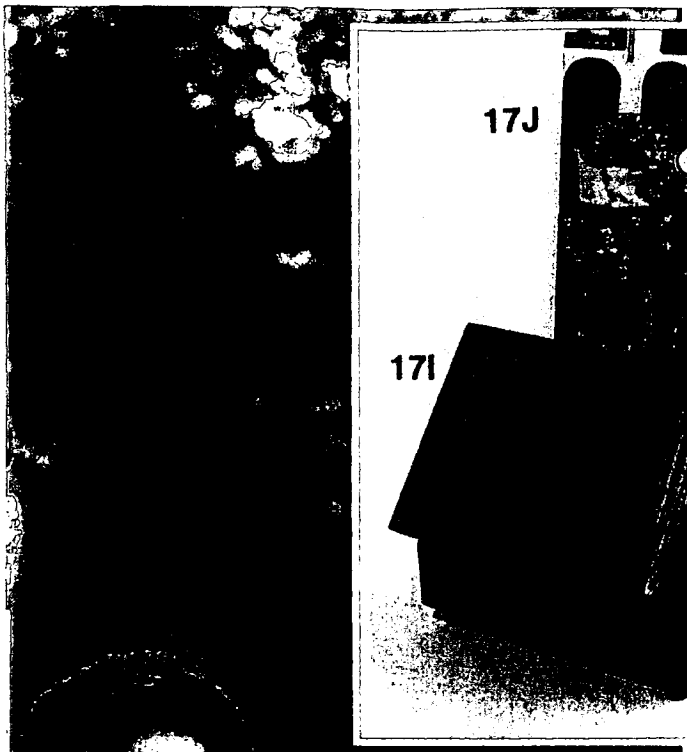
Applicant's
Ex. No. 396, Pg. No. 19

OPP 00123

OPP 00124

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 396, Pg. No. 20



17A Football jersey (see 7D)

17B Shorts; dk. card. Poly/cot. S—XL **$8.50**

17C Shirt; white, LaCoste-type. Poly/cot. S—XL **$20.00**

17D Shorts; gold; drawstring waist; lined. Nylon taffeta S—XL **$11.95**

17E Socks; knit-in logo "USC Trojans" One size fits all. Pair **$3.95**

17F Lady's baseball jersey; pink; poly/cot. Lady's S—L **$9.25**

17G Striped rugby-style shirt; white collar; poly/cot. S—XL **$19.25**

17H Musical key ring; plays "Fight On". **$8.95**

17I NEW music box; plays "Fight On". Specify Mudd Hall or Bovard when ordering. 4" x 6" **$38.50**

17J USC Trojan Marching Band album. **$7.95**

17K USC Trojan Marching Band cassette. **$8.95**

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Applicant's
Ex. No. 21 Pg. No. 21

19A Cheerleader doll; 16" tall. Specify blonde or brunette when ordering **$24.50**

19B Famous "Li'l Traveler" plays "Fight On". Plush. **$14.50**

19C Baby booties; white, orlon. One size only. Pair **$5.00**

19D T-shirt; maize; shoulder snaps; poly/cot. 6 mo., 24 mo. **$5.75**

19E Baby bottle; glass, 8 oz., **$5.00**

19F Baby bib; white lined terry **$2.50**
(Not shown: double terry) **$3.50**

19G Baseball jersey; maize; poly/cot.
12 mo. **$5.50**
2T, 4T **$5.50**

19H Sweater; dk. card., 100% turbo acrylic.
Size 2, 4, 6 **$15.95**

19I Striped sweater; card./gold; 100% turbo acrylic
Size 2, 4, 6, 8 **$15.95**

19J Football jersey; red; poly/ cot.
12 mo. **$5.75**
2T, 4T **$6.25**

19K Sweat shirt; maize; shoulder snaps; poly /cot.
12 mo., 24 mo. **$8.75**

19L T-shirt; pink; shoulder snaps; poly/cot.
6 mo., 24 mo. **$5.75**

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Univ. South Carolina
Applicant's
Ex. No. 196 Pg. No. 23

PLEASE COMPLETE BOTH SIDES OF THIS FORM

Please send a copy of the TROJAN GIFTS CATALOG to:

Name _____

Address _____

City _____

State _____ Zip _____

Please print legibly to avoid mistakes

Please charge my account

☐ Master Charge

☐ Bank Americard/VISA

EXPIRATION DATE MONTH/YEAR ☐☐☐☐

CREDIT CARD NUMBER

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Signature _____

ORDER FORM

USC TROJAN GIFTS
P.O. BOX 77538
LOS ANGELES, CA 90007

Please make check or money order for total amount shown on reverse side payable to:
USC TROJAN GIFTS
Phone orders accepted call (213) 743-7180

Please ship the items listed on the reverse side:

Name _____

Address _____

City _____ State _____ Zip _____

Date _____ Telephone No. _____

Ship To (if different from above)

Name _____

Address _____

City _____ State _____ Zip _____

Date _____ Telephone No. _____

OPP 00127

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 39 Pg. No. 23

FOR OFFICE USE ONLY	QTY.	CAT.# 1982	DESCRIPTION/COLOR	SIZE	UNIT PRICE	TOTAL PRICE
1. Filled By: Date: Completed ☐ Partial ☐						
2. Partial shipped by: Date: Partial Completed by: Date:						
3. Refund By: Reshipped By: Date:						

☐ CHECK IF YOU DO NOT WANT OUT OF STOCK MERCHANDISE BACKORDERED

Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered -
Orders up to $10. — add $2.25
$10. to $20. — add $3.00
Over $20. — add $3.50

MERCHANDISE TOTAL	
6% SALES TAX (CALIF. ONLY) (6½% FOR LA COUNTY)	
SHIPPING & HANDLING CHARGE Parcel Post or P.O. Box add $1.00 ship/hdlg. chg.	
TOTAL AMOUNT	$

Check ☐ Money Order ☐ payable to USC TROJAN GIFTS enclosed.
Or, use Bank Americard/VISA or Master Charge. **Do not send cash.**

OPP 00128

Applicant's Ex. No. 24 Pg. No. 24

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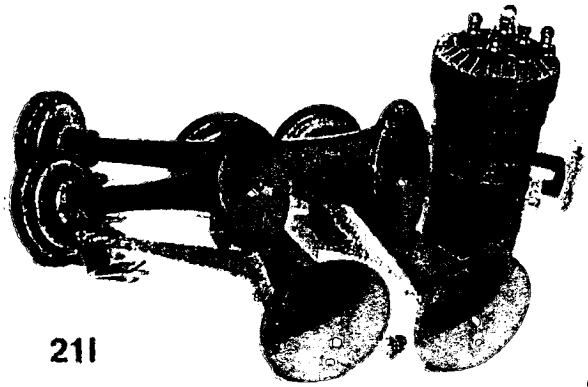
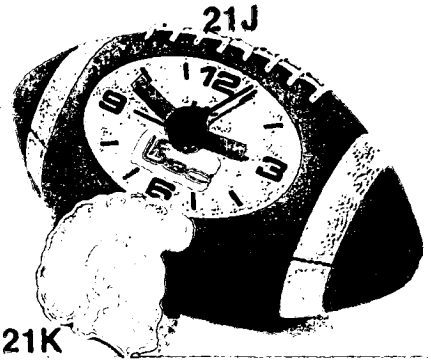
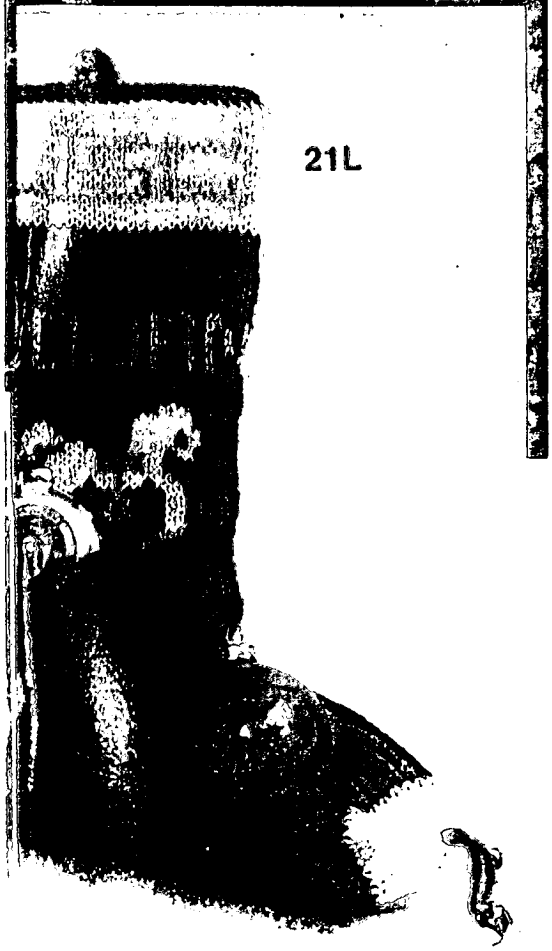
Applicant's
Ex. No. 36 Pg. No. 25

OPP 00129

USC
21A
21B
21C
21D
21E
21F
21G


21I


21J
21K



21A Jacket; card. w/hood; 80% dacron ® /20% cot. XS—XL **$30.50**

21B V-neck sweat shirt; grey; short sleeves; 50% creslan/ 45% cot./5% rayon. S—XL **$14.50**

21C Baseball cap; grey. One size fits all **$6.00**

21D Sweat jacket; grey; 50% creslan/45% cot. /5% rayon S—XL **$19.50**

21E Sweat pants; grey; 50% creslan/45% /cot./5% rayon.(Matches 21B, 21D, 21F) S—XL **$14.50**

21F Baseball style sweat jersey; grey; snap closure; fleece lined. 50% creslan/45% cot./5% rayon. S—XL **$14.75**

21G Sweat pants; grey; 50% creslan /45% cot. / 5% rayon. (Matches 21B, 21D, 21E, 21F) S—XL **$11.95**

21H Velour shirt; dk. card., w/embroidered logo. 76% cot./24% poly. S—XXL **$34.25**

21I FAMOUS "Fight On" car air horns **$110.00**

21J Football wall clock; quartz movement (battery not included) **$43.50**

21K Decals for football helmet (one pair, left & right) **$1.60**

21L Christmas stocking; hand knit **$25.00**

21M Christmas ornament; gold w/USC seal OR card. w/Trojan head **$4.50** Price includes special mailing box.

Opposition No. 91125615
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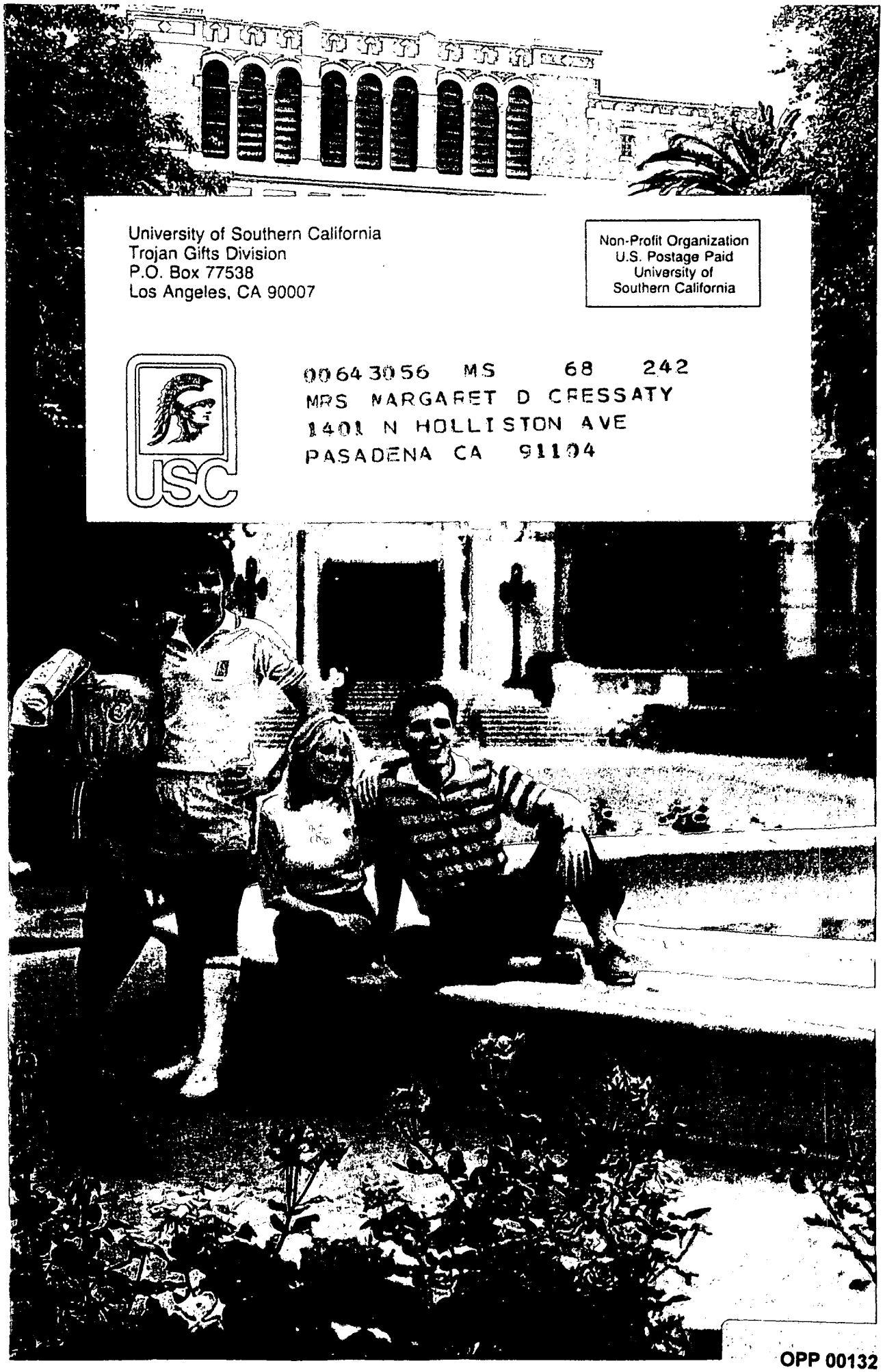
Applicant's
Ex. No. 26, Pg. No. 27



University of Southern California
Trojan Gifts Division
P.O. Box 77538
Los Angeles, CA 90007

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PASADENA CA 91104

OPP 00132

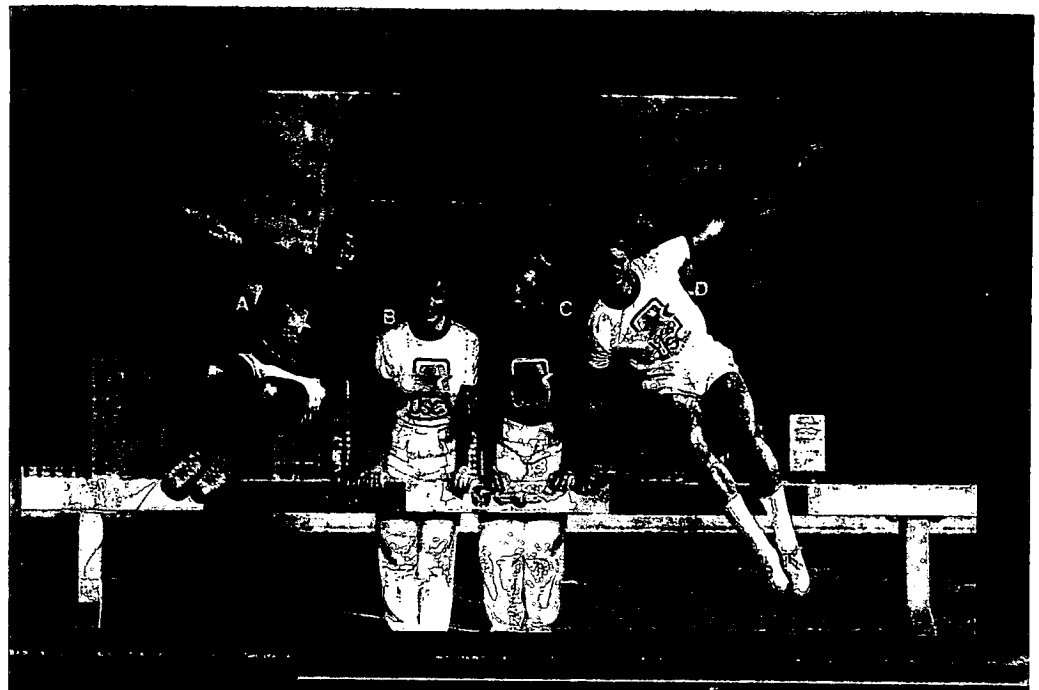
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

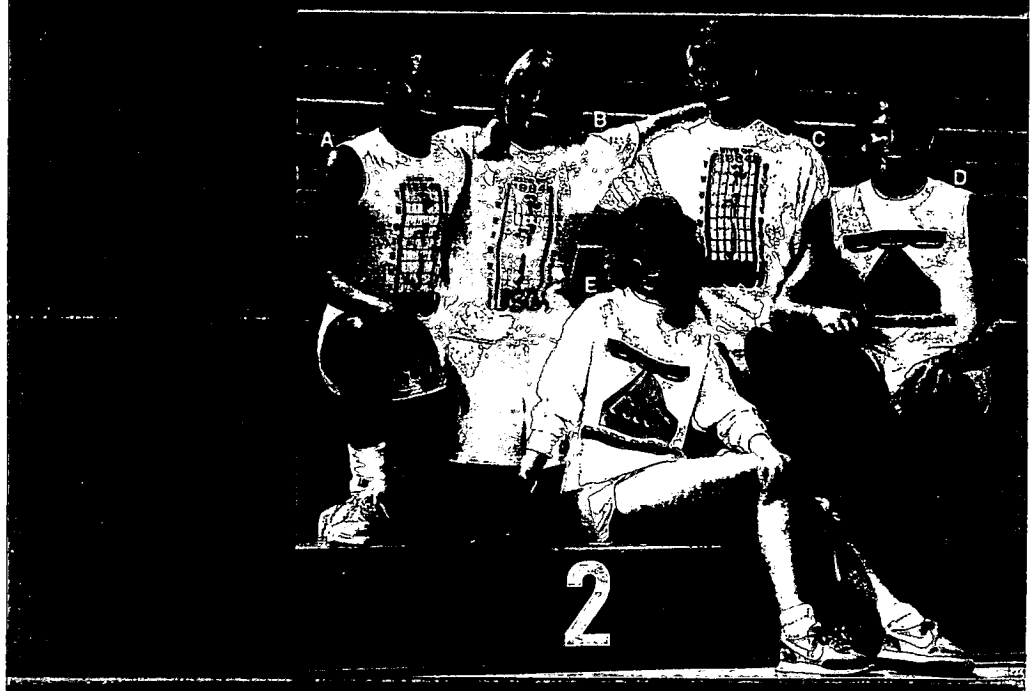
Applicant's
Ex. No. 29, Pg. No. 28

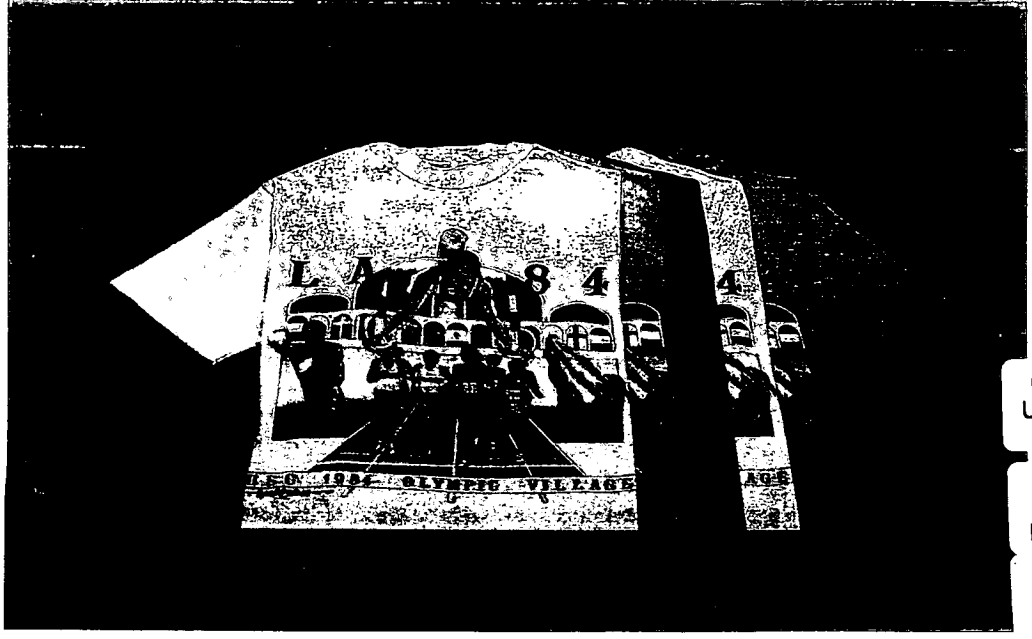
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 397, Pg. No. 1

OPP 00133







Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 397, Pg. No. 2

OPP 00134

6A *Mickey Home of the Gold, White T-Shirt/Maroon Trim S-XL* **$10.00**

6B *Mickey Diving, White T-Shirt/Maroon Trim S-XL* **$10.00**

6C *Mickey Swimmer, White T-Shirt/Maroon Trim S-XL* **$10.00**

6D *Mickey and Flags, White T-Shirt S-XL* **$10.00**

Children's T-Shirts

9A *Mickey Mouse Swimmer* **$8.00**

9B *Mickey Home of the Gold* **$8.00**

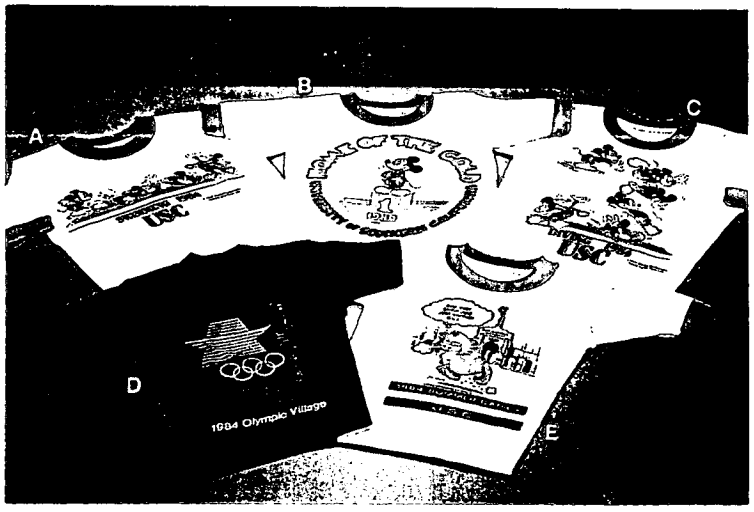
9C *Mickey Diving* **$8.00**

9D *Royal Blue Stars in Motion* **$8.00** *Not shown Red T-Shirt, White T-Shirt/Red Trim, White T-Shirt/Royal Trim*

Proceeds from the sale of this shirt go to the scholarship fund.

