

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

In the Matter of Trademark Application Serial No.78/247,021 filed May 7, 2003.

Published in the Official Gazette on January 27, 2004.



THE MEOW MIX COMPANY,

Opposer,

v.

JAYNE RUTH ROSENBERG.

Applicant.

03-30-2004

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #22

Opposition No. _____

NOTICE OF OPPOSITION

In the matter of Application Serial No. 78/247,021 filed May 7, 2003 and published in the Official Gazette on January 27, 2004 at Page TM 311, The Meow Mix Company, a corporation of the State of Delaware, having its principal place of business at 400 Plaza Drive, 1st Floor., Secaucus, New Jersey 07094 (hereinafter referred to as "Opposer"), believes that it would be damaged by registration of the mark shown in said application and hereby opposes the same.

As grounds for opposition, it is alleged that:

1. Opposer, The Meow Mix Company, is a corporation of the State of Delaware. having a principal place of business at 400 Plaza Drive, 1st Floor Secaucus, New Jersey 07094.

03/31/2004 SWILSON1 09000031 78247021

01 FD:6402

300.00 OP

I hereby certify that this document is being deposited with the United States Postal Service in first class mail in an envelope addressed to the Commissioner for Trademarks, Box 1008 - Fee, 2500 Crystal Drive, Arlington, Virginia 22202-3514, on this 26th day of March, 2004.
NOVBY WILLIAMS LLP

by May M. Mendenhall

2. Applicant, Jayne Ruth Rosenberg, is an individual citizen of the United States residing at Apartment 4B, 235 East 95th Street, New York, New York 10128 (hereinafter referred to as "Applicant").
3. Opposer has continuously used trademarks having the term MEOW as a dominant portion of the mark and has used such marks to identify not only food for cats and treats for cats, but a large number of collateral items which have been identified by trademarks also having the term MEOW as a dominant portion of the mark (hereinafter referred to as "MEOW" Marks).
4. Opposer and its predecessors have used MEOW Marks for cat food since at least as early as 1974, which date is long prior to the filing date of Applicant's application on May 7, 2003.
5. Opposer is the owner of Certificate of Registration No. 1,995,276 for the mark MEOW MIX issued August 20, 1996 and covering the word mark MEOW MIX for cat food. A copy of said registration is attached hereto as Exhibit A. Said registration is alive and in good standing and is incontestable.
6. Opposer is also the owner of Certificate of Registration No. 2,365,313 for the mark MEOW MIX in a fanciful design, issued July 4, 2000, and covering the mark shown in the registration for pet food. A copy of said registration is attached hereto as Exhibit B. Said registration is alive and in good standing and is incontestable.
7. Opposer is the owner of Certificate of Registration No. 2,