9E *Garfield Runner* **$8.00**

XS – 2-4
S – 6-8
M – 10-12
L – 14-16



12A *Around the World T-Shirt, Navy S-XL 100% cotton* **$10.00**

12B *Garfield Runner, White T-Shirt/Red Trim S-XL* **$9.00**

12C *99 Years of Tradition, White T-Shirt/Red Trim S-XL 100% cotton* **$10.00**

Designed and Produced by USC Graphic Services

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Applicant's
Ex. No. 397, Pg. No. 3

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00135

USC • 1984 Olympic Village

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

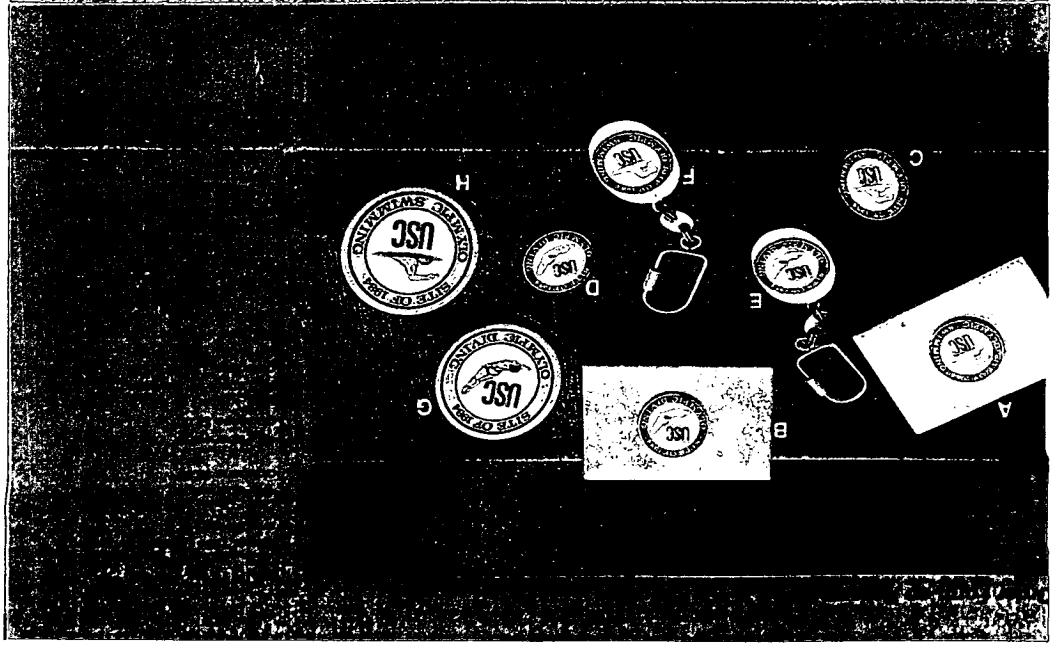
Applicant's
Ex. No. 397, Pg. No. 4

OPP 00136

11A Polo Shirt, yellow, also in light blue, white and pink... women's sizes S-XL/ $27.95

11B Polo Shirt, light blue, also in yellow, white and lilac, men's sizes S-XL $27.95

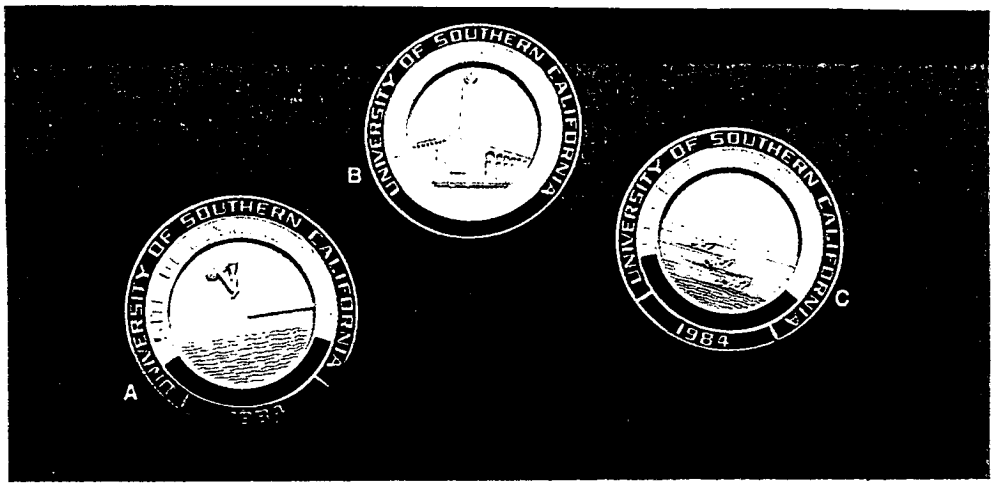
11C Sailor Baseball Jacket, also in royal blue and white and ice blue women's sizes XS-XL/ $75.00



Applicant's
Ex. No. 397, Pg. No. 5

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00137

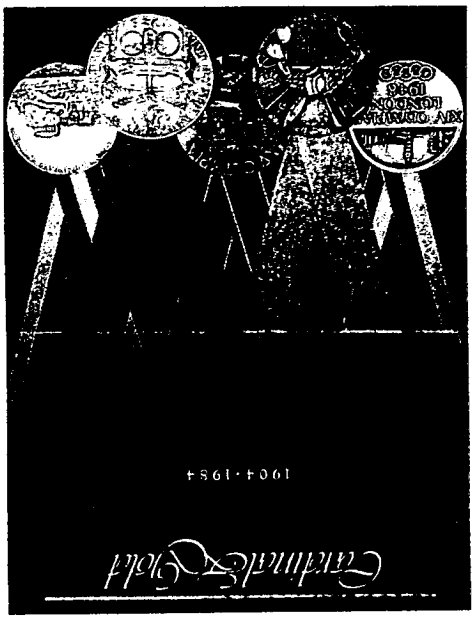


3A University of Southern California, Site of 1984 Olympic Diving **$20.00**

3B University of Southern California, 1984 Olympic Village, Von KleinSmid Center **$20.00**

3C University of Southern California, Site of 1984 Olympic Swimming **$20.00**

Medals 14K Gold-filled



Cardinal & Gold: USC OLYMPIANS

A full-color, 80-page softcover book honoring the 209 men and women of the University of Southern California who have competed and won medals in every Olympics but one for the past eight decades. Assembled for the first time is complete statistical information on all 209 Olympians, from Edgar Ablowich (who won a gold medal in the 4 x 400-meter relay in 1931) to Lou Zamperini (who, after competing in the 1936 Olympics, became a pilot in World War II, was lost at sea and a prisoner of war for more than two years, returned to a hero's welcome, and now runs a camp for underprivileged children). The book also contains some 350 photographs--most of them in color--and profiles of the athletes and coaches who have brought Olympic gold and Olympic honor to the University that is their common link. **$9.95**

University of Southern California
Trojan Gifts Division
P.O. Box 77538
Los Angeles, Ca 90007

Non-Profit Organization
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University of
Southern California

01848522 MS 1974
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SANTA PAULA, CA 93060

USC • 1984 Olympic Village

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 397, Pg. No. 6

OPP 00138

The Winning Tradition

1A Cardinal two-color imprint hooded sweatshirt 50% poly 50% cotton S-XL **$20.50**

1B White hooded sweatshirt with two-color sewn-on satin letters 50% poly 50% cotton S-XL **$30.50**

1C Gold hooded sweatshirt with two-color sewn-on satin letters 50% poly 50% cotton S-XL **$30.50**

1D Cardinal hooded sweatshirt with large seal crest 50% poly 50% cotton S-XL **$20.50**

1E White hooded sweatshirt with two-color imprint 50% poly 50% cotton S-XL **$20.50**

USC Trojan Gifts 84-85

Applicant's
Ex. No. 398, Pg. No. 1

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
OPP 00139

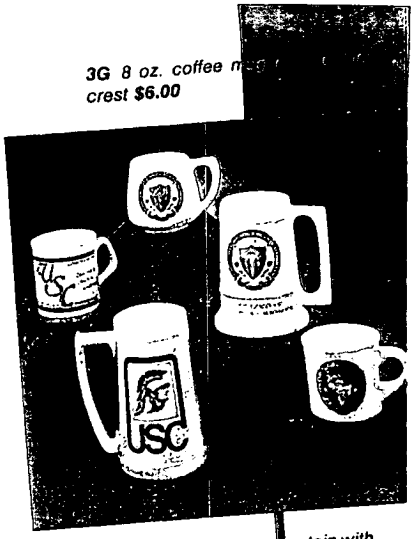
3A Ladies' french cut T-shirt 50% poly 50% cotton S-XL **$10.00**

3B Blue wave design T-shirt 100% cotton S-XL **$9.00**

3C Cardinal long sleeve shirt with pocket 100% cotton S-XL **$13.00**

3D Gold baseball cap one size fits all **$7.00**

3G 8 oz. coffee mug with USC seal crest **$6.00**

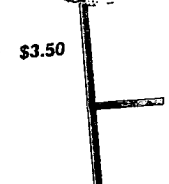


3I 8 oz. coffee mug with USC script and Mudd Hall **$5.50**

3H 16 oz. white thermo stein with cardinal and gold logo **$5.00**

3K White train 2T, 4

3J "Li'l Traveller" musical horse plays "Fight On" **$14.50**



3M Baby bib with rubber backing **$3.50**

3N Heavy weight practice shirt 88% cotton 12% rayon S-XL **$9.00**

3-O Heavy weight practice short 90% cotton 10% rayon S-XL **$10.50**

3P Grey T-shirt w/flocked USC 50% poly 50% cotton S-XL **$9.00**

3Q Gold T-shirt 100% cotton S-XL **$9.00**

3R White rugby short with draw string waist and two side pockets S-XL **$11.50**

3S White repeat USC USC shirt 100% cotton S-XL **$9.00**

3T Maroon shorts with gold trim 65% poly 35% cotton S-XL **$7.50**

3U Maroon seal crest shirt 50% poly 50% cotton S-XL **$9.00**

3V White boxer shorts, elastic waist 65% poly 35% cotton S-XL **$7.50**

3E
with

3F 12 oz. ceramic mug
with seal crest **$5.50**

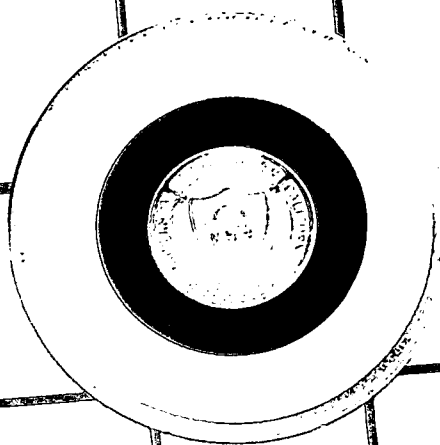
hirt with Snoopy on
7.50

Baby boo es 100% acrylic knit
7.00

4C Ladies m oon polo style shirt
50% poly 50% cotton S-XL **$17.00**

broidered USC TROJANS **$10.50**

4H Tan corduroy ba eball cap
with embroidered US **$10.50**



4-I Old
Hall se
crest set of 4 $18.00

4J Noblesse wine glass
set of 4 **$18.00**

4M 24-Karat Gold trim china plate
with seal crest includes plate
stand **$67.00**

5B Card
and gold
100% p

Tr
N
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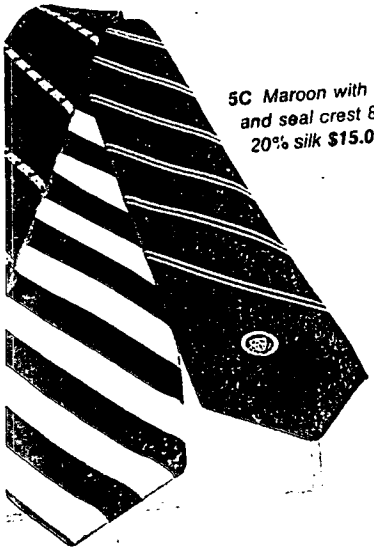
I

Crew ceck sweatshirt with seal crest 50% poly 50% cotton
5D White S-XL **$15.00** **5E** Maroon S-XL **$15.00** **5F** Grey S-XL **$15.00**

5G Pom Pons cardinal and gold **$2.00**



5C Maroon with gold stripes and seal crest 80% poly 20% silk **$15.00**

al
tripe
$8.50

an Gifts Order Form

e _____

ess _____

_____

e _____ Zip _____

e _____

ephone No. _____

ase charge my account

Expiration Date

☐ MasterCard
☐ BankAmericard/VISA

REDIT CARD NUMBER Month/Year

Signature _____

Shipping Address: (if different than above)

Name _____

Address _____

City _____ Zip _____

State _____

Date _____

Telephone No. _____

Mail to: USC TROJAN GIFTS
P. O. BOX 77538
LOS ANGELES. CA 90007

(213) 743-7180/7181

CAT. #1984	DESCRIPTION/COLOR	SIZE	QTY.	UNIT PRICE	TOTAL PRICE

☐ **CHECK IF YOU DO NOT WANT OUT OF STOCK MERCHANDISE BACK ORDER**

* Add the following charge for handling, shipping and insurance; based on total amount of merchandise ordered—
Orders up to $10.00—add $2.75
$10 to $20—add $3.50
$20 to $50—add $4.00
over $50—add $5.00

Check ☐ Money Order ☐ payable to **USC TROJAN STORES** enclosed. Or, use Bank Americard/VISA or Master Charge. **Do not send cash.**

MERCHANDISE TOTAL	
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Parcel Post or P.O. Box add $1.00 ship./hdlg. chg.	
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Date		Date		Reshipped by		
Completed		Partial Completed by		Date		
Partial		Date				

items and/or specification subject to change without notice!

OUR GUARANTEE *We offer a money-back guarantee on all merchandise.*

OPP 00142

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 276, Pg. No. 4

1A. *White hooded sweatshirt with Rose Bowl Banner '85 design 50% poly 50% cotton S-XL* **$25.00**
Not shown
White crew neck sweatshirt S-XL **$20.00**
White T-shirt 100% cotton S-XL **$10.00**

2B. *Cardinal crew neck T-shirt with gold helmet Rose Bowl '85 design 50% poly 50% cotton S-XL* **$10.00**

2B cont. Not shown
Cardinal crew neck sweatshirt S-XL **$20.00**
Cardinal hooded sweatshirt S-XL **$25.00**

2C. *White youth T-shirt with Rose Bowl 1985 design S-L* **$9.00**
Not shown
Adult white T-shirt 50% poly 50% cotton S-XL **$10.00**
Adult white crew neck sweatshirt S-XL **$20.00**
Adult white hooded sweatshirt S-XL **$25.00**

2D. *White youth T-shirt with helmet Rose Bowl design 50% poly 50% cotton S-L* **$9.00**
Not shown
Adult white T-shirt S-XL **$10.00**
Adult white crew neck sweatshirt S-XL **$20.00**
Adult white hooded sweatshirt S-XL **$25.00**

2E. *White crew neck sweatshirt with one rose design 50% poly 50% cotton S-XL* **$20.00**

2E cont. Not shown
Adult white hooded sweatshirt S-XL **$25.00**
Adult T-shirt white S-XL **$10.00**

2F. *White polo style shirt with left chest Rose Bowl design 50% poly 50% cotton S-XXL* **$24.00**

2G1. *Maroon felt football 9" long with gold blocked imprint* **$7.00**
2G2. *Gold nerf type football 10" with cardinal imprint* **$5.50**
with USC TROJANS imprint

2-I *Youth 100% nylon mesh jersey cardinal S-L* **$1**

2J *Youth repeat USC shirt 100% cotton S-L* **$8.00**

2H *Youth crew neck sweatshirt 50% poly 50% cotton XS-L* **$13.00**

2K *Youth crew neck sweatshirt 50% poly 50% cotton XS-L* **$13.00**

2L *Men's tube socks* **$4.50**

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 998, Pg. No. 5

OPP 00143

The Winning Tradition

USC Trojan Gifts 84-85

00643056 MS 1968
MRS. MARGARET D CRESSATY
1401 N FCLLISTCN AVE
PASADENA, CA 91104

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U.S. Postage Paid
University of
Southern California

University of Southern California
Trojan Gifts Division
P.O. Box 77538
Los Angeles, Ca 90007

Trojan Marching Band Records

6A A tribute to the Centennial year with superstar Fleetwood Mac and the Trojan band playing "Tusk" as well as "Conquest," "Alma Mater." $8.00

6B "Let the Games Begin." The Trojan Band celebrates the glory of the games in this Olympic salute edition album $8.00
Also available in cassette $9.00

6C The "Spirit of Troy" performs the latest hits: "Superman," "Conquest," Fight On" etc. $8.00

6D Cardinal blanket with block USC letters sewn on. 60 x 72 100% pure wool $92.00

Applicant's
Ex. No. 398, Pg. No. 6

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00144

USC TROJAN STORES

WHERE FASHION MEETS TRADITION

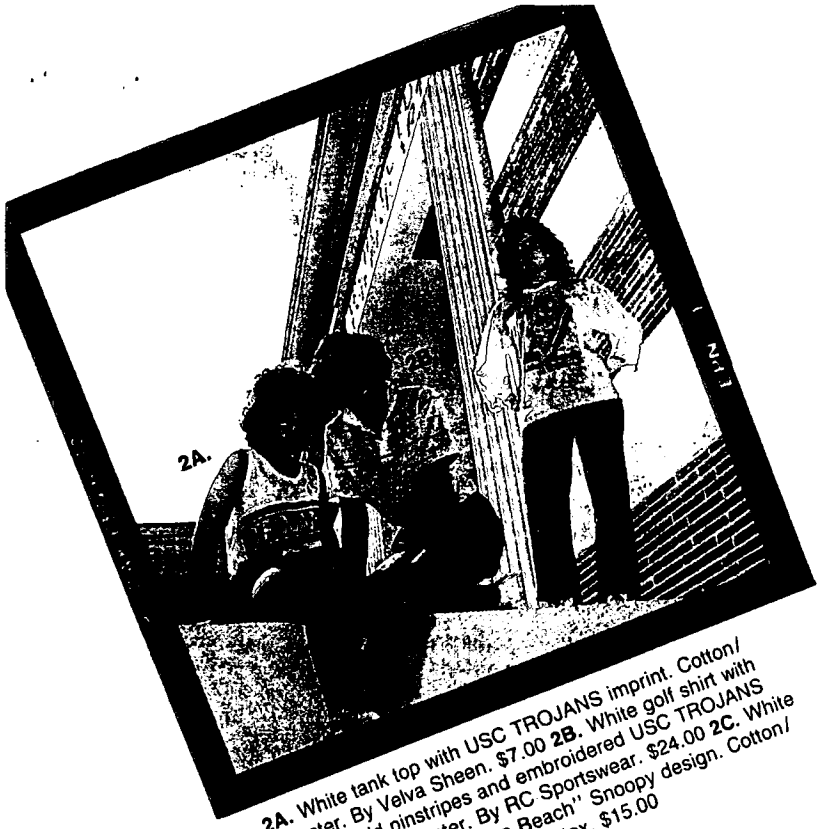
TROJAN GIFT COLLECTION

1985-86

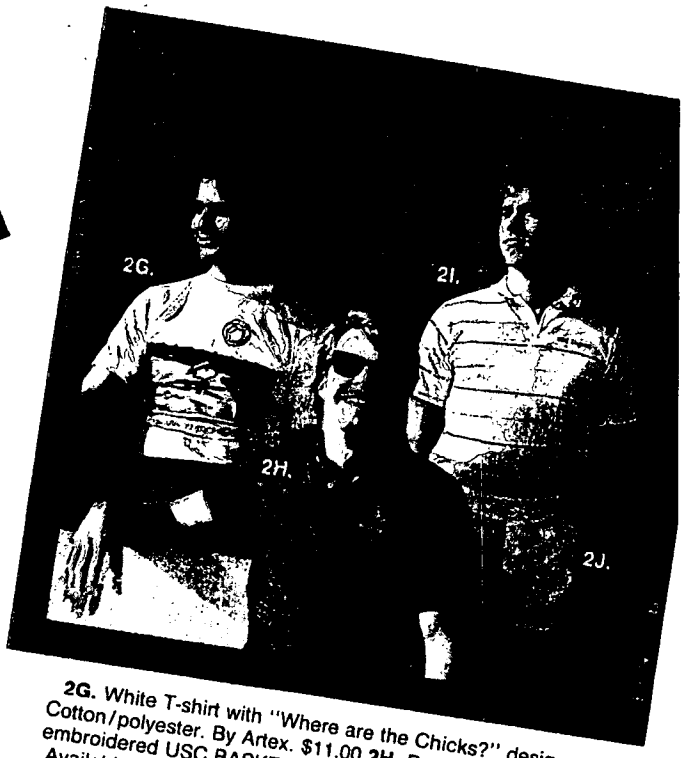
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 399, Pg. No. 1

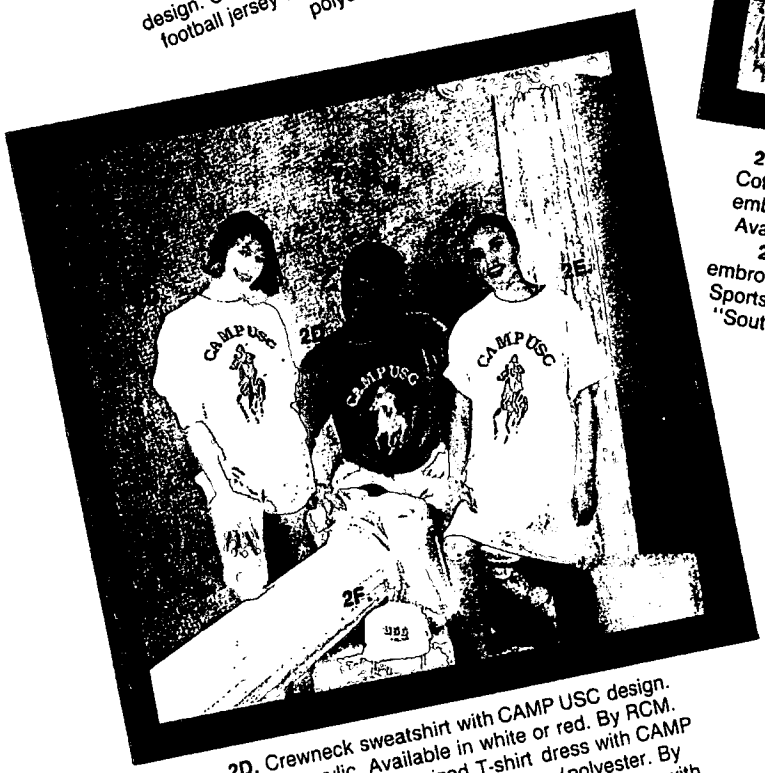
OPP 00145



2A. White tank top with USC TROJANS imprint. Cotton/polyester. By Velva Sheen. $7.00 **2B.** White golf shirt with cardinal/gold pinstripes and embroidered USC TROJANS design. Cotton/polyester. By RC Sportswear. $24.00 **2C.** White football jersey with "Life's a Beach" Snoopy design. Cotton/polyester. By Artex. $15.00



2G. White T-shirt with "Where are the Chicks?" design. Cotton/polyester. By Artex. $11.00 **2H.** Polo-style shirt with embroidered USC BASKETBALL design. Cotton/polyester. Available in cardinal or gold. By Collegiate Pacific. $20.00 **2I.** White golf shirt with cardinal/gold pinstripes and embroidered USC TROJANS design. Cotton/polyester. By RC Sportswear. $24.00 **2J.** White tennis shorts with embroidered "Southern California" design. Polyester/cotton. Available in sizes 28-30-32-34-36-38-40. By J.J. MacIntyre. $18.00



2D. Crewneck sweatshirt with CAMP USC design. Cotton/acrylic. Available in white or red. By RCM. $16.00 **2E.** White oversized T-shirt dress with CAMP USC design. One size only. Cotton/polyester. By RCM. $11.00 **2F.** Natural corduroy baseball cap with embroidered USC TROJANS design in cardinal. By La Mode du Golf. $9.50

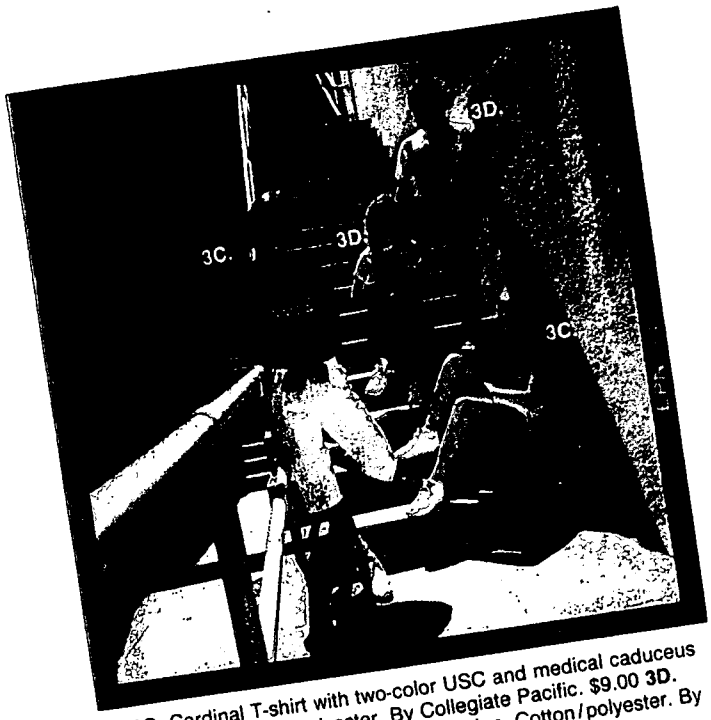
Applicant's
Ex. No. 399, Pg. No. 2

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

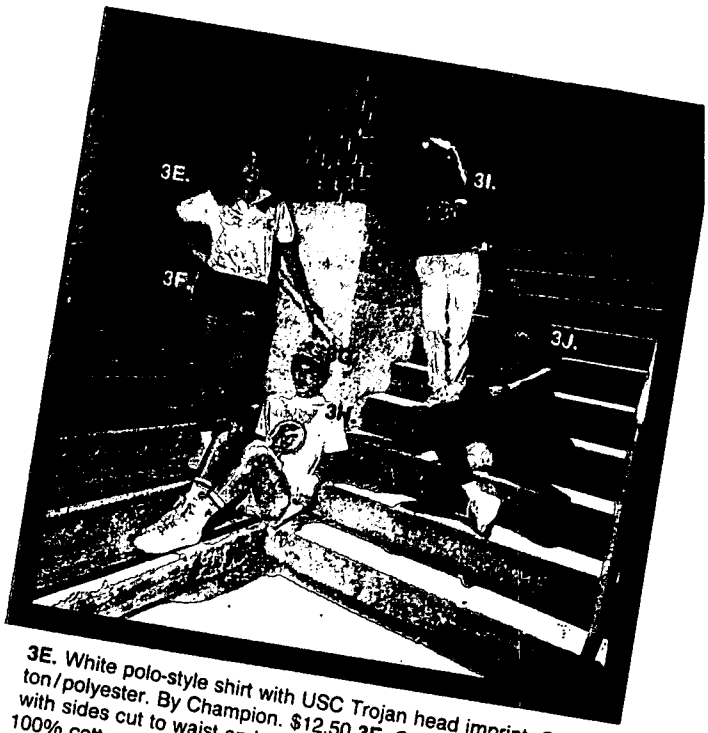
ON THE COVER:

1A. Top left. White crewneck sweatshirt with cardinal/gold Trojan head. Cotton/polyester. By Shoreline. $15.00 **1B. Bottom Left.** White crewneck sweatshirt with two-color USC Trojans design. Cotton/acrylic. By Adin. $15.00 **1C. Top right.** Crewneck sweatshirt with cardinal/gold block USC design. Cotton/polyester. Available in white or cardinal. By Shoreline. $15.00 **1D. Bottom Right.** White crewneck with cardinal/gold tri-blend stripes and Southern Cal design. Cotton/acrylic. By. J.J. MacIntyre. $18.00

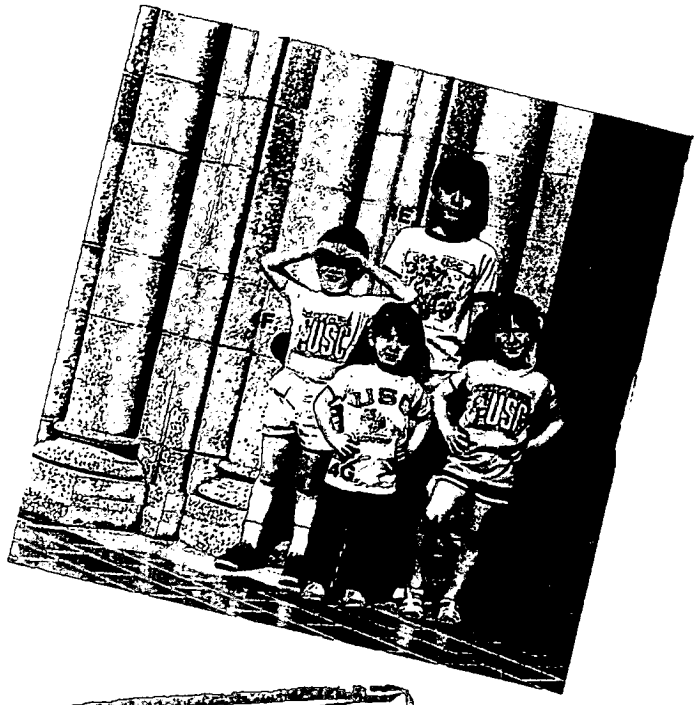
3A. White T-shirt with Club USC imprint. Cotton/polyester. By Collegiate Pacific. $9.00 **3B.** White T-shirt with large 15" cardinal USC design. 100% cotton. By Collegiate Pacific. $9.00



3C. Cardinal T-shirt with two-color USC and medical caduceus design. Cotton/polyester. By Collegiate Pacific. $9.00 **3D.** White T-shirt with Club Med USC design. Cotton/polyester. By Collegiate Pacific. $9.00

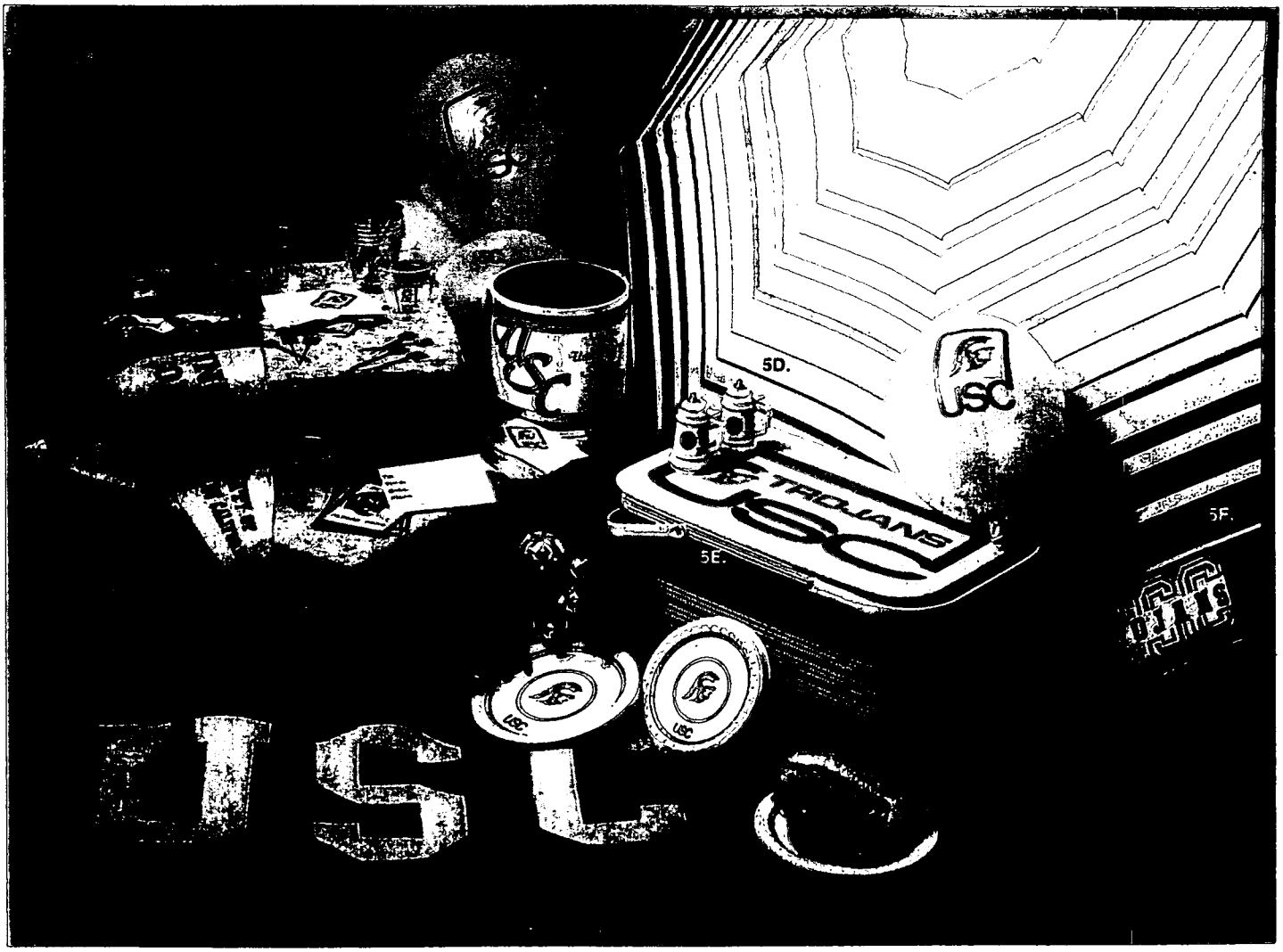


3E. White polo-style shirt with USC Trojan head imprint. Cotton/polyester. By Champion. $12.50 **3F.** Cardinal kick shorts with sides cut to waist and matching liner. Gold USC imprint. 100% cotton. By Champion. $9.00 **3G.** Gold baseball cap with SC patch design. By Collegiate Pacific. $8.00 **3H.** White T-shirt with cardinal/gold Trojan head design. 100% cotton. By Shoreline. $9.00 **3I.** Hooded sweatshirt with front pouch pocket and block USC design. Cotton/polyester. Available in white, grey or cardinal. By Shoreline. $20.50 **3J.** Hooded sweatshirt with front pouch pocket and flocked large seal design. Cotton/acrylic. Available in white, grey, cardinal or gold. By Collegiate Pacific. $20.50



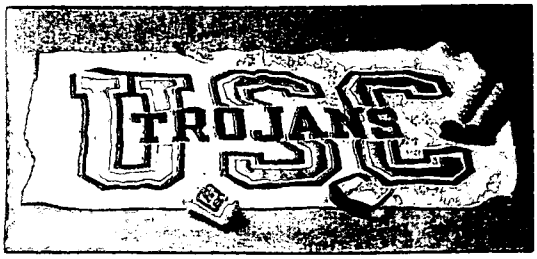
Kid Stuff!

4A. Toddler's two-piece fleece USC cheerleader uniform with cardinal/gold megaphone design. Cotton/polyester. Available in sizes 2-3-4. By Baby Dreams. $30.00 **4B.** Toddler's two-piece fleece USC football uniform with cardinal/gold USC design. Cotton/polyester. Available in sizes 2-3-4. By Baby Dreams. $30.00 **4C.** "L'il Traveler" plush musical horse, plays "Fight On." $15.95 **4D.** Cardinal felt 9" football with gold flocked UNIVERSITY OF SOUTHERN CALIFORNIA design. $7.50 **4E.** Children's white T-shirt with cardinal trim and Disney Camp USC imprint. Cotton/polyester. Available in sizes S-M-L. By Collegiate Pacific. $8.00 **4F.** Children's T-shirt with Snoopy USC Basketball design. Cotton/polyester. Available in white or grey, in sizes S-M-L. By Artex. $9.00 **4G.** Children's white T-shirt with Snoopy Movin' On imprint. Cotton/polyester. Available in sizes S-M-L. By Artex. 9.00 **4H.** Children's crewneck sweatshirt with flocked large seal design. Cotton/polyester. By Collegiate Pacific. Available in sizes S-M-L, in white, cardinal, grey or gold. $13.00 **4I.** Short-sleeve T-shirt with two-color USC chalkboard imprint. Cotton/polyester. Available for infants in sizes 6-12-18 mos., in white, yellow or pink. By Oh Shirt! $4.50 Also available for toddlers in sizes XS-S-M, in white or gold. $6.50 **4J.** White terry bib with gold ribbed collar and cardinal/gold sewn-on USC letters. By Hamco. $7.00 **4K.** Red terry bib with ribbed collar and two-color heart and USC design. By Hamco. $7.00 **4L.** Soft USC cheerleader doll. Specify blond or brunette. $27.00 **4M.** Soft USC yell leader doll. Specify blond or brunette. $27.00 **4N.** Infant's white hooded sweater with full back zipper, felt USC design and cardinal/gold trim. 100% acrylic. Available in sizes 6-12-18 mos. By Marlomar. $15.00 **4O.** White baby booties with felt SC design, and cardinal/gold trim. 100% acrylic. One size only. By Marlomar. $7.00



5A. The USC Picnic Pac comes with 25 large paper plates, 25 small paper plates, 20 preprinted invitations, 25 plastic tumblers, 30 gold napkins, 50 picks, 50 stirrers and 5 yellow USC balloons. $18.50 **5B.** Felt cardinal/gold pennant with Tommy Trojan design. $7.50 **5C.** Vinyl-covered ice bucket with cardinal/gold Mudd Hall design. By US Americans. $32.00 **5D.** White ceramic salt and pepper shakers with cardinal/gold USC seal design. By Bunting. $12.50/set. **5E.** Sturdy picnic basket with cardinal/gold USC design. $23.00 **5F.** Cardinal/gold canvas patio umbrella with USC TROJANS design. Stands 7' tall. $75.00 **5G.** Cardinal 60" x 72" blanket with sewn-on block USC design. 100% pure wool. By Collegiate Pacific. $92.00

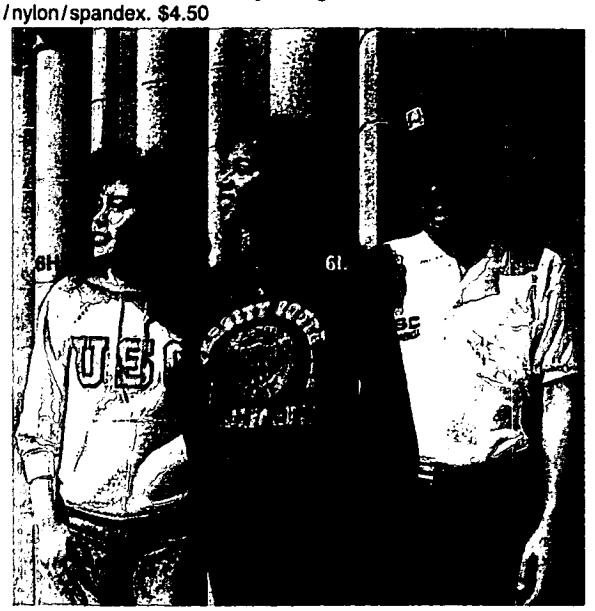
5H. Terry beach towel with Trojan head design. $17.50



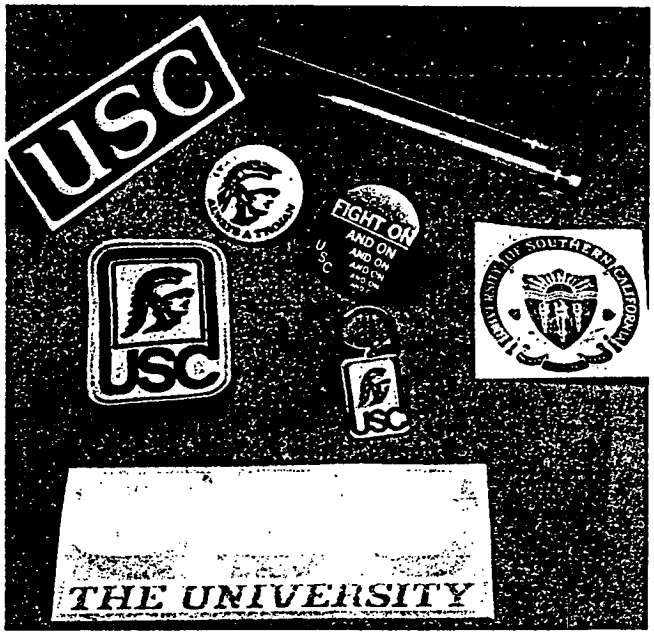
5I. Terry beach towel with large block USC design. $17.50

6A. White open mesh football jersey schimmel with two-color USC TROJANS imprint. 100% nylon. By Champion. $16.50 **6B.** Maroon mesh football jersey schimmel with two-color SOUTHERN CAL Trojans design. 100% nylon. By Champion. $19.50 **6C.** Maroon open mesh football jersey schimmel with two-color USC TROJANS imprint. 100% nylon. By Champion. $16.50 **6D.** Gym shorts with elastic waistband and flocked USC TROJANS design. Cotton/polyester. Available in white or cardinal. By Collegiate Pacific. $7.50 **6E.** White tube socks with cardinal/gold SC TROJANS design and trim. Orlon/nylon/spandex. $4.50

6F. Cardinal polo-style shirt with gold pinstripes and embroidered USC Trojans design. Cotton/polyester. By RC Sportswear. $24.50 **6G.** Cardinal/gold wide-striped, long-sleeve rugby shirt Heavyweight shirt with white twill collar. Cotton/polyester. By RC Sportswear. $32.00



6H. Hooded sweatshirt with front pouch pocket and two-color sewn on satin USC design. Cotton/polyester. Available in white, grey, cardinal or gold. By Desert Sportswear. $30.50 **6I.** Short-sleeve T-shirt with large seal imprint. Available in white (100% cotton), silver or cardinal (cotton/polyester). By Collegiate Pacific. $9.00 **6J.** Cardinal visor with embroidered USC logo in gold. By La Mode du Golf. $7.50 **6K.** Polo-style shirt with flocked USC TROJANS design. Cotton/polyester. Available in white or cardinal. By Collegiate Pacific. $19.00



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13A. USC Musical key ring, plays "Fight On." $8.95 **13B.** Cardinal 24" x 48" felt pennant with gold trim and University of Southern California design. $21.00 **13C.** Tommy Trojan statue w/wood base. Stands 7½" tall $21.00 **13D.** USC Trojan Marching Band album. $8.00 **13E.** USC Trojan Marching Band cassette tape. $8.95 **13F.** USC Trojan Marching Band "Let the Games Begin" album. $8.00 **13G.** USC Trojan Marching Band "Let the Games Begin" cassette tape. $8.95 **13H.** THE USC Grab Bag includes a USC pen and pencil, a USC patch, USC decals and buttons, and a USC key ring. Actual items may vary based upon availability. $8.95

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Applicant's
Ex. No. 999, Pg. No. 7

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00151

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CATALOG #	DESCRIPTION	COLOR	QTY	SIZE	UNIT PRICE	TOTAL PRICE

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OPP 00152

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's Ex. No. 8, Pg. No. 2

SHRINKAGE

Garments made of 100% cotton will shrink about 2%;we recommend ordering the next larger size. Cotton blended with synthetic fibers (acrylic, polyester, etc.) will shrink less than 100% cotton. Garments made from 100% synthetic fibers will not shrink.

SIZING CHART

CHILDREN'S		ADULT TOPS		ADULT BOTTOMS (Men's Cut)	
XS	(2-4)	S	(34-36)	S	(28-30)
S	(6-8)	M	(38-40)	M	(32-34)
M	(10-12)	L	(42-44)	L	(36-38)
L	(14-16)	XL	(46-48)	XL	(40-42)

Sizes available S-M-L-XL unless noted otherwise.

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If your order totals	Add
$9.99 or under	$2.75
$10.00 to $19.99	$3.50
$20.00 to $49.99	$4.00
$50.00 or over	$5.00

OUR GUARANTEE: If you are not completely satisfied, please return the merchandise. We will gladly replace the item or, if you prefer issue a full refund.

Prices, items and/or specifications subject to change without notice

SHRINKAGE

Garments made of 100% cotton will shrink about 2%;we recommend ordering the next larger size. Cotton blended with synthetic fibers (acrylic, polyester, etc.) will shrink less than 100% cotton. Garments made from 100% synthetic fibers will not shrink.

SIZING CHART

CHILDREN'S		ADULT TOPS		ADULT BOTTOMS (Men's Cut)	
XS	(2-4)	S	(34-36)	S	(28-30)
S	(6-8)	M	(38-40)	M	(32-34)
M	(10-12)	L	(42-44)	L	(36-38)
L	(14-16)	XL	(46-48)	XL	(40-42)

Sizes available S-M-L-XL unless noted otherwise.

SHIPPING & HANDLING

If your order totals	Add
$9.99 or under	$2.75
$10.00 to $19.99	$3.50
$20.00 to $49.99	$4.00
$50.00 or over	$5.00

OUR GUARANTEE: If you are not completely satisfied, please return the merchandise. We will gladly replace the item or, if you prefer, issue a full refund.

Prices, items and/or specifications subject to change without notice

Applicant's
Ex. No. 999, Pg. No. 9

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00153

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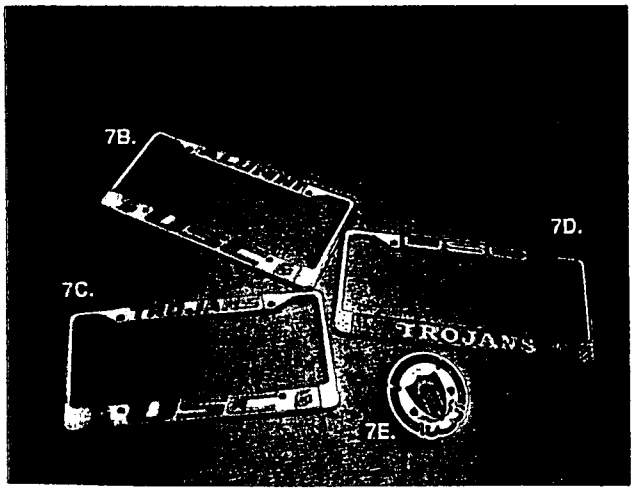
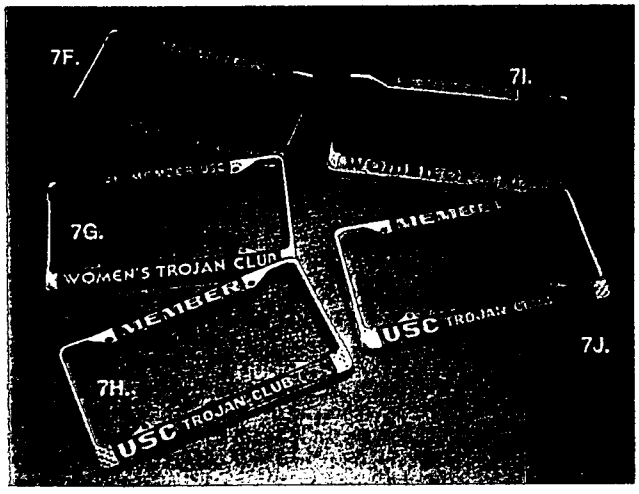
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 399, Pg. No. 10

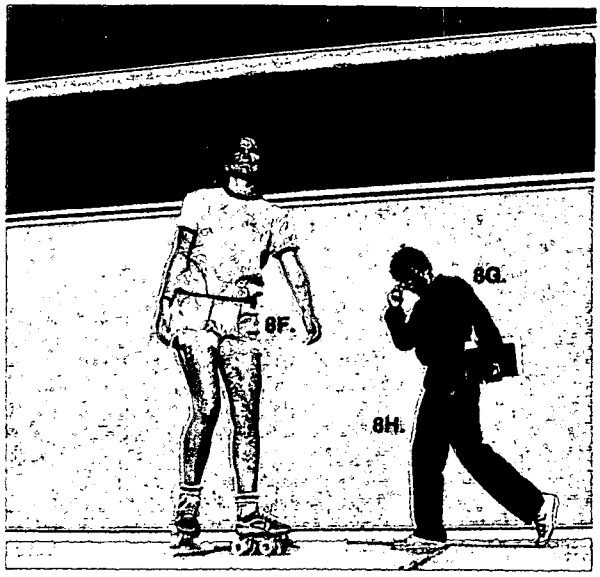
7A. Traditional USC letterman's jacket made from 100% wool with leather sleeves and rayon lining. Available in sizes 36, 38, 40, 42, 44, 46, 48. By DeLong Sportswear. $120.00





7B. Metal large USC ALUMNI license plate frames. $6.50/pr.
7C. Metal large USC TROJANS license plate frames. $6.50/pr.
7D. Metal maroon/gold USC TROJANS license plate frames. $6.50/pr.
7E. Cardinal/gold USC seal car badge. $15.00

The following metal license plate frames are available to members only:
7F. USC Cardinal & Gold member. $6.50/pr. **7G.** USC Women's Trojan Club member. $5.50/pr. **7H.** 14K gold USC Trojan Club member. $36.00/pr. **7I.** USC Women of Troy member. $6.50/pr. **7J.** USC Trojan Club member. $6.50/pr.



8A. Director's chair with two-color block USC imprint on cardinal canvas. $65.00 **8B.** Grey slicker pants with left hip pocket, white piping, outseam zipper and SOUTHERN CALIFORNIA design. 100% nylon taffeta. By Champion. $20.00 **8C.** Grey slicker jacket with hood with drawstring, white piping, front pockets, full front zipper and SOUTHERN CALIFORNIA design. 100% nylon taffeta. By Champion. $22.50 **8D.** White surgical scrub with Club Med USC design on left chest pocket. 100% cotton. By Fashion Seal/ Collegiate Pacific. $14.00

8E. Grey short-sleeve crewneck sweatshirt with front pockets, cardinal trim and USC design. Cotton/acrilan. By J.J. MacIntyre. $17.00 **8F.** Grey matching shorts with elastic waistband, pockets and cardinal USC TROJANS imprint. Cotton/ acrilan. By J.J. MacIntyre. $13.00 **8G.** Cardinal tri-blend, front zip jacket with gold piping, pockets and UNIVERSITY OF SOUTHERN CALIFORNIA design. Cotton/polyester/nylon. By J.J. MacIntyre. $26.00 **8H.** Cardinal tri-blend warm-up pants with gold piping, and UNIVERSITY OF SOUTHERN CALIFORNIA design on side pocket. Cotton/polyester/nylon. By J.J. MacIntyre. $23.50

8I. Cardinal/gold wide-striped, short-sleeve rugby shirt with embroidered USC logo. Cotton/polyester. By RC Sportswear. $24.00 **8J.** White short-sleeve crewneck sweatshirt with cardinal/gold USC imprint. Cotton/acrylic. By Velva Sheen. $13.00 **8K.** Nylon shorts with two-color block USC design. Available in maroon, white or gold. By Shoreline. $10.50 **8L.** Gold visor with cardinal trim and USC design. By Cali-Fame. $9.00 **8M.** Cardinal/gold striped tri-blend, front zip jacket with UNIVERSITY OF SOUTHERN CALIFORNIA design on left chest. Cotton/polyester/nylon. By J.J. MacIntyre. $28.00 **8N.** Cardinal tri-blend rugby shorts with drawstring waistband, pockets and gold USC TROJANS design. Cotton/polyester/nylon. By J.J. MacIntyre. $12.00 **8O.** Cardinal visor with gold trim and USC design. By Cali-Fame. $9.00

Opposition No. 91125615
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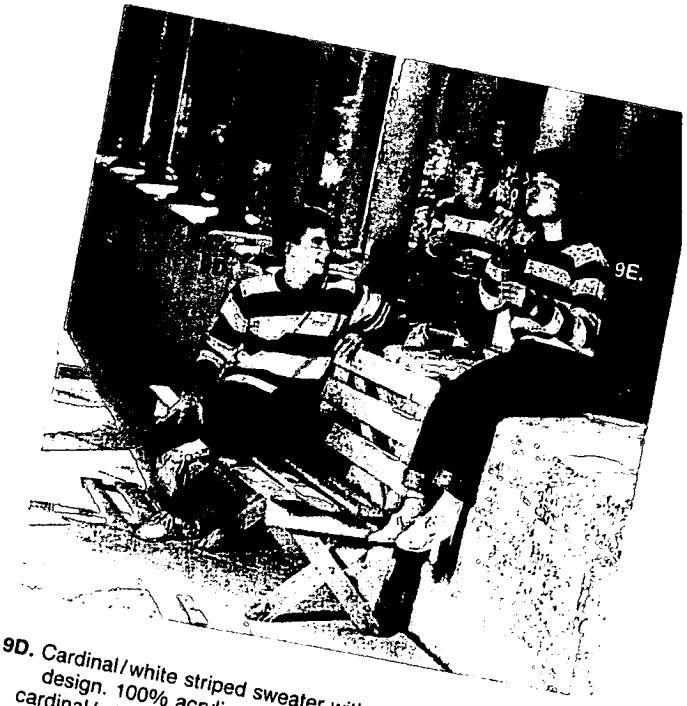
Univ. South Carolina

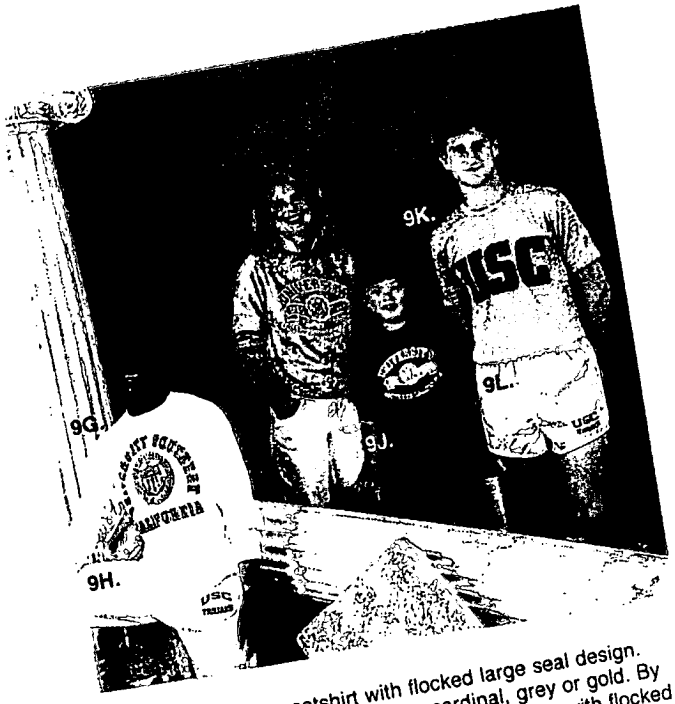
Applicant's
Ex. No. 299, Pg. No. 12

OPP 00156

9A. Cardinal sweater with cardinal/gold striped yoke and embroidered USC Trojans in gold. 100% acrylic. By Marlomar. $32.00 **9B.** Fleece letterman's cardigan with cardinal/gold trim and block SC design. Cotton/acrylic. By J.J. MacIntyre. $29.00 **9C.** Crewneck sweatshirt with two-color sewn-on satin USC design. Cotton/polyester. Available in white, grey, cardinal or gold. By Desert Sportswear. $25.00



9D. Cardinal/white striped sweater with gold embroidered USC design. 100% acrylic. By Marlomar. $32.00 **9E.** Youth cardinal/white striped sweater with gold embroidered USC design. 100% acrylic. Available in sizes 10-12-14-16. By Marlomar. $24.00 **9F.** Toddler's cardinal/white striped sweater with gold embroidered USC design. 100% acrylic. Available in sizes 2T-4T-6T-8T. By Marlomar. $19.00

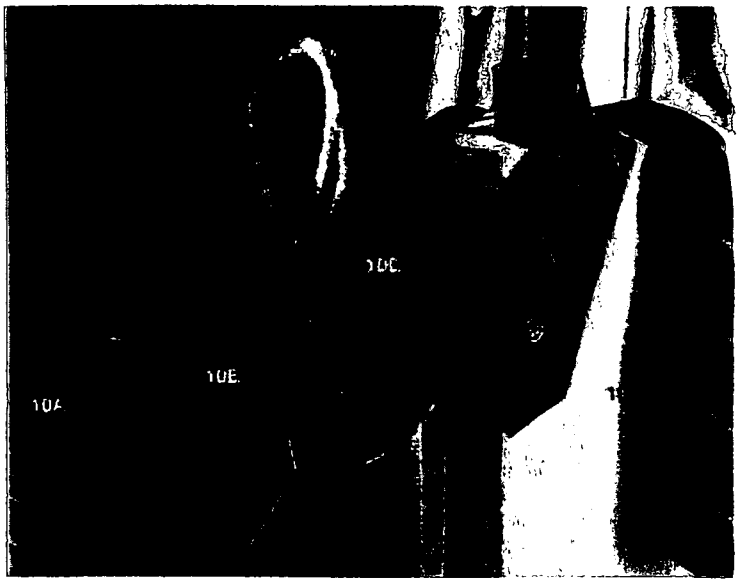


9G. Crewneck sweatshirt with flocked large seal design. Cotton/acrylic. Available in white, cardinal, grey or gold. By Collegiate Pacific. $15.00 **9H.** Fleece sweatpants with flocked USC TROJANS design. Cotton/acrylic. Available in white, cardinal or grey. By Collegiate Pacific. $15.00 **9I.** Crewneck sweatshirt with banner and seal design. Cotton/acrylic. Available in white, cardinal, grey or gold. By Collegiate Pacific. $15.00 **9J.** Children's crewneck sweatshirt with banner and seal design. Cotton/acrylic. Available in white, cardinal, grey or gold. Sizes available S-M-L. By Collegiate Pacific. $13.00 **9K.** Grey T-shirt with cardinal USC design. Cotton/polyester. By Collegiate Pacific. $9.00 **9L.** Gym shorts with flocked USC TROJANS design. Cotton/polyester. Available in white or cardinal. By Collegiate Pacific. $7.50

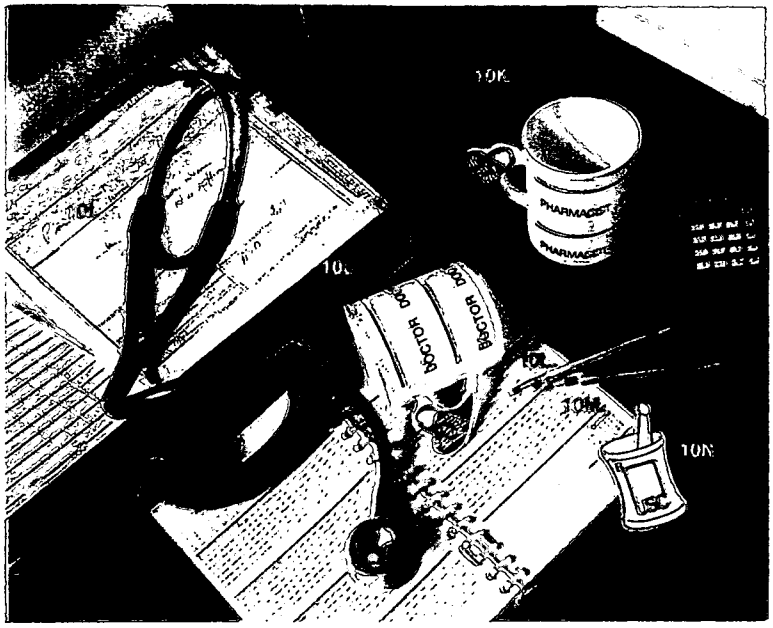
Applicant's
Ex. No. 399, Pg. No. 13

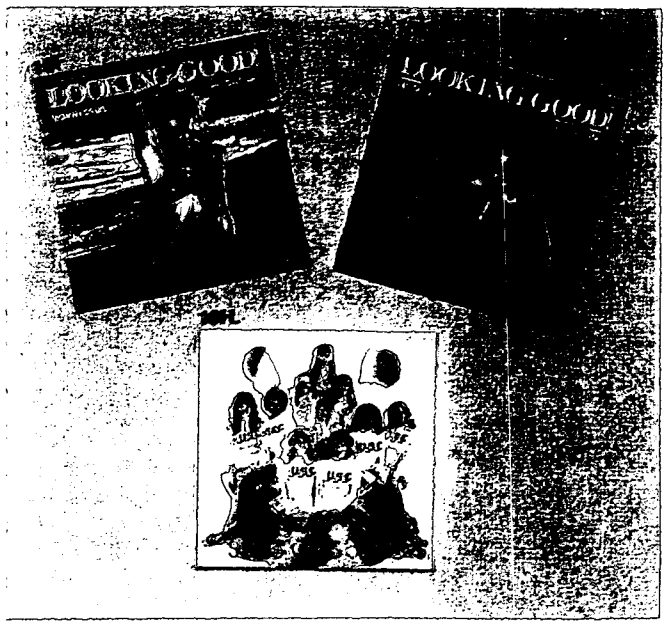
Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

OPP 00157

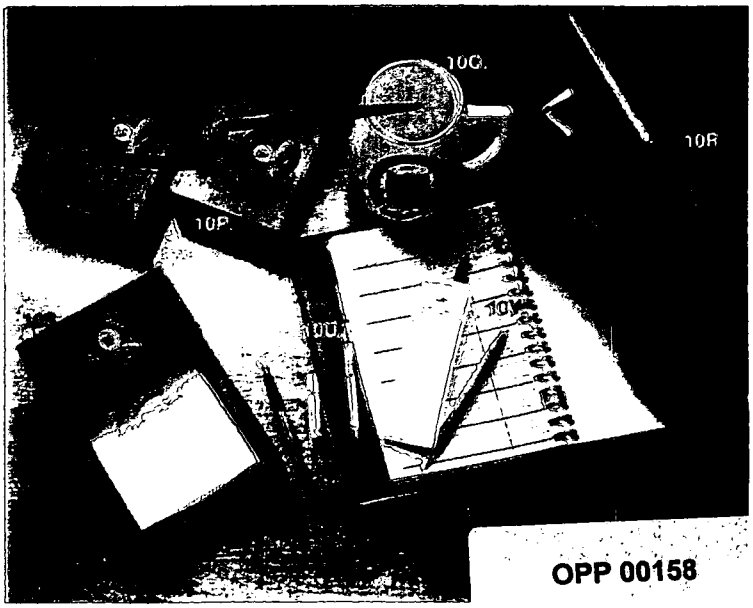


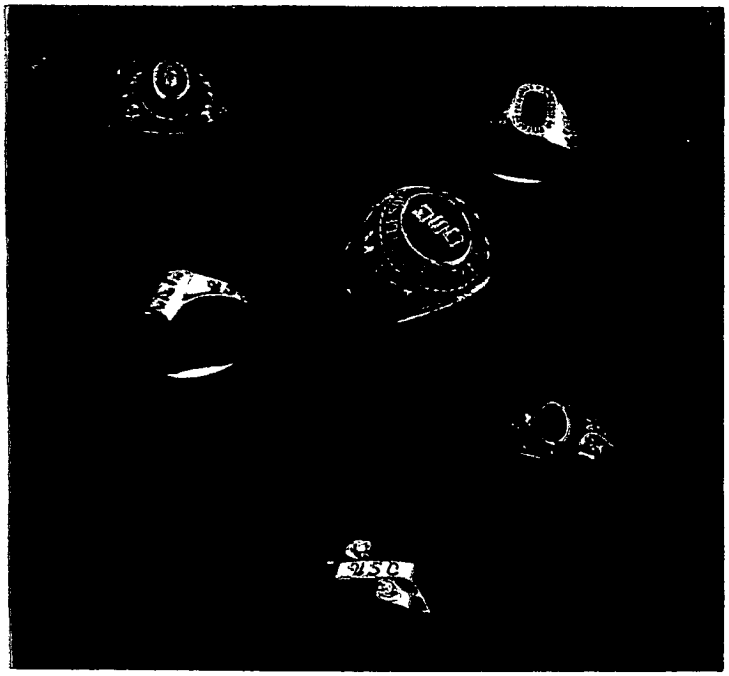
10A. Cardinal tie with cardinal/gold pinstripes and gold USC design. Polyester/silk. By Wembley. $14.95 **10B.** Cardinal tie with repeat USC ALUMNI design. Polyester/silk. By Castle Neckwear. $9.00 **10C.** Cardinal/gold striped tie. 100% polyester. By Castle Neckwear. $9.00 **10D.** Maroon tie with gold pinstripes and University seal. Polyester/silk. By Wembley. $17.50 **10E.** Cardinal tie with "Non Illegitimi Carborundum" design in gold. Translates into "Don't let the bastards get you down!" By Castle Neckwear. $14.00 **10F.** "Looking Good! Women of USC" full-color 1986 calendar. $7.95 **10G.** "Looking Good! Men of USC" full-color 1986 calendar. $7.95 **10H.** Full-color 1985-86 16-month USC Song-girl calendar. $7.95

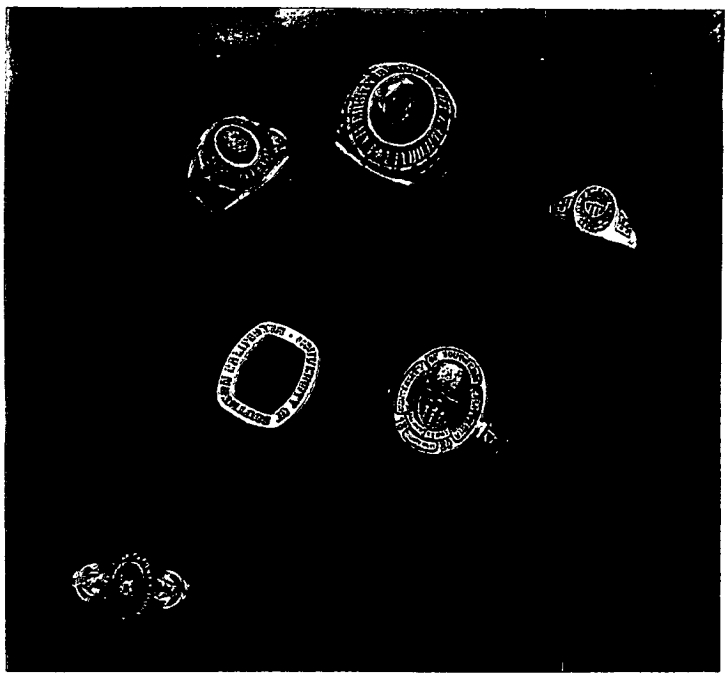




10I. Cardiology stainless steel stethoscope. By Littmann. $124.00 **10J.** Doctor's ceramic heart mug. $5.25 **10K.** Pharmacist's ceramic heart mug. $5.25 **10L.** 10K gold Cross ball point pen with cardinal/gold USC medical caduceus design. $34.00 **10M.** 10K gold Cross ball point pen with cardinal/gold USC pharmacist design. $34.00 **10N.** Pharmacist magnet. $2.00 **10O.** Genuine walnut double pen set with two Sheaffer ball point pens and USC seal and wreath design. By Simmons. $38.50 **10P.** Genuine walnut single pen set with Sheaffer ball point pen and USC seal and wreath design. By Simmons. $30.00 **10Q.** Ceramic mug with cardinal/gold USC seal design. By Concepts Unlimited. $15.00 **10R.** Genuine walnut letter opener with USC seal and wreath design in handle. By Simmons. $20.00 **10S.** Genuine walnut memo paper holder with cardinal/gold USC seal and wreath design. By Simmons. $38.50 **10T.** 14K gold Cross fountain pen with cardinal/gold USC design. Available in men's (with clip) or ladies' (with leather pouch). $125.00 Also available in 10K gold, men's or ladies'. $100.00 **10U.** 14K gold Cross ball point pen with cardinal/gold USC design. Available in men's or ladies' style. $47.00 Also available in 10K gold, men's or ladies'. $34.00 **10V.** Cross classic black ball point pen with cardinal/gold USC design. Available in men's or ladies' style. $24.50

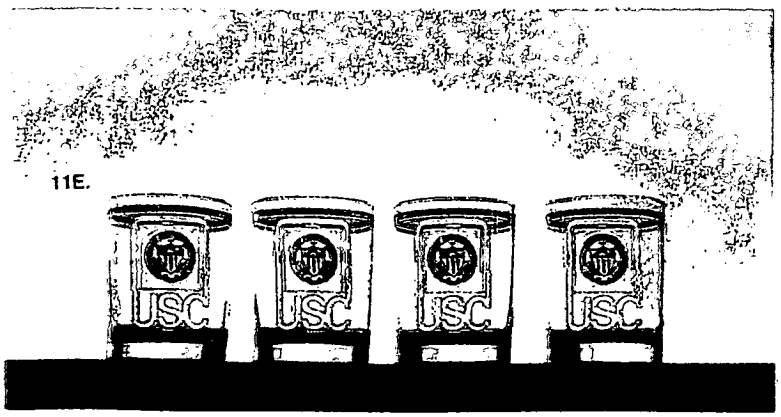


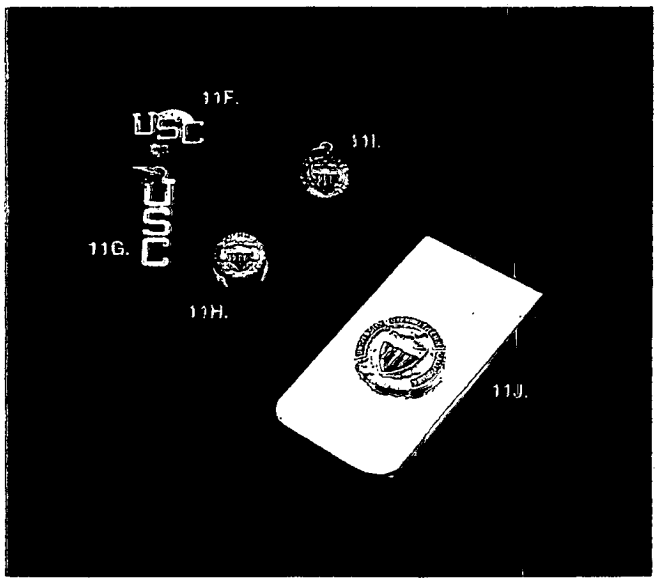




JOSTENS ARTCARVED

USC class rings are available in both traditional and contemporary designs from Jostens and ArtCarved. Representatives from both companies are on campus selected weeks throughout the year. Come and see the complete selection of styles at the USC Trojan Stores or call/write for brochure.





11A. Old-fashioned glass with cardinal/gold Mudd Hall design. Set of 4. By US Americans. $16.00 **11B.** Glass tumbler with cardinal/gold Mudd Hall design. Set of 4. By US Americans. $13.00 **11C.** Oktoberfest beer stein with cardinal/gold Mudd Hall design. By US Americans. $9.00 **11D.** Wine glass with cardinal/gold Mudd Hall design. Set of 4. By US Americans. $20.00 **11E.** Old-fashioned glass with cardinal/gold USC seal. Set of 4. By US Americans. $18.00 **11F.** 14K gold USC tie tack. By Jostens. $55.00 **11G.** 14K gold USC pendant. By Jostens. $50.00 **11H.** 14K gold USC seal tie tack. By Jostens. $56.00 **11I.** 14K gold USC seal pendant. By Jostens. $56.00 **11J.** 10K gold USC seal money clip. $25.00

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Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 100, Pg. No. 1

OPP 00161

ON THE COVER: 1. Tri-color crewneck with USC TROJANS is 50% cotton, 50% polyester. By J.J.MacIntyre. Sizes: S-M-L-XL. $18.75. **2.** White crewneck sweatshirt with puffed USC letters over University seal. 50% cotton, 50% polyester. By Wide World. Sizes: S-M-L-XL. $16.00 **3.** White crewneck sweatshirt with gold and cardinal band on sleeve and hem. USC tackle twill letters are appliqued. 50% cotton, 50% polyester. By Desert Sportswear. Sizes: S-M-L-XL. $23.25 **ABOVE: 4.** Hooded white sweatshirt with cardinal zipper and front pouch pocket. USC in bold letters with left chest seal. 50% cotton, 50% polyester. By A.C.I. Sizes: S-M-L-XL. $22.75 **5.** White crewneck sweatshirt with USC and TROJANS in two-color script. 50% cotton, 50% acrylic. By Adin. Sizes: S-M-L-XL. $14.25 **6.** Cardinal hooded sweatshirt with front pouch pocket and two-color USC applique. 50% cotton, 50% polyester. By Desert Sportswear. Also available in white. Sizes: S-M-L-XL. $26.25

7. White oversized sweatshirt with cardinal trim around neck and cardinal stripes on the sleeves. 50% cotton, 50% polyester. By J.J. MacIntyre. One size fits all. **$19.50** **8.** White sweatshirt with tri-blend stripes in cardinal and gold. USC TROJANS on left chest. 50% cotton, 50% polyester. By J.J. MacIntyre. Sizes: S-M-L-XL. $16.75 **9.** (Not shown) Matching white sweatpants with elastic waistband and pockets. 50% cotton, 50% polyester. By J.J. MacIntyre. Sizes: S-M-L-XL. $24.00 **10.** White crewneck sweatshirt with SOUTHERN CAL design. 50% cotton, 50% polyester. By Velva Sheen. Sizes: S-M-L-XL. $19.50

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina
Applicant's
Ex. No. 400, Pg. No. 2
OPP 00162

11. White tri-blend jacket with zipper and left chest seal. Sleeves feature cardinal and gold stripes. Polyester/nylon/cotton blend. By J.J. MacIntyre. Sizes: S-M-L-XL. $26.00 **12.** Matching tri-blend pants with cardinal and gold stripes. Elastic waistband. Polyester/nylon/cotton blend. By J.J. MacIntyre. Sizes: S-M-L-XL. $21.50 **13.** Yellow foam football with school emblem. By Sports/Leisure $6.00 **14.** Cardinal crewneck sweatshirt with flocked large seal design.50% cotton, 50% acrylic. By Collegiate Pacific. Also available in white, gold or grey. Sizes: S-M-L-XL. $14.00 **15.** Sweatpants with drawstring and USC appliqued letters on left upper leg. 50% cotton, 50% polyester. By Desert Sportswear. Available in white, cardinal, or grey. Sizes: S-M-L-XL. $21.00 **16.** White open mesh football jersey shimmel with two-color USC TROJANS imprint. 100% nylon. By Champion. Also available in cardinal. Sizes: M and XL. $15.25 **17.** Gym shorts with elastic waistband and flocked USC TROJANS design. 65% polyester 35% cotton. By Collegiate Pacific. Available in cardinal or white. Sizes: S-M-L-XL. $6.75 **18.** Cardinal felt football with UNIVERSITY OF SOUTHERN CALIFORNIA. By Collegiate Pacific. $6.75 **19.** White 50% cotton, 50% polyester T-shirt with two-color USC letters appliqued. By Desert Sportswear. Sizes: S-M-XL. $13.75 **20.** Fleece sweatpants with flocked USC TROJANS design. 50% cotton 50% acrylic. By Collegiate Pacific. Available in white, cardinal or grey. Sizes: S-M-L-XL. $15.00 **21.** Athletic grey 100% heavyweight cotton T-shirt, with "Property of" imprint. By Champion. Sizes: S-M-L-XL-XXL. $9.50 **22.** Cardinal baseball cap with SC patch design. By Collegiate Pacific. $8.00 **23.** Maroon mesh football jersey with two-color SOUTHERN CAL TROJANS design. 100% nylon. By Champion. Sizes: S-M-L-XL. $21.00

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Applicant's
Ex. No. 400, Pg. No. 3

OPP 00163

24. Cardinal visor with gold trim and USC design. By Cali-Fame. $6.25 **25.** White Snoopy Joe Cool tank top with USC imprint. By Artex. 50% cotton, 50% polyester. Sizes: S-M-L-XL. $6.95 **26.** Cardinal rugby shorts with pockets and USC embroidered in gold. 65% polyester, 35% cotton. By J.J. MacIntyre. Sizes: S-M-L-XL. $13.50 **27.** Grey T-shirt with cardinal USC design. 50% cotton, 50% polyester. By Collegiate Pacific. Sizes: S-M-L-XL. $8.00

28. White 50% cotton, 50% polyester shorts with UNIVERSITY OF SOUTHERN CALIFORNIA logo. By Champion. Sizes: S-M-L-XL. $13.50 **29.** White 50% cotton, 50% polyester T-shirt with USC written in puff over TROJANS. By Wide World. Sizes: S-M-L-XL. $9.25 **30.** Super Trojan head on white 100% cotton T-shirt. By Oh Shirt! Sizes: S-M-L-XL. $8.50 **31.** White crewneck with cardinal/gold tri-blend stripes and SOUTHERN CAL design. 50% cotton, 50% polyester. By J.J. MacIntyre. Sizes: S-M-L-XL. $16.25 **32.** Matching white shorts also with cardinal/gold tri-blend stripes and SOUTHERN CALIFORNIA design. 50% cotton, 50% polyester. By J.J. MacIntyre. Sizes: S-M-L-XL. $14.50 **33.** Cardinal tri-blend rugby shorts with lining, draw string waistband, pockets and gold USC TROJANS design. Cotton/polyester/nylon. By J.J. MacIntyre. Sizes: S-M-L-XL. $16.00 **34.** White T-shirt with left chest logo and checkerboard stripe. 50% cotton, 50% polyester. By Collegiate Pacific. Sizes: S-M-L-XL. $7.75 **35.** White visor with cardinal USC. By Collegiate Pacific. $2.75

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Applicant's
Ex. No. 400, Pg. No. 4
OPP 00164

36. Tank top with USC two-color appliqued letters. 50% cotton, 50% polyester. By Desert Sportswear. Sizes: S-M-L-XL. $13.75 **37.** Cardinal gym shorts with USC TROJANS. 100% cotton. By Champion. Sizes: S-M-L-XL. $7.25 **38.** White T-shirt with large 15" cardinal USC design. 100% cotton. By Collegiate Pacific. $7.75 **39.** Grey practice shorts with USC. 88% cotton, 12% rayon. By Champion. Sizes: S-M-L-XL. $8.25 **40.** White USC TROJANS T-shirt. 100% cotton. By Adin. Sizes: S-M-L-XL. $8.00 **41.** White T-shirt with cardinal/gold Trojan head design. 100% cotton. By Collegiate Pacific. Sizes: S-M-L-XL. $7.75 **42.** Cardinal T-shirt with gold oversized seal. 100% cotton. By A.C.I. Available in white also. Sizes: S-M-L-XL. $7.00 **43.** White jam shorts with drawstring and pockets. USC and Trojan head on front. 100% cotton. By Gear for Sports. Sizes: S-M-L-XL. $19.50 **44.** Traditional ringer T-shirt with left chest seal. 50% cotton, 50% polyester. By Collegiate Pacific. Sizes: S-M-L-XL. $6.50

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Applicant's
Ex. No. 160, Pg. No. 5

OPP 00165

45. Crewneck sweatshirt with Bright USC letters in puff, UNIVERSITY OF SOUTHERN CAL imprint below. 50% cotton, 50% polyester. By Wide World. Sizes: S-M-L-XL. $19.50 **46.** 100% prewashed cotton French fleece and poplin sweatshirt. UNIVERSITY OF SOUTHERN CALIFORNIA in cardinal letters. By Miller Screening Co. Sizes: S-M-L-XL. $30.00 **47.** Fun! USC TROJANS sweatshirt, made of 50% cotton, 50% polyester. By Wide World. One size fits all. $19.00 **48.** Pastel pink and blue appliqued USC letters sport the back of these shorts. By Desert Sportswear. Sizes: S-M-L-XL. $13.75 **49.** A pink background makes this sweatshirt with its USC and palm tree design. 50% cotton, 50% polyester. By Wide World. Sizes: S-M-L-XL. $19.50 **50.** 100% prewashed cotton jersey with UNIVERSITY OF SOUTHERN CALIFORNIA on poplin pocket. By Miller Screening Co. Sizes: S-M-L-XL. $32.75 **51.** White crew neck sweatshirt with palm tree and beach design. USC in pink lettering. 50% cotton, 50% polyester. By Inter-I Enterprises. Sizes: S-M-L-XL. $20.00

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Applicant's
Ex. No. 100 Pg. No. 6
OPP 00166

52. White baseball jacket has two color trim around collar, cuffs and waistband. USC logo on front left chest. Back features USC in bold lettering. 100% nylon shell, 80% acetate, 20% nylon lining. By MVP. Also available in cardinal. (See inset.) Sizes: S-M-L-XL. $46.25 **53.** Unlined cardinal coach's jacket has front pockets and drawstring waist. Left chest has UNIVERSITY OF SOUTHERN CALIFORNIA TROJANS. 100% nylon. By Chalkline. Sizes: S-M-L-XL-XXL. $23.00 **54.** White lined pullover windbreaker with zipper and hood includes front pouch pockets. Cardinal and white trim around cuffs and waistband. USC appliqued on front left chest. Shell is 100% nylon and innershell is 80% polyester, 15% nylon. By Artex. Sizes: S-M-L-XL. $37.75. **55.** Traditional USC letterman's jacket made from 100% wool with leather sleeves and rayon lining. By DeLong Sportswear. Available in sizes 36, 38, 40, 42, 44, 46, 48. $121.00

OPP 00167

Applicant's
Ex. No. 400 Pg. No. 7

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56. White rugby style sweater with cardinal stripes and left chest USC Trojan head. 100% cotton. By Dehen Knitting. Sizes: S-M-L-XL. $34.50 **57.** Cardinal Rugby shirt with gold stripes. White placket collar with USC embroidered. 100% cotton. By Dehen Knitting. Sizes: S-M-L-XL. $32.00 **58.** White V-neck sweatshirt with cardinal and gold trim. USC TROJANS is left chest embroidered. 50% cotton, 50% polyester. By J.J. MacIntyre. Sizes: S-M-L-XL. $21.50

59. White crewneck sweater with cardinal stripes and SOUTHERN CAL design. 100% cotton. By Dehen Knitting. Sizes: S-M-L-XL. $31.00

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Applicant's
Ex. No. 400, Pg. No. 8
OPP 00168

FROM: _____

_____

_____

PLACE
STAMP
HERE

USC TROJAN GIFT CATALOG
P. O. BOX 77538
LOS ANGELES, CA 90007

SHRINKAGE

Garments made of 100% cotton will shrink about 2%, we recommend ordering the next larger size. Cotton blended with synthetic fibers (acrylic, polyester, etc.) will shrink less than 100% cotton. Garments made from 100% synthetic fibers will not shrink.

SIZING CHART

CHILDREN'S		ADULT TOPS		ADULT BOTTOMS (PANTS)	
XS	(2-4)	S	(34-36)	S	(28-30)
S	(6-8)	M	(38-40)	M	(32-34)
M	(10-12)	L	(42-44)	L	(36-38)
L	(14-16)	XL	(46-48)	XL	(40-42)

SHIPPING AND HANDLING

If your order totals:	Add:
$9.99 or under	$2.75
$10.00 to $19.99	$3.50
$20.00 to $49.99	$4.00
$50.00 or over	$5.00

OUR GUARANTEE: If you are not completely satisfied, please return the merchandise. We will gladly replace the item, or if you prefer, issue a full refund.

Prices, items and / or specifications subject to change without notice.

FOLD AND TEAR OFF ON PERFORATION

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Applicant's
Ex. No. 100, Pg. No. 10

OPP 00170

UNIVERSITY OF SOUTHERN CALIFORNIA

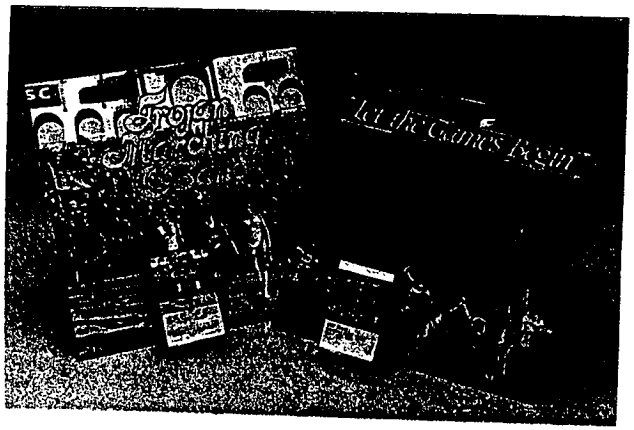
ORDER NOW

13A. USC Musical key ring, plays "Fight On." $8.95 **13B.** Cardinal 24" x 48" felt pennant with gold trim and University of Southern California design. $21.00 **13C.** Tommy Trojan staue w / wood base. Stands 7½" tall. $21.00 **13D.** USC Trojan Marching Band album. $8.00 **13E.** USC Trojan Marching Band cassette tape. $8.95 **13F.** USC Trojan Marching Band "Let the Games Begin" album. $8.00 **13G.** USC Trojan Marching Band "Let the Games Begin" cassette tape. $8.95 **13H.** The USC Grab Bag includes a USC pen and pencil, a USC patch, USC decals and buttons, and a USC key ring. Actual items may vary based upon availability. $8.95

REGULAR STORE HOURS:
Monday-Thursday 7:45 am to 7:00 pm
Friday 7:45 am to 5 pm
Saturday 9:30 am to 5 pm
Sunday 12 noon to 4 pm

It's never too late to order your class ring. For details, prices and order procedures, please write to:

USC Trojan Gift Catalog
P.O. Box 77538
Los Angeles, CA 90007



CALL OR WRITE NOW FOR INFORMATION ON SEASON AND INDIVIDUAL GAME TICKETS (213) 743 - GO - SC

TICKET OFFICE
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LOS ANGELES, CA 90007

Applicant's Ex. No. 100, Pg. No. 11

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OPP 00171

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Signature: _____

☐ Check here if you do not want out of stock merchandise.

☐ Check enclosed payable to USC TROJAN STORES. Do not send cash.

☐ Visa ☐ MasterCard Expiration date: _____

Card # _____

☐ Check here for special shipping instructions. Please enclose separate sheet with shipping name & address if different from above.

CATALOG#	DESCRIPTION	COLOR	QTY	SIZE	UNIT PRICE	TOTAL PRICE

FOR OFFICE USE ONLY

Filed by	Partial completed by
Date	Date
Completed by	Refund by
Partial	Reshipped by
Partial shipped by	Date
Date	For office use only

MERCHANDISE TOTAL	
ADD 6% SALES TAX (6½% IN L.A. COUNTY) FOR CA SHIPMENT	
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ADD $1.00 SHIP/HDLG CHARGE FOR PARCEL POST OR P.O. BOX	
TOTAL AMOUNT	

Eight National Championships. Twenty-four Rose Bowl appearances. Over one hundred All-Americans. USC Football is a proud Tradition. And the tradition is alive in 1986, as it should be one of the most thrilling years in recent history.

The Exciting Players. Many of the most talented athletes in gridiron history have worn the Cardinal and Gold and 1986 is no exception. Twelve starters return from last years team, including the talented tailback tandem of Ryan Knight and Aaron Emanuel, consensus All-Americans Jeff Bregel and Tim McDonald, and electrifying quarterback Rodney Peete. They'll be joined by a host of blue chip recruits.

The Tough Opponents. Year in and year out, the best teams in college football line up to take on USC. This season, the trojans will be severly tested: powerful Notre Dame, three 1985 bowl game participants - Illinois, Washington and Arizona State - and much improved Oregon and California. It's one of the best home schedules in the history of USC football.

The Trojan Spirit. Trojan football has other great traditions. Traveler. The sensational music of the Trojan Marching Band. The beautiful song girls. The pre-game picnics and camaraderie with old friends. Exciting players, tough opponents, Trojan Spirit and much, much more. Experience the proud tradition of USC Football.

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Day Telephone: _____

SEASON TICKETS	NO.	PRICE	AMOUNT
PREFERRED SEASON TICKETS		$95.00	
ECONOMY (Low End Zone Seats; No Notre Dame)		$37.50	

INDIVIDUAL GAME TICKETS		DATE	NO.	PRICE	AMOUNT
ILLINOIS	*Poster Day*	SEP. 13		$15.00	
WASHINGTON	*Super Souvenir Day*	SEP. 27		$15.00	
OREGON	*Team Photo Day*	OCT. 4		$15.00	
ARIZONA STATE	*Homecoming*	OCT. 18		$15.00	
CALIFORNIA	*Fan Appreciation Day*	NOV. 15		$15.00	
NOTRE DAME	*The Rivalry*	NOV. 29		$20.00	

SEAT PREFERENCE: ☐ HIGH ☐ LOW

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MAKE CHECKS PAYABLE TO USC AND MAIL TO:

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P.O. BOX 77941
LOS ANGELES, CA 90007

FOR PHONE ORDERS OR ANY OTHER QUESTIONS:
(213) 743 - G O S C

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Applicant's Ex. No. 40, Pg. No. 12

OPP 00172

60. Cardinal corduroy baseball cap with USC TROJANS embroidered. By La Mode Du Golf. $8.75 **61.** Cardinal polo-style shirt with USC ALUMNI design. 50% cotton, 50% polyester. By Collegiate Pacific. Sizes: S-M-L-XL. $18.50 **62.** Grey polo shirt with engineer stripes. USC TROJANS is left chest embroidered. 50% cotton, 50% polyester. By Champion. Sizes: S-M-L-XL. $24.50 **63.** White golf shirt with cardinal stripes and left chest seal. 60% cotton, 40% polyester. By La Mode Du Golf. Sizes: S-M-L-XL. $26.75 **64.** White baseball cap with mesh back and front seal. By Mode Du Golf. $8.00 **65.** White golf shirt with left chest seal. 60% cotton 40% polyester. By Mode Du Golf. Sizes: S-M-L-XL. $22.00

Applicant's
Ex. No. 400 Pg. No. 13
Opposition No. 91125615
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OPP 00173

66. Cardinal polo-style shirt with gold pinstripes and embroidered USC design. 50% cotton, 50% polyester. By RC Sportswear. Sizes: S-M-L-XL-XXL. $25.50 **67.** White polo-style shirt with cardinal/gold collar and trim. USC embroidered design. 50% cotton, 50% polyester. By RC Sportswear. Sizes: S-M-L-XL-XXL. $25.50 **68.** Cardinal polo-style with gold stripe on collar and sleeve. SOUTHERN CAL embroidered in gold. 50% cotton, 50% polyester. By RC Sportswear. Sizes: S-M-L-XL-XXL. $25.50 **69.** Long sleeve cardinal rugby with white collar and gold stripes on the sleeves. White placket collar with USC TROJANS embroidered in gold. 50% cotton, 50% polyester. By RC Sportswear. Sizes: S-M-L-XL-XXL $32.75.

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Applicant's
Ex. No. 400, Pg. No. 14

OPP 00174

70. 100% acrylic sweater with Trojan head design. By Go Team Sportswear. Sizes: S-M-L-XL. $40.00 **71.** Cardinal V-Neck sweater with USC in gold. 100% lambswool. By Julian Imports. Sizes: S-M-L-XL. $50.00

72. Cardinal cardigan with left chest seal 100% Orlon. By La Mode Du Golf. Also available in white. (See inset.) Sizes: S-M-L-XL. $33.75

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Applicant's
Ex. No. 400 Pg. No. 15
OPP 00175

73. White USC Snoopy T-shirt with football design. 50% cotton, 50% polyester. By Artex. Sizes: S-M-L. $7.50 **74.** Cardinal football jersey with white striped sleeves. SOUTHERN CAL TROJANS design. 50% cotton, 50% polyester. By Champion. Sizes S-M-L. $8.75 **75.** White USC Snoopy Joe Cool T-shirt. 50% cotton, 50% polyester. By Artex. Sizes: S-M-L. $7.50 **76.** Gold T-shirt with rocking horse design and USC TROJANS imprint. 50% cotton, 50% polyester. By Champion. Sizes: S-M-L. $5.50 **77.** Cardinal crewneck sweatshirt with banner and seal design. 50% cotton, 50% polyester. By Collegiate Pacific. Also available in white grey, or gold. Sizes: S-M-L. $12.50 **78.** White three-quarter length sleeve baseball shirt with cardinal sleeves. USC TROJANS design. 50% cotton, 50% polyester. By Champion. Sizes S-M-L. $9.75 **79.** Gold crewneck sweatshirt with school seal and name. 50% cotton, 50% polyester. By Collegiate Pacific. Also available in white, grey or maroon. Sizes: S-M-L. $12.50

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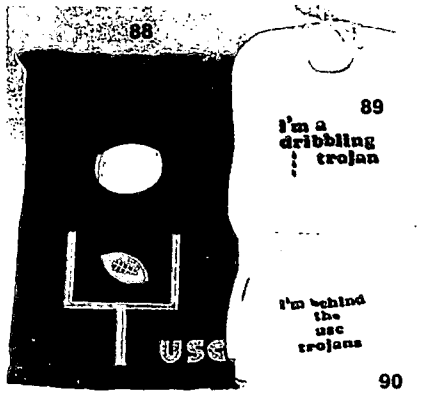
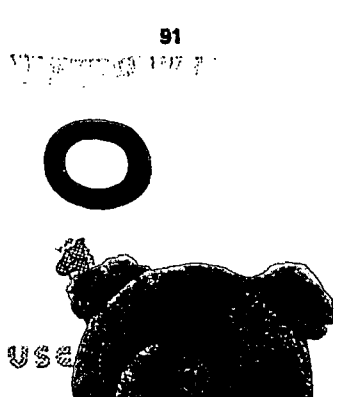
Applicant's
Ex. No. 400 Pg. No. 11

OPP 00176





80. Toddler's two piece fleece USC football uniform with cardinal/gold USC design. 50% cotton, 50% polyester. By Doreen Boyd. Sizes: 2T, 3T, 4T. $21.50 **81.** Toddler's two piece fleece USC cheerleader uniform with cardinal/gold megaphone design. 50% cotton, 50% polyester. By Doreen Boyd. Sizes: 2T, 3T, 4T. $21.50 **82.** Two piece sweat outfit. Sweatshirt has gold chest and armband with USC and Trojan head. 50% cotton, 50% acrylic. By Nutmeg Mills. Sizes: 2T, 3T, 4T. $16.50 **83.** Crewneck white T-shirt with block letter USC and TROJANS imprint. 50% cotton, 50% polyester. By Quadro. Sizes: 12m, 18m, 2T, 4T. $6.00

84. Matching white shorts with Cardinal stripes and USC block letter imprint on lower left leg. 50% cotton, 50% polyester. By Quadro. Sizes: 12m, 18m, 2T, 4T. $6.00 **85.** White baby booties with SC design, cardinal/gold trim. 100 % acrylic. By Marlomar. One size only. $6.75 **86.** Infant's white hooded sweater with full back zipper, felt USC design and cardinal/gold trim. 100% acrylic. By Marlomar. Sizes: 6 -12 -18 months. $14.50 **87.** Baby 100% acrylic crawler with "SOMEONE FROM USC LOVES ME" By Cutler's. Sizes: 6-12-18 months. $8.50 **88.** Red terry bib with ribbed collar and USC football design. By Hanes. $6.75.

89. "I'M A DRIBBLING TROJAN" bib. By Adin. Available in yellow or white. $4.00 **90.** "I'M BEHIND THE TROJANS" panties. By Adin. Available in yellow or white. $3.00 **91.** White terry bib with ribbed collar and USC horse design. By Hamco. $6.75. **92.** This soft football doll has a washable surface. By Kamar. $16.50. **93.** Lil' Traveler with a music box that plays "Fight On". Washable surface with a cardinal saddle on which a gold USC is embroidered. By R. Dakin. $15.95 **94.** 10" plush teddy bear with USC knit T-shirt. By R. Dakin. $11.50

Applicant's
Ex. No. 400, Pg. No. 17
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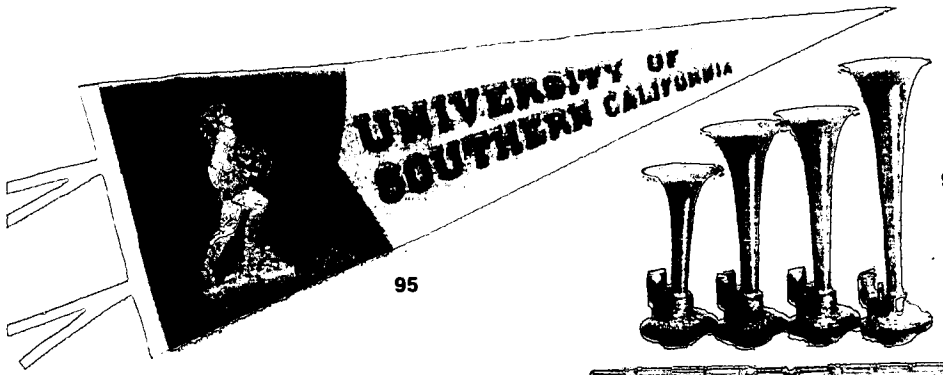
OPP 00177

Spirit of Troy

122. *The Spirit of Troy* is an heroic bronze sculpture combining powerful realism and lyrical grace, pulsating with movement and light. The style and elegance are uniquely that of J. Michael Wilson, the young, multi-talented California horseman and sculptor, whose commissions include the life-size equestrian bronze *Victory's Gate* for the 1984 Olympics. Collectors include H.R.H. Prince Philip. *Spirit of Troy* is limited to an edition of 100, individually cast in the lost wax method, mounted on a base of polished, black Belgian marble, finished numbered and signed by the artist. This magnificent work offers a splendid opportunity for the collector and investor. In your home or board room *Spirit of Troy* will attest to discerning taste. *Spirit of Troy* 22" H x 17" W x 8" D, 50 lbs. Allow 4-6 weeks delivery. $2,500.



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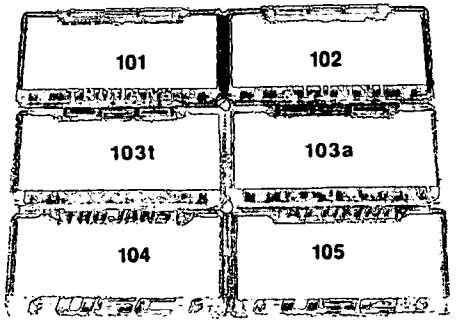

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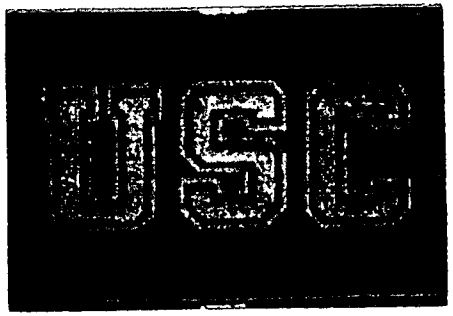

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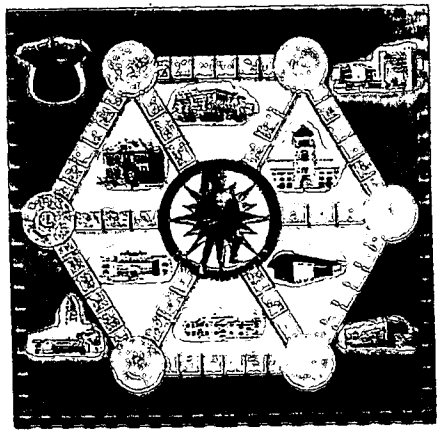

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95. Cardinal and gold Tommy Trojan pennant measuring 12" x 30". By Collegiate Pacific. $4.25 **96.** Famous "Fight On" air horns comes with four horns and all the necessary equipment and instructions for installation included. By Flight Line. $109.00 **97.** 100% virgin wool blanket by Pendleton®, 52" x 70" with gold felt Tommy Trojan head design and 5" self fringe. Case and cushion included. $50.00 **98.** Nylon backpack with additional top handles. Zippered pouch opens to reveal individual compartments. USC logo on lower right corner. By Luggage America. $20.50. **99.** Cardinal backpack features gold zipper and USC satin sewn-on letters. Big pouch pocket offers extra room. By Outdoor Products. $27.00 **100.** 24" x 35" cardinal mat with USC design. 100% nylon pile on washable rubber backing. By Performance. $28.75 **101.** Metal maroon/gold USC TROJANS license plate frames. $6.50 per pair. **102.** Metal maroon/gold USC ALUMNI license plate frames. $6.50 per pair. **103.** Gold plated USC TROJANS license plate frames. $32.50 per pair. **104.** Large metal USC TROJANS license plate frames. $6.50 per pair. **105.** Large metal USC ALUMNI license plate frames. $6.50 per pair. **106.** The game we've all been waiting for; TROJAN TRIVIA! It is a game that tests your knowledge of the University that means so much to you. TROJAN TRIVIA offers six different categories to test your knowledge: USC football, academics, sports, social (all events and Greek activities) General History I (1880-1930), General History II (1931-1985). $28.00

OPP 00178

Applicant's
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Opposition No. 91125615
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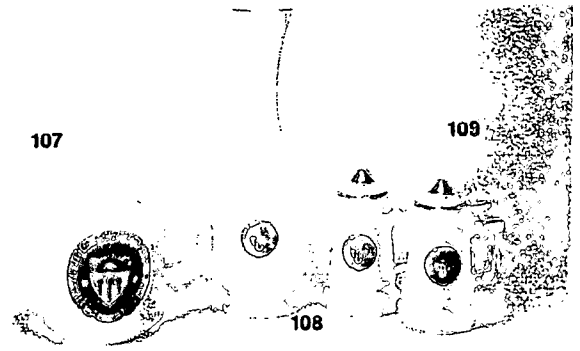
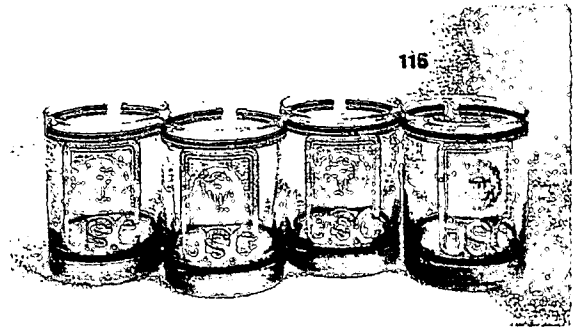
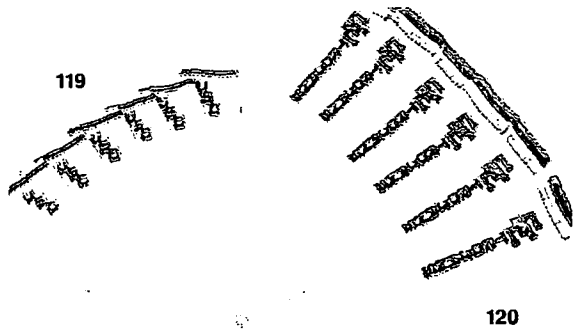
Univ. South Carolina
Applicant's
Ex. No. 102, Pg. No. 19
OPP 00179



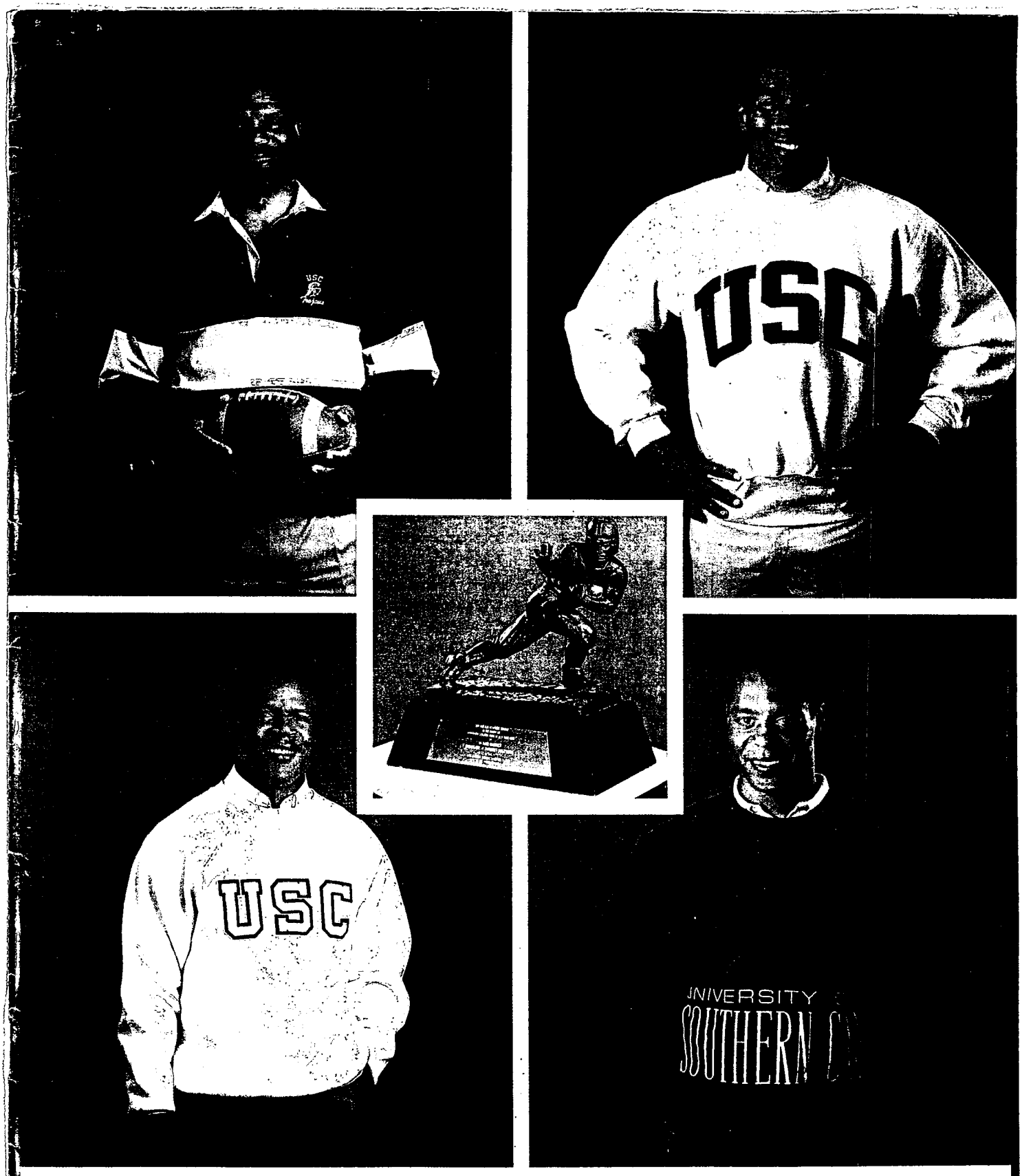




121. Terry beach towel with Trojan Head design. $15.25

107. Ceramic mug with cardinal/gold USC seal design. By Bunting. $5.25 **108.** Ceramic vase with cardinal/gold USC seal. By Bunting. $8.25 **109.** Ceramic salt and pepper shakers with cardinal/gold USC seal. By Bunting. $11.50 **110.** Tulip wine glass with USC seal design. By US Americans. $4.50 **111.** Highball glass with USC seal logo. By US Americans. $3.50 **112.** Cardinal tie with repeat USC ALUMNI design. Polyester/silk. By Castle Neckwear. $9.00 **113.** Cardinal tie with repeat Trojan heads. Polyester/silk. By Castle Neckwear. $9.00 **114.** Cardinal tie with repeat USC design. Polyester/silk. By Castle Neckwear. $9.00 **115.** Old fashioned glass with gold USC seal logo. Set of four. By US Americans. $14.00 **116.** White mesh beach chair with USC TROJANS design, adjustable back. By Kleen-Tex. $42.50 **117.** Red USC lightweight sport chair folds up for easy carrying. Mesh seat and backing. By Kleen-Tex. $16.95 **118.** USC stadium seat has folding portable seat with USC imprinted on back. Chrome plated frame base with clamp to hold seat in place. 12" x 12" x 12" padded seat - 6" x 12" x ½" padded back. By K.R. Industries. $15.75 **119.** Ladies sport socks with cardinal stripes. 75% orlon, 20% nylon 5% spandex. One size $3.75 **120.** White USC tube socks, 75% orlon, 20% nylon, 5% spandex. By Top Sox. One size, $5.00

USC
USC
USC



UNIVERSITY OF SOUTHERN CALIFORNIA

THE 1988-89 TROJAN GIFT COLLECTION

CELEBRATING 100 YEARS OF ATHLETIC EXCELLENCE

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 401, Pg. No. 1

OPP 00181

On The Cover:

1. Mike Garrett: Cardinal Rugby shirt with gold and white stripes, with white collar. Left chest embroidery with USC Trojans and Trojan head. By R. C. Sportswear.
S-M-L-XL-XXL **$41.00**

2. O.J. Simpson: Grey reverse weave heavyweight sweatshirt with cardinal USC. 89% Cotton, 8% Acrylic, 3% Rayon.
By Champion.
S-M-L-XL-XXL **$37.25**

3. Charlie White: Cardinal and gold letters spell out USC on a 50% Cotton, 50% Polyester sweatshirt. Also available in cardinal, gold, and grey. By Desert Sportswear.
S-M-L-XL **$23.75**

4. Marcus Allen: Cardinal sweatshirt with UNIVERSITY OF SOUTHERN CAL in gold at lower third of garment. 50% Cotton, 50% Polyester. By Russell Athletics.
S-M-L-XL **$19.50**

5. Cardinal heavyweight pro-weave crewneck sweatshirt of 90% Cotton, 10% Acrylic. By MVP. Also available in white.
S-M-L-XL-XXL **$35.75**

6. White gym shorts with USC TOJANS on lower left leg. 50% Cotton, 50% polyester. By J.J. MacIntyre. Also available in cardinal.
S-M-L-XL **$8.25**

7. White heavyweight T-shirt in 100% Cotton. By Desert Sportswear. UNIVERSITY OF SOUTHERN CALIFORNIA and Trojan head design.
S-M-L-XL **$10.50**

8. White heavyweight tank in 100% Cotton. USC TROJANS and palm tree embroidery. By Desert Sportswear.
S-M-L-XL **$16.50**

9. 100% nylon knicker length biking shorts. By B.J. Designs.
S-M-L **$24.50**

10. "Inside-out" fleece sweatshirt with cardinal and grey band around sleeves, and cardinal trim around neck and waistband. 65% Polyester, 35% Cotton.
By Gear for Sports.
S-M-L-XL **$32.00**

11. White fleece sweatshirt with ottoman yoke, sheeting collar, 4-button placket, and ribbed cuffs and waistband. 50% Cotton, 50% Polyester. By University Place.
S-M-L-XL **$39.00**

12. Pro-weave sweatshirt with reverse fleece yoke, 3-button placket, and henley collar. USC TROJANS and palm tree embroidery. 90% Cotton, 10% Rayon.
By Desert Sportswear.
S-M-L-XL **$36.50**

13. Athletic grey heavyweight T-shirt with UNIVERSITY OF SOUTHERN CALIFORNIA. 45%Cotton, 45% Polyester, 10% Rayon. By Velva Sheen.
S-M-L-XL $9.50

14. Gold 50% Cotton, 50% Polyester T-shirt with USC and TROJANS in script. By Collegiate Pacific.
S-M-L-XL $9.50

15. Cardinal T-shirt in 50% Cotton, 50% Polyester, with USC TROJANS and school seal. By Collegiate Pacific. Also available in white.
S-M-L-XL $9.50

16. White 100% Cotton T-shirt with cardinal and gold athletic stripe and USC TROJANS. By Wideworld Sportswear.
S-M-L-XL $9.50

14.

24.

17. White crewneck sweatshirt with USC UNIVERSITY OF SOUTHERN CALIFORNIA crest design. 50% Cotton, 50% Polyester. By Collegiate Pacific.
S-M-L-XL $22.75

18. Red crop-top sweatshirt with 3/4 length sleeves and USC patch applique on left corner of sleeve. 50% Cotton, 50% Polyester. By Interaction.
S-M-L $25.50

19. Matching red sweatpants with elastic waist and banded bottom. USC patch on red and white gathered waistband. 50% Cotton, 50% Polyester. By Interaction.
S-M-L $26.00

20. White crewneck sweatshirt with two color large seal design. 50% Cotton, 50% Polyester. Also available in grey and cardinal. By Collegiate Pacific.
S-M-L-XL $22.75

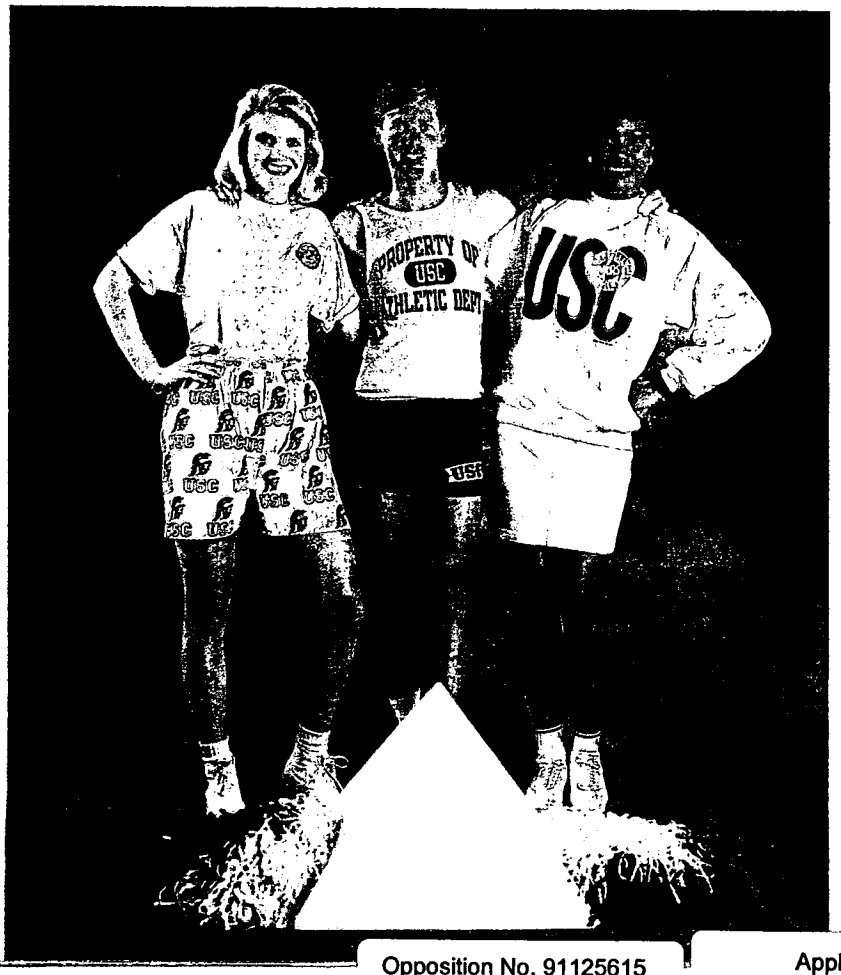
21. White crewneck sweatshirt with USC TROJANS in cardinal and gold. 50% Cotton, 50% Polyester. By Russell Athletics.
S-M-L-XL $19.50

22. Cardinal sweatpants with USC on left leg. Elastic waist and banded bottoms. Also available in white, graphite, and grey. 50% Cotton, 50% Polyester. By Russell Athletics.
S-M-L-XL $18.75

23. Cardinal sweatshirt with USC TROJANS in puffed ink. 50% Cotton, 50% Polyester. By Russell Athletics.
S-M-L-XL $19.50

24. White shorts with cardinal and gold USC logo. Drawstring waist and pockets. 50% Cotton, 50% Polyester. By Champion.
S-M-L-XL $15.50

25. Heavyweight grey sweatshirt with "USC FOOTBALL FAN" design in cardinal and gold. 50% Cotton, 50% Polyester. By Wideworld Sportswear.
S-M-L-XL $23.25



26. Cardinal hooded sweatshirt with front pouch pocket and two color applique. 50% Cotton, 50% Polyester. Also available in white and grey. By Desert Sportswear.
S-M-L-XL **$27.50**

27. Cardinal sweatpants with drawstring waist and banded bottom. Two color applique down left leg. 50% Cotton, 50% Polyester. Also available in white and grey. By Desert Sportswear.
S-M-L-XL **$23.75**

28. White tri-blend jacket with front snaps and henley collar. UNIVERSITY OF SOUTHERN CALIFORNIA on left chest. Poyester/Nylon/Cotton. By J.J. MacIntyre.
S-M-L-XL **$33.00**

29. Matching tri-blend pants with cardinal stripes down the legs. Elastic waistband and pockets. Polyester/Nylon/Cotton. By J.J. MacIntyre.
S-M-L-XL **$27.00**

30. Grey pro-weave sweatshirt with USC ATHLETICS. Heavy-weight fleece in 90% Cotton, 10% Polyester. By MVP.
S-M-L-XL-XXL **$21.50**

31. Grey pro-weave sweatpants with USC ATHLETICS. Draw-string waist and banded bottoms. Heavyweight fleece in 90% Cotton, 10% Polyester. By MVP.
S-M-L-XL **$23.25**

32. White 100% Cotton T-shirt with school seal and USC on the left chest. By Collegiate Pacific.
S-M-L-XL **$9.50**

33. Comfortable 100% Cotton boxer shorts with USC and Tommy Trojan repeat design. By College Concepts.
XS-S-M-L-XL **$7.50**

34. Athletic grey 88% Cotton, 12% Acrylic tank top with PROPERTY OF USC ATHLETIC DEPT. imprint. By Champion.
S-M-L-XL **$9.00**

35. Cardinal gym shorts with USC in 50% Cotton, 50% Rayon. By Champion.
S-M-L-XL **$10.25**

36. White sweatshirt with USC and OFFICIAL UNIVERSITY APPAREL stamp design. 50% Cotton, 50% Polyester. By Wideworld Sportswear.
S-M-L-XL **$22.75**

37. Oversized T-shirt with USC TROJANS. Perfect as a cover-up or night shirt. 50% Cotton, 50% Polyester. One size fits all. By Artex. **$14.75**

38. Cardinal shorts with gold and white appliqued USC on the back. 50% Cotton, 50% Polyester. By Desert Sportswear. Also available in white. S-M-L-XL **$14.00**

39. White tank top with cardinal and gold appliqued USC. 100% Cotton. Also available with pink and powder blue letters. By Desert Sportswear. S-M-L-XL **$15.75**

40. Grey practice shorts with USC TROJANS on the lower left leg. 88% Cotton, 12% Polyester. By Champion. S-M-L-XL **$9.25**

41. Canvas tote bag with repeat USC design. By Wheeler. **$15.50**

42. This oversized 100% Cotton T-shirt is perfect as a cover-up or night shirt. USC applique letters in pastel floral print. By Desert Sportswear. One size fits all. **$21.00**

43. Pink canton-fleece shirt with collar and mid-length sleeves. USC TROJANS and school seal in pastel colors. Also available in white, mint, and mango. 100% Cotton. By Wideworld Sportswear. S-L **$35.50**

44. Matching canton-fleece shorts with school seal on lower left leg. Also available in white, mint, and mango. 100% Cotton. By Wideworld Sportswear. S-M-L **$25.00**

45. Mint and white striped short sleeve shirt with USC patch-pocket. 100% Cotton. Also available in pink. By Interaction. S-L **$16.75**

46. Matching white skirt with elastic waistband and USC patch. 100% Cotton. Also available in pink. By Interaction. S-M-L **$15.00**

47. Pink tank top with appliqued USC letters in floral print. 50% Cotton, 50% Polyester. Also available in white and marine. By Desert Sportswear. S-M-L-XL **$14.00**

48. White shorts with appliqued USC letters in floral print. Elastic waist and split sides. 50% Cotton, 50% Polyester. By Desert Sportswear. S-M-L-XL **$11.25**

USC

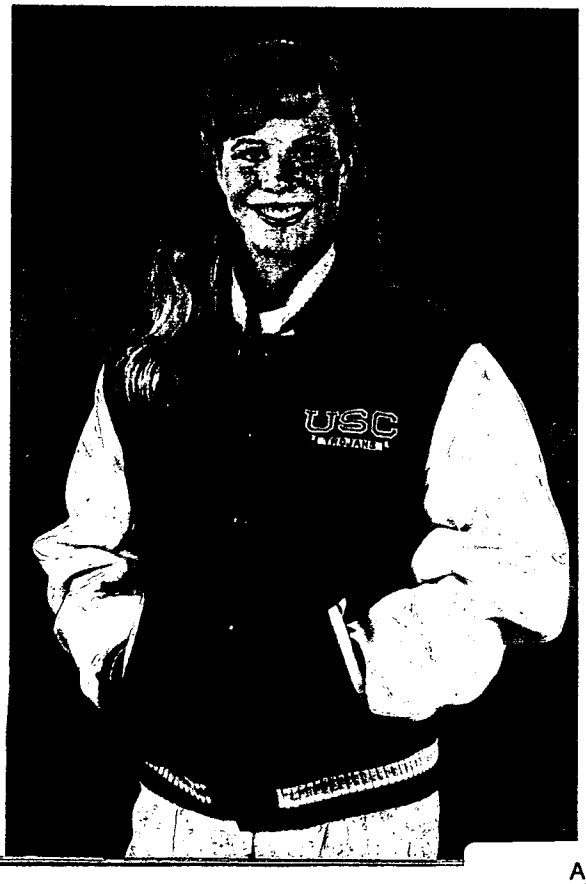
49. Heavy quilted sweatshirt with drawstring neck and pouch pockets. 50% Cotton, 50% polyester.
By Interaction.
S-M-L-XL **$48.25**

50. Heavyweight athletic grey fleece sweatshirt with SOUTHERN CAL design.
95% Cotton, 5% acrylic.
By Adin.
S-M-L-XL **$34.50**

51. White 100% Cotton turtleneck with USC embroidery.
By R.C. Sportswear.
S-M-L-XL **$23.25**

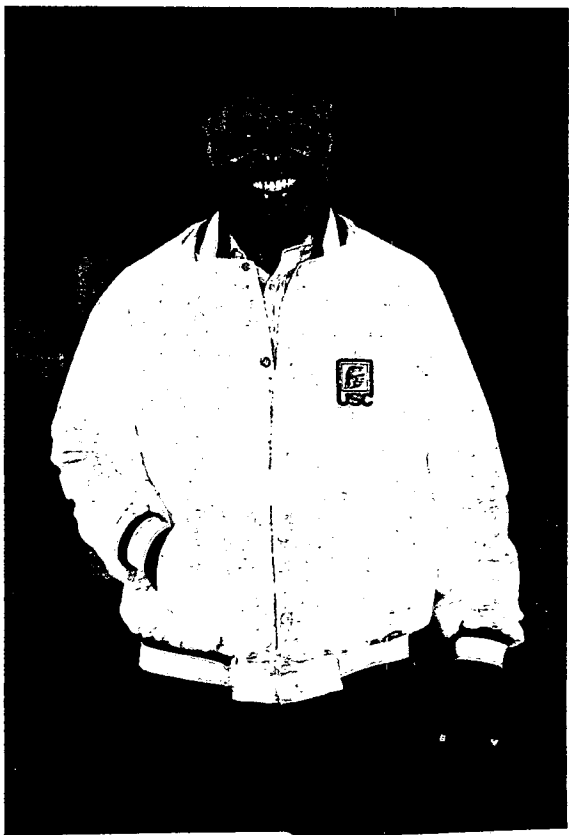
52. Cardinal and gold mittens of 100% Acrylic.
One size fits all. **$4.50**

53. Cardinal polar fleece jacket with gold embroidery and collar. Quarter zipper and side pockets.
100% Polyester.
By R.C. Sportswear.
S-M-L-XL **$40.00**



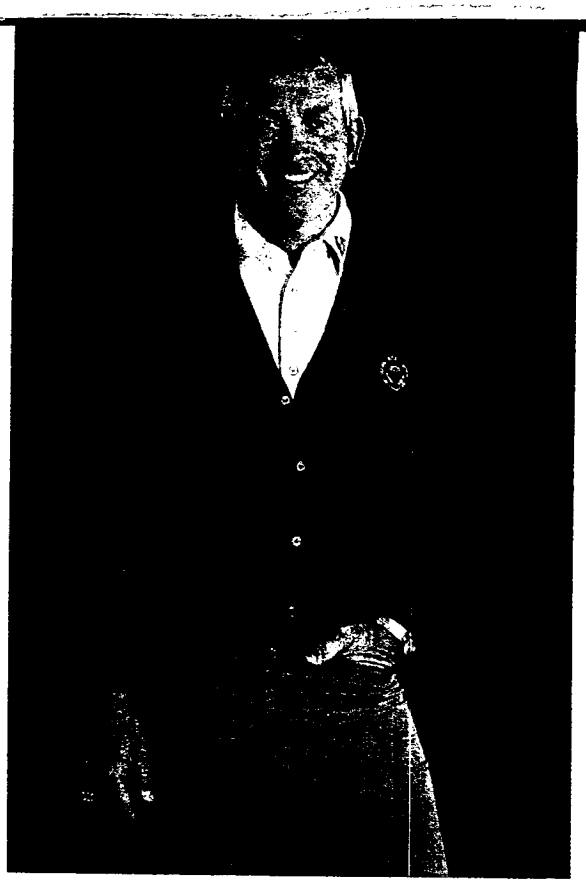
54. Cardinal letterman's jacket in pure virgin wool with bone leather sleeves and USC TROJANS embroidery. Full front snaps and pockets. By Albion Knitting Mills.
Sizes: 36-48 **$140.00**
Sizes: 50 &52 **$155.00**

55. White baseball jacket with cardinal and gold trim. 100% Nylon shell, with full lining. USC logo embroidered.
By Champion.
S-M-L-XL-XXL **$47.00**



56. Cardinal and gold striped rugby shirt with white collar. USC and shield embroidery. 100% Cotton. By Dehen.
S-M-L-XL **$42.00**

57. Cardinal cardigan in 100% Orlon. Left chest embroidered with school seal. Also available in white. By La Mode Du Golf.
S-M-L-XL **$34.50**



58. White long sleeve shirt with 3-button placket and henley collar. Multi-stripes in cardinal and gold with SOUTHERN CAL embroidery. 100% Cotton.
By R.C. Sportswear.
S-M-L-XL-XXL **$35.00**

59. Cardinal, gold, and white short sleeve rugby shirt. USC and Trojan head embroidery.
100% Cotton. By Dehen.
S-M-L-XL **$36.50**

60. White long sleeve rugby shirt with cardinal and gold stripes and USC embroidery.
100% Cotton. By R.C. Sportswear.
S-M-L-XL **$41.00**

61. For the BIG man. This grey sweatshirt has the school seal and USC TROJANS. Also available in white. 45%Acrylic, 35% Polyester, 20% Cotton. By Artex.
XL-2XL-3XL-4XL $18.50

62. Cardinal football jersey in 100% Nylon mesh with full athletic cut. Mid-length sleeves with gold and white stripes. Great for men and women! By Champion.
S-M-L-XL $27.75

63. Athletic grey "Property of" heavyweight T-shirt. 88% Cotton, 12% Polyester. By Champion.
S-M-L-XL-XXL $10.50

64. Cardinal 100% Nylon wind-rider jacket from Champion. Quarter zip with baseball collar and USC TROJANS on left chest.
S-M-L-XL $38.50

65. White deck jacket by MVP. Nylon-Tactel with double entry pockets and full zipper. USC and Trojan head embroidery.
S-M-L-XL $61.00

66. Cardinal coaches jacket with lining, snaps, and drawstring waist. UNIVERSITY OF SOUTHERN CALIFORNIA TROJANS embroidered on 100% Nylon. By Chalkline.
S-M-L-XL $28.25

67. Bone corduroy baseball cap with USC TROJANS embroidered. By La Mode Du Golf. Also available in cardinal. $10.00

68. 18" cardinal travel bag with shoulder strap and USC TROJANS embroidered in gold. By Belding Sports. $127.25

WATCH US GROW!

The excitement continues as a new bookstore facility is built! In order to better serve you we will be moving to a larger facility in June of 1989.

The new bookstore will be located on the University Park Campus, adjacent to the P.E. Building and the Student Union.

The new bookstore will have approximately 34,000 square feet of retail space compared to our current store which has 8,300 square feet. There will be over 6,000 square feet of USC gifts, a convenience store, 11,000 square feet of general reading and reference books, 8,000 square feet of text books, 2,700 sqare feet of school and office supplies, as well as a 1,200 sqare foot personal computer store.

We look forward to seeing you at our Grand Opening in the fall of 1989.

1988 USC FOOTBALL SCHEDULE

SEPT. 1 @	BOSTON COLLEGE	
SEPT. 10 @	STANFORD	
SEPT. 24	OKLAHOMA	HERE 12:30
OCT. 1 @	ARIZONA	
OCT. 8	OREGON HOMECOMING	
OCT. 15	WASHINGTON	HERE 1:30
OCT. 29 @	ARIZONA STATE	
NOV. 5	CALIFORNIA	HERE 1:30
NOV. 12@	UCLA	
NOV. 26@	NORTE DAME	HERE 12:30

FOR MORE INFORMATION CALL
(213) 743-GO-SC

REGULAR STORE HOURS:

Monday - Thursday 7:45 am to 7:00 pm
Friday 7:45 am to 5:00 pm
Saturday 9:30 am to 5:00 pm
Sunday 12 noon to 4:00 pm

It's never too late to order your class ring. For details, prices, and order procedures, write to:

USC Trojan Gift Catalog
P.O. Box 77538
Los Angeles, CA 90007

If you have questions please call (213) 743-6369

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If you have questions please call (213) 743-6369

ORDER FORM

ITEM #	DESCRIPTION	COLOR	QTY	SIZE	UNIT PRICE	TOTAL PRICE

Name:
Address:
City, State Zip:
Telephone:
Signature:

TROJAN GIFT COLLECTION PHONE:
(213) 743-7181

ALL ORDERS RECEIVED BEFORE DEC. 12 WILL BE DELIVERED BEFORE CHRISTMAS

Shipping & Handling	
Purchase	Add
$9.99 or less	$2.75
$10 - 19.99	$3.50
$20 - 49.99	$4.00
$50+	$5.00

MERCHANDISE TOTAL _____
ADD 6% SALES TAX (6.5% IN L.A. COUNTY) FOR CALIFORNIA SHIPMENT _____
ADD SHIPPING AND HADLING CHARGES ON MERCHANDISE TOTAL ONY _____
ADD $1.00 SHP-HDLG CHARGE FOR PARCEL POST OR P.O. BOX _____
TOTAL AMOUNT _____

☐ Check if you do not want out of stock merchandise.
☐ Check here for special shipping instructions. Please enclose separate sheet with shipping name and address if different from above.
☐ Check enclosed payable to USC TROJAN STORES. DO NOT send cash.
☐ Visa ☐ Mastercard Exp. Date _____
Card # _____

ORDER FORM

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TOTAL AMOUNT _____

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☐ Check enclosed payable to USC TROJAN STORES. DO NOT send cash
☐ Visa ☐ Mastercard Exp. Date _____
Card # _____

SHRINKAGE

Garments made of 100% cotton will shrink about 2%, we recommend ordering the next size larger. Cotton blended with synthetic fibers (acrylic, polyester, etc.) will shrink less than 100% cotton. Garments maked from 100% synthetic fibers will not shrink.

SIZING CHART

CHILDREN'S		ADULT TOPS		ADULT BOTTOMS	
XS	(2-4)	S	(34-36)	S	(28-30)
S	(6-8)	M	(38-40)	M	(32-34)
M	(10-12)	L	(42-44)	L	(36-38
L	(14-16)	XL	(46-48)	XL	(40-42)

OUR GUARANTEE: If you are not completely satisfied, please return the merchandise. We will gladly replace the item, or if you prefer, issue a refund.

Prices, items and/ or specifications subject to change without notice.

If you would like a catalog mailed to a friend please fill in their name and address here:

Name: _____

Address: _____

City, State Zip: _____

69. Cardinal polo shirt with double gold pin stripes and USC Trojan head embroidery. 50% cotton, 50% Polyester. By R.C. Sportswear. S-M-L-XL-XXL $ 26.00

70. White polo shirt with cardinal and gold pin stripes and USC embroidered on left chest. 50% Cotton, 50% Polyester. By R.C. Sportswear. S-M-L-XL-XXL $ 26.00

71. Bone shaker knit sweater with USC embroidered on left chest. 100% Cotton. By Velva Sheen. S-M-L-XL $ 37.50

72. 100% Cotton cardinal shaker knit sweater with USC embroidery. By Deben. S-M-L-XL $ 39.00

73. White golf shirt with cardinal stripes and school seal embroidered on left chest. 60% Cotton, 40% Polyester. By La Mode Du Golf. S-M-L-XL $ 28.75

74. Cardinal golf shirt with school seal embroidred on left chest. 60% Cotton, 40% Polyester. Also available in white. By La Mode Du Golf. S-M-L-XL $ 28.00

75. White V-neck sweater with embroidered USC logo. 100% Orlon. By Champion. S-M-L-XL $ 31.75

76. White poplin baseball cap with embroidered cardinal and gold seal. By La Mode Du Golf. $ 9.25

77. Set of four golf club covers with USC TROJANS embroidery. Numbers one, three, five, and X on tops. By Belding Sports. $ 44.50

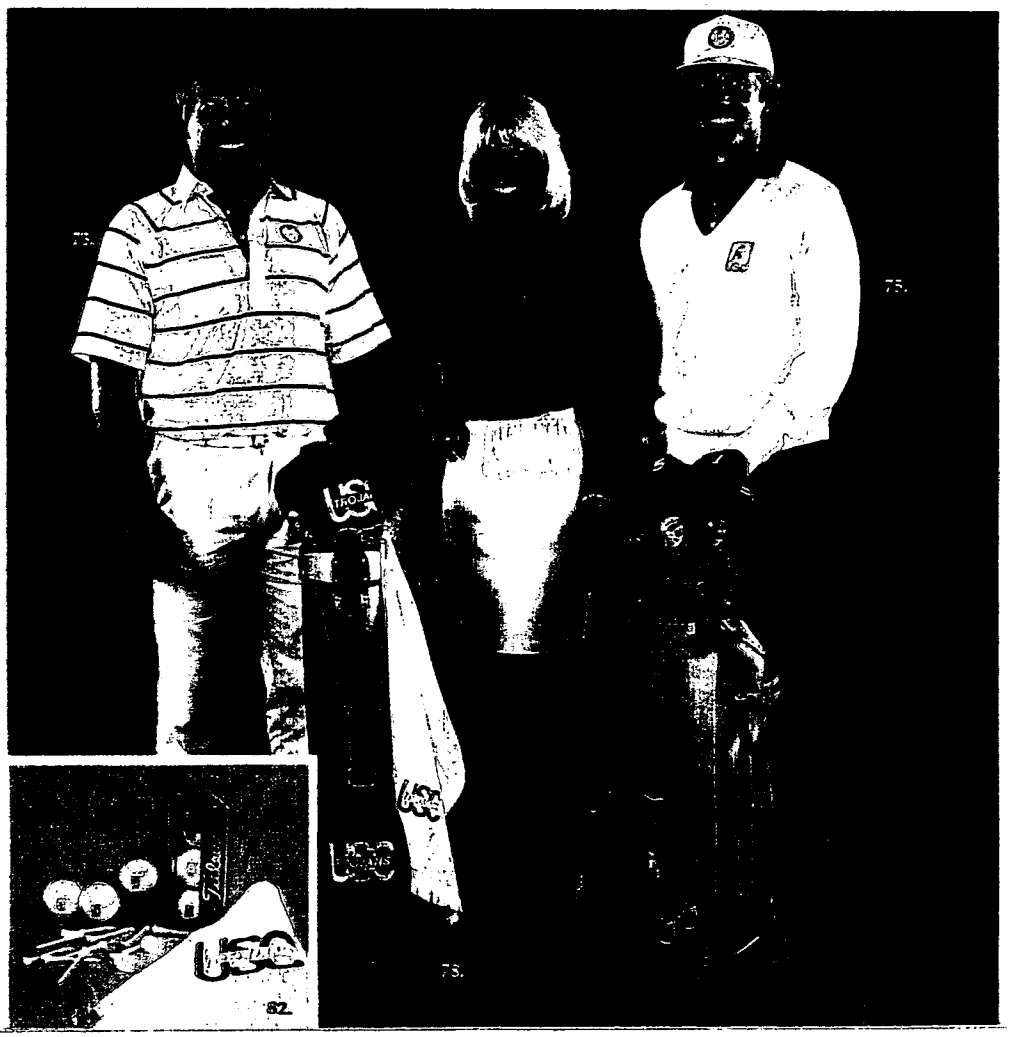
78. Nylon golf bag with three-way divider and USC TROJANS embroidery. By Belding Sports. $ 98.50

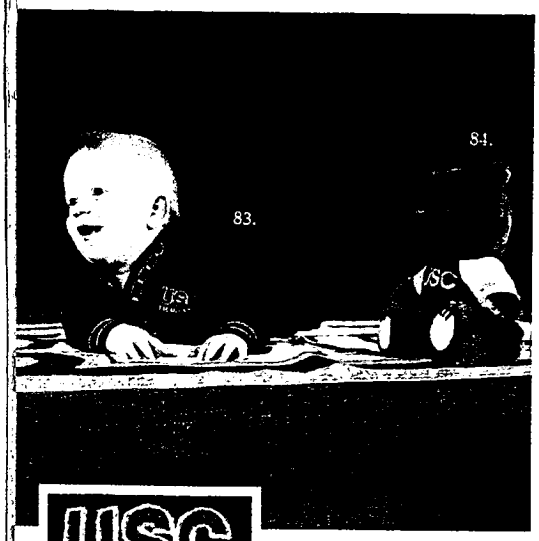
79. Heavy vinyl golf bag with six-way divider and USC TROJANS embroidery. By Belding Sports. $175.50

80. Package of three Titalist golf balls with USC logo. $ 6.75

81. Golf packet includes ten tees and one marker. $ 2.25

82. White golf towel with USC TROJANS. $ 6.75





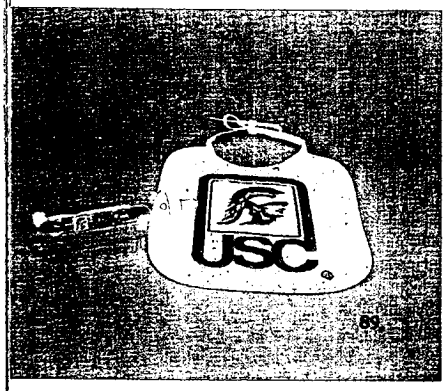
83. Baby sleeper in cardinal with gold trim. USC TROJANS embroidered on 100% Tetron Acrylic. By Brandon.
6M comes with hat and feet.
12M-18M **$12.25**

84. 10" cuddly plush USC bear with knit T-shirt. **$14.75**

85. Darling plush cheerleader bear will please any child. **$ 9.75**

86. White hooded baby sweater in 100% soft Acrylic. Full zipper in back and cardninal and gold appliqued letters. By Marlomar. One size. Approx. 18M **$13.75**

87. White baby booties in 100% Acrlyic. Gold appliqued letters. By Marlomar. One size fits all. **$6.75**



88. Plastic Evenflow bottle with USC and Trojan head design. By Corporate Identity. **$4.25**

89. White terry cloth bib with plastic lining and USC logo. By Corporate Identity. **$3.50**

90. Cardinal and white baby crawler with TROJANS in building blocks. Front snaps. 100% Polyester. By Cutler's.
6M-12M-18M **$9.25**

91. White baby crawler with USC embroidery. Buttons up the front and rear panel for comfort. 50% Cotton, 50% Polyester. By Red Flannel.
6-9M, 1 year **$21.00**
2T-3T-4T **$24.50**

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Ex. No. 401, Pg. No. 13

92. White short sleeve T-shirt with Snoopy and Woodstock Trojan fans. 50% Cotton, 50% Polyester. By Artex.
4,5-6,7; S-M-L $7.50

93. Cardinal T-shirt with "Love Them Trojans" Snoopy and Traveler design. 50% Cotton, 50% Polyester. By Artex.
4,5-6,7; S-M-L $7.50

94. Two piece set with cardinal shorts and sleeveless shirt. USC and Trojan head design. 50% Cotton, 50%Polyester. By Cutler's.
12M-18M $ 9.25
Toddlers 2T-3T-4T $10.25
Youth S-M-L $11.00

95. White mesh football jersey in 50% Cotton, 50% Polyester. USC in cardinal and gold. By Third Street.
2T-3T-4T $8.00
S-M-L $9.75

96. Two piece short set with USC TROJANS and school seal. 50% Cotton, 50% Polyester. By Third Street.
12M-18M-2T-3T-4T $15.25

97. White crewneck sweatshirt with cardinal and gold stripes on sleeves and USC TROJANS. 50% Cotton, 50% Polyester. By Third Street.
12M-18M-2T-3T-4T $ 9.00
Youth S-M-L $11.50

98. White sweatpants with elastic waist and cardinal and gold stripes down both legs. USC on upper left leg. 50% Cotton, 50% Polyester. By Third Street.
12M-18M-2T-3T-4T $ 8.75
Youth S-M-L $11.50

99. White sweatshirt with full front zipper. Cardinal hood with drawstring and two color striping on the sleeves. USC TROJANS on left chest. 50% Cotton, 50% Polyester. By Third Street.
12M-18M-2T-3T-4T $14.50
Youth S-M-L $17.75

100. White shorts with elastic waist and cardinal and gold stripes on leg. USC on left leg. 50% Cotton, 50% Polyester. By Third Street.
12M-18M-2T-3T-4T $7.00
Youth S-M-L $9.00

101. Mini official basketball with USC logo. By Baden. $7.50

102. White sweatshirt with long sleeves and USC TROJANS Snoopy design. 50% Cotton, 50% Polyester. By Artex.
4, 5-6, 7 $10.25
Youth S-M-L $14.25

103. "Little Cheerleader" two piece outfit. 50% Cotton, 50% Polyester. By Doreen Boyd.
2T-3T-4T **$25.00**

104. "Little Football" uniform two piece outfit. 50% Cotton, 50% Polyester. By Doreen Boyd.
2T-3T-4T **$25.00**

105. Mini official football with USC logo. By Baden. **$ 9.25**

106. Cardinal crewneck sweater with USC TROJANS embroidery. 100% soft Acrylic in shaker knit stitch. By Brandon.
2T-3T-4T-5-6X **$15.25**

107. Cardinal jacket with baseball collar, full front snaps, and banded waist. USC logo on left chest. Shell 100% Nylon; lining is 85% Acrylic, 15% Polyester. By Chalkline.
12M-18M-2T-3T-4T **$17.25**
5 & 6 **$22.00**

108. White rugby style sweatshirt with 3-button placket, cardinal collar, and USC TROJANS. 50% Cotton, 50% Polyester. By Third Street.
12M-18M-2T-3T-4T **$12.25**
Youth S-M-L **$16.00**

109. White T-shirt with front and back graphics of Tommy Trojan. 50% Cotton, 50% Polyester. By Adin.
XS-S-M-L **$9.00**

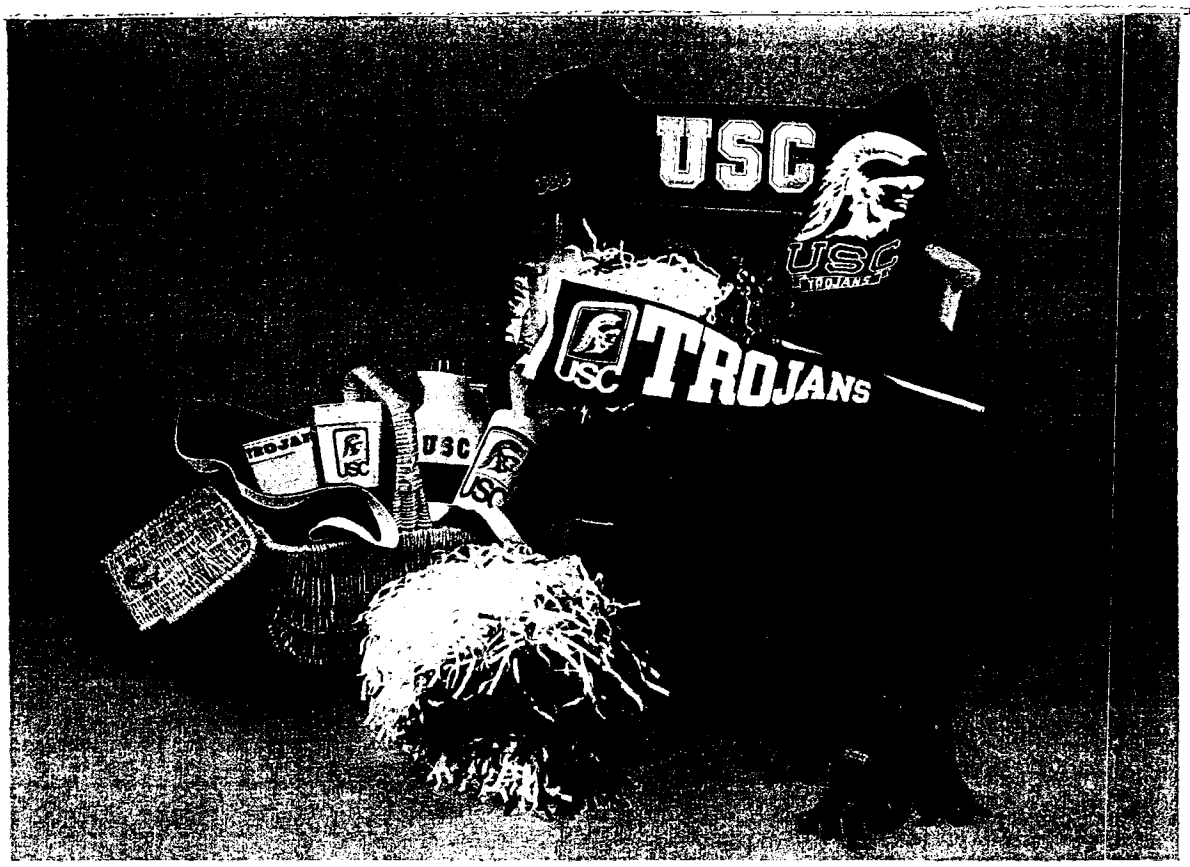
110. White T-shirt with front and back graphics of cheerleader. 50% Cotton, 50% Polyester. By Adin.
XS-S-M-L **$9.00**

111. Megaphone with USC logo. By Corporate Identity. **$2.00**

112. Pink crewneck sweatshirt with UNIVERSITY OF SOUTHERN CALIFORNIA and Tommy Trojan. 50% Cotton, 50% Polyester. By Collegiate Pacific.
XS-S-M-L **$13.75**

113. Pink crewneck sweatshirt with USC TROJANS in grey and white. Grey and white bands around arms. 50% Cotton, 50% Polyester. By Western College Supply.
12M-2T-3T-4T **$10.75**

114. Pink sweatpants with banded bottoms and USC. Grey and white stripes on pants. 50% Cotton, 50% Polyester. By Western College Supply.
12M-2T-3T-4T **$9.75**



115. Cardinal gatsby style cap with USC embroidery.
By La Mode Du Golf. $10.75

116. 100% wool blanket with USC TROJANS and Trojan head.
By Pendleton. $53.75

117. Cardinal penant with USC TROJANS in gold.
By Collegiate Pacific. $4.25

118. White fluted plastic cup with cardinal and gold USC logo.
By Corporate Identity. $ .69

119. Cardinal and gold thermos with screw-top lid. Has Tommy Trojan on one side and USC on the other.
$21.25

120. 32oz. gold stadium cup with USC logo in cardinal.
By Corporate Identity. $ 1.00

121. Cardinal director's chair with gold USC letters. Heavy canvas.
By Gold Metal Inc. $59.00

122. Cardinal and gold pom pom.
$ 1.75

123.

128.

123. Centennial poster which celebrates 100 years of athletic excellence.
$3.95

124. White T-shirt in 100% Cotton with Centennial logo. By Collegiate Pacific.
S-M-L-XL $9.50

125. Frosted old fashioned glasses with Centennial logo and athletic collage. By US Americans.
Set of four. $21.00

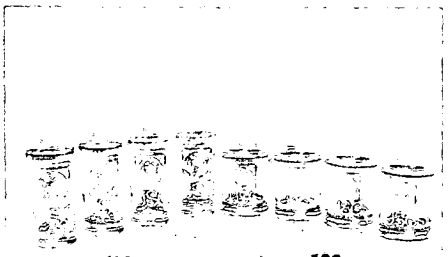
126. Lucite key chain with Centennial logo.
By Creative Gifts.
$2.75

127. Lapel pin with Centennial logo. $2.95

128. Centinneal book. Hi-lighting 100 years of USC athletics. $12.95

129. Set of four highball glasses with USC and the seal.
By US Americans. $16.00

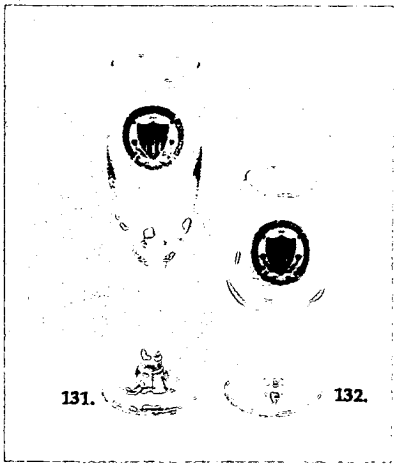
130. Set of four old-fashioned glasses with USC and the seal.
By US Americans. $20.00



129. 130.

131. Wine glass with USC and school seal in cardinal and gold. By US Americans. $ 5.00

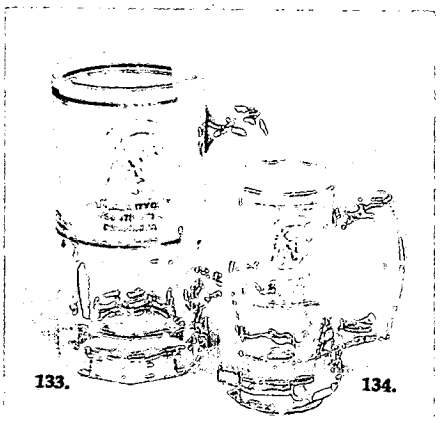
132. Brandy snifter with USC and school seal in cardinal and gold.
By US Americans. $4.50



131. 132.

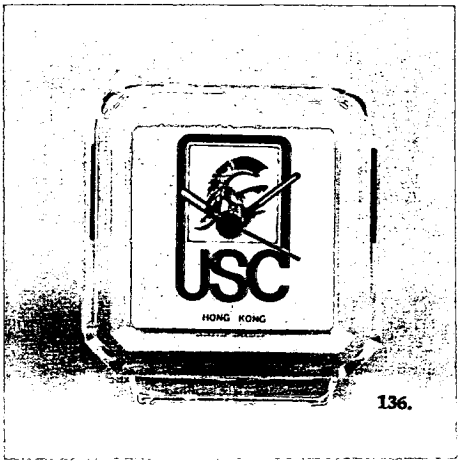
133. Large 20oz. tankard with USC Trojan head. By US Americans. $9.25

134. 10oz. tankard with USC Trojan head. By US Americans. $5.00

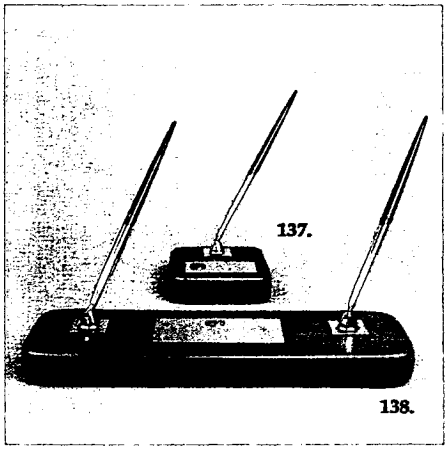


133. 134.

135. 26oz. glass jar with school seal is filled with delicious taffy. Taffy has USC in cardinal and gold. $14.75
12oz. refills available. $ 6.00



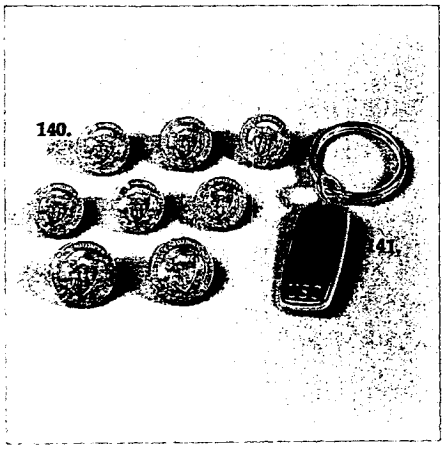
136. Crystaloid desk clock with USC logo. By Block Peddit. $19.95



137. Perfect for the office! Desk top single pen set, with engravable plate on wood base. By Southern California Trophy. $36.50

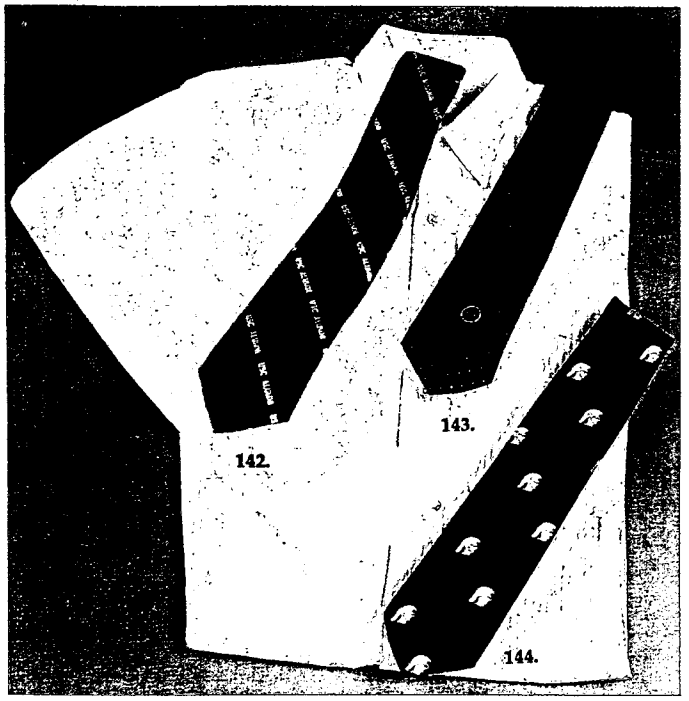
138. Desk top double pen set, with engravable plate on wood base.
By Southern California Trophy. $68.25

139. 15" Bronzed Tommy Trojan statue on wood base. By Southern California Trophy. $241.75



140. Set of eight gold blazer buttons with USC seal. By Briar. $23.25

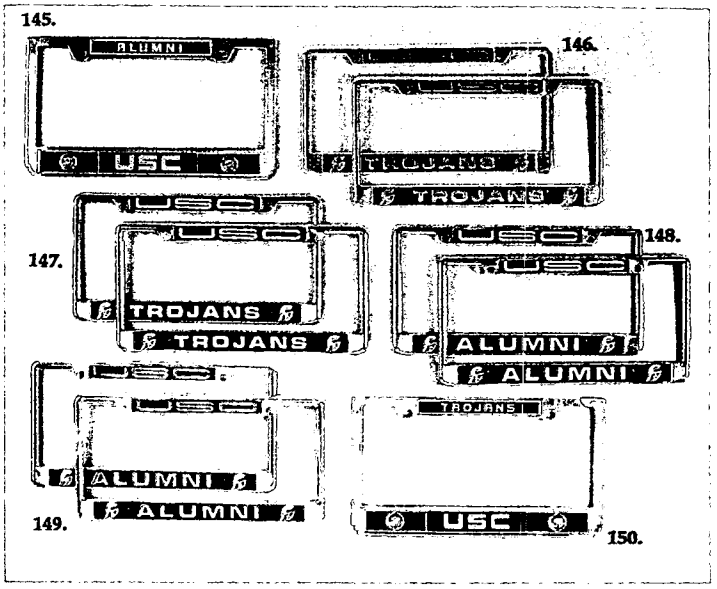
141. Gold plated key chain with USC engraved. By Briar. $14.50



142. Cardinal tie with repeat USC ALUMNI design. Polyester/ Silk. By Castle. $10.00

143. 65% Silk, 35% Polyester tie with school seal. By Wembley. $20.50

144. Cardinal tie with repeating Trojan head. By Castle. $10.50



145. Brass USC ALUMNI license plate frame. By Corporate Indentity. $26.50

146. Set of two gold plated USC TROJANS license plate frames. By F.C. Enterprises. $33.50

147. Set of two chrome USC TROJANS license plate frames. By F.C. Enterprises. $ 7.00

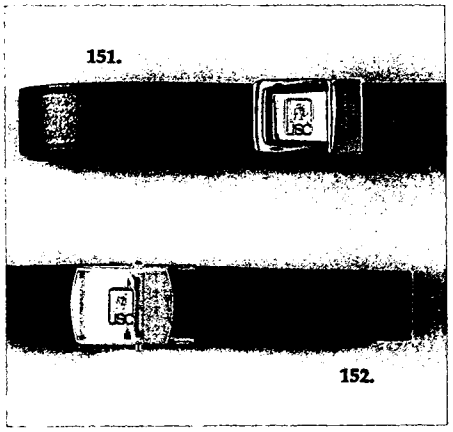
148. Set of two chrome USC ALUMNI license plate frames. By F.C. Enterprises. $ 7.00

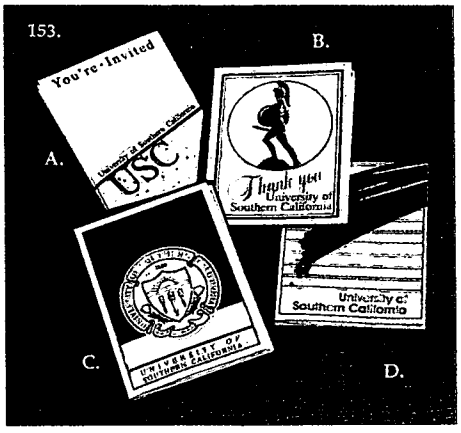
149. Set of two gold plated USC ALUMNI license plate frames. By F.C. Enterprises. $33.50

150. Brass USC TROJANS license plate frame. By Corporate Identity. $26.50

151. Black leather belt with USC logo on the buckle. By Raintree. One size fits all. $18.25

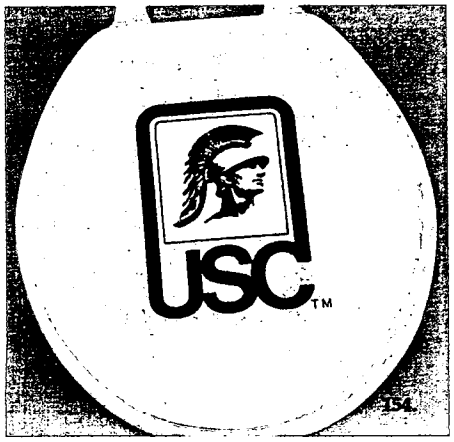
152. Cardinal webb belt with USC logo on the buckle. Also available in white and brown. By Raintree. $ 9.50

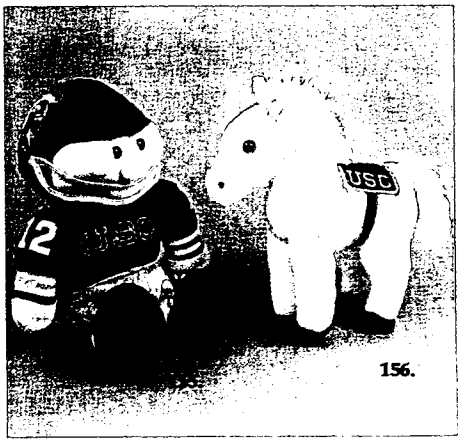




153. STATIONARY FOR EVERY OCCASION!
A. Set of 8 you're invited invitations and envelopes. $3.00
B. Set of 8 thank you notes and envelopes. $3.00
C. 8 blank notecards and envelopes with UNIVERSITY OF SOUTHERN CALIFORNIA and the seal. $3.00
D. 8 blank notecards and envelopes with UNIVERSITY OF SOUTHERN CALIFORNIA and paint slash. $3.00

154. Enamelled toilet seat with USC logo. Includes all necessary hardware. By Corporate Identity. $20.75





155. Soft football doll with washable surface. By Trudy. $18.25

156. Soft Traveler doll with a music box that plays "Fight On". $15.95

$22.00

159.

stalement? G[illegible]al acid-washed sweatshirt wi[illegible]IVERSITY OF SOUTHERN[illegible]d school [illegible] washed. 50% Cotton, 50% Polyester. By B.J. Designs. L-XL ONLY

$32.00

160. Grey sweatshirt with USC TROJANS "pastel blocks" design 50% Cotton, 50% Polyester. By [illegible]Sportswear. S-L-XL

$22.75

160.

[illegible]OSBO[illegible]INE GIBSON, CATHERINE KOZELY, and BILL ARNOLD.

Special thanks to MARCUS ALLEN, MIKE CARRETT, O.J. SIMPSON, and CHARLIE WHITE.

Thanks also to the following USC coaches: MIKE BAILEY, CATHY BRIGHT, DON BUFORD, ERNIE BULLARD, CRAIG FERTIG, LARRY KNUTH, FRED [illegible]

CALL (213) 7[illegible] FOR PHONE ORDERS 8:30 A.M.-4:30 P.M. PACIFIC TIME.

Postmaster If Undeliverable Please Leave With Current Resident

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 23 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California

Peggy Belousti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California	)	Opposition No. 91125615
Opposer,	)	Serial No. 75/358,031
vs.	)	Mark: SC (Stylized)
University of South Carolina,	)	Filed: September 16, 1997
Applicant.	)	Published: May 18, 1999

APPLICANT'S NOTICE OF RELIANCE NO. 24 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES

Pursuant to Stipulation Regarding Documents entered into between Opposer the University of Southern California ("Opposer" or "California") and Applicant, the University of South Carolina, ("Applicant" or "South Carolina") (collectively "Parties") on or about December 16, 2005, and filed with the Board on December 29, 2005, the Parties have agreed that certain documents produced in discovery in this case may be admitted into evidence by means of a Notice of Reliance. Specifically, the Parties stipulated as follows with respect to the documents identified below:

> Opposer University of Southern California ("California") and University of South Carolina ("Carolina") (collectively "Parties") agree and stipulate that for the purposes of this action, the following documents are authentic and may be admitted into evidence by means of a notice of reliance. The Parties further agree and stipulate that for the purposes of this action these documents shall be considered as business records and/or ancient documents, and the Parties waive any other hearsay objections to the documents *except* that the Parties retain the right to object to material in such documents that constitutes hearsay with hearsay to the extent that such objections would have been otherwise available.

In accordance with TBMP §§ 704.11 and 705, documents may be made of record in an inter partes proceeding before the Board by stipulation of the parties. Attached as Exhibit 402 is a true and correct copy of the following document produced in discovery in this action and stipulated to by the Parties:

Applicant's Exhibit No.	Bates Range	Description
402	OPP 01476	1988 NCAA West Regional flyer showing that California plays Santa Clara in baseball

Applicant hereby gives Notice that it will rely upon this document. The document is relevant in this action to demonstrate the following: (a) that California's "SC" mark is weak and California does not have the right to exclude others from the use of the letters "SC"; and (b) the extent of potential confusion.

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: _____

John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the

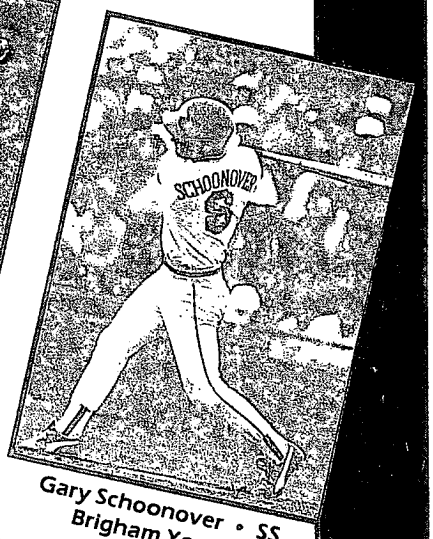
Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.

Peggy S. Belousti

NCAA WEST I REGIONAL

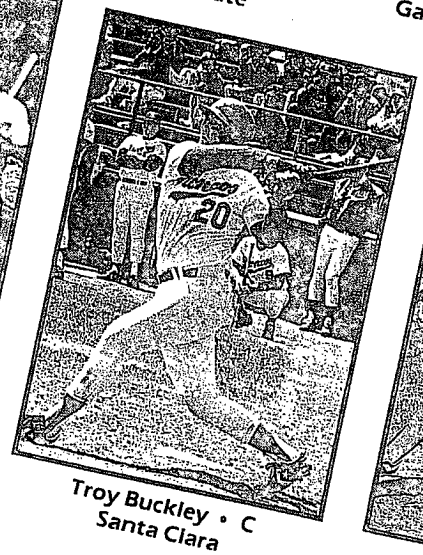
Lance Shebelut • 1B
Fresno State

John Olerud • P-1B
Washington State

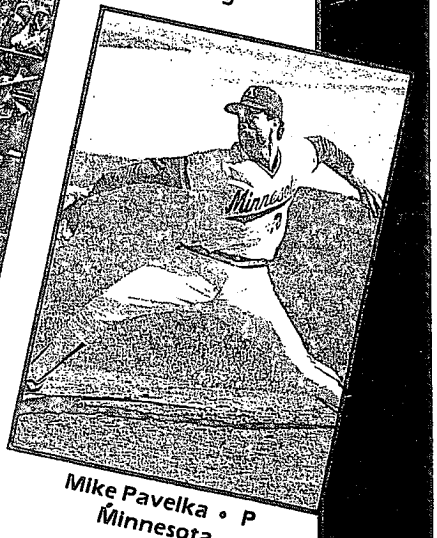


Gary Schoonover • SS
Brigham Young

Jim Campanis • C
Southern Cal



Troy Buckley • C
Santa Clara



Mike Pavelka • P
Minnesota

May 26-30, 1988
Fresno
California

$2.00

FRESNO STATE
MINNESOTA
SANTA CLARA
SOUTHERN CAL
BRIGHAM YOUNG
WASHINGTON STATE

BEIDEN FIELD

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 402, Pg. No. 1

OPP 01476

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 24 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California

Peggy Belousti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California	)	Opposition No. 91125615
	)	
Opposer,	)	Serial No. 75/358,031
	)	
vs.	)	Mark: SC (Stylized)
	)	
University of South Carolina,	)	Filed: September 16, 1997
	)	
Applicant.	)	Published: May 18, 1999
	)	

APPLICANT'S NOTICE OF RELIANCE NO. 25 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES

Pursuant to Stipulation Regarding Documents entered into between Opposer the University of Southern California ("Opposer" or "California") and Applicant, the University of South Carolina, ("Applicant" or "South Carolina") (collectively "Parties") on or about December 16, 2005, and filed with the Board on December 29, 2005, the Parties have agreed that certain documents produced in discovery in this case may be admitted into evidence by means of a Notice of Reliance. Specifically, the Parties stipulated as follows with respect to the documents identified below:

> Opposer University of Southern California ("California") and University of South Carolina ("Carolina") (collectively "Parties") agree and stipulate that for the purposes of this action, the following documents are authentic and may be admitted into evidence by means of a notice of reliance. The Parties further agree and stipulate that for the purposes of this action these documents shall be considered as business records and/or ancient documents, and the Parties waive any other hearsay objections to the documents *except* that the Parties retain the right to object to material in such documents that constitutes hearsay with hearsay to the extent that such objections would have been otherwise available.

In accordance with TBMP §§ 704.11 and 705, documents may be made of record in an inter partes proceeding before the Board by stipulation of the parties. Attached as Exhibits 403 through 405, respectively, are true and correct copies of the following documents produced in discovery in this action and stipulated to by the Parties:

Applicant's Exhibit No.	Bates Range	Description
403	OPP 01708 – OPP 01730	California's Graphic Identity Program Online
404	OPP 01993 – OPP 02066	California's Artwork Guidelines for Licensees
405	OPP 02157 – OPP 02189	California's Graphic Identity Study

Applicant hereby gives Notice that it will rely upon these documents. The documents are relevant in this action to demonstrate the following: (a) that California's marks are not likely to be confused with marks owned by South Carolina because they are dissimilar in their sight, sound and meaning; (b) that the conditions under which and to whom sales are made are such that it is unlikely that there would be confusion between Applicant's mark and Opposer's mark; (c) the market interface between Applicant and Opposer; and (d) that there is not a potential for confusion.

[SPACE INTENTIONALLY LEFT BLANK]

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: _____

John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.

_____
Peggy S. Bellusti

University of Southern California

Graphic Identity Program

USC Logo | USC Monogram | University Seal | Trojan Head | Typefaces | Colors

The USC Graphic Identity Program

The USC Graphic Identity Program is composed of a system of coordinated graphic elements, including the USC Logo, the USC Monogram, the University Seal and the Trojan Head, as well as the official colors and typefaces.

The goal of the Graphic Identity Program is to distinguish all university print, digital and product applications as clearly recognizable USC products. When consistently applied with the university's full name, the Graphic Identity elements work together to convey the unique qualities of the University of Southern California and to create a coherent USC image.

Learn more about the Identity Program

How to use this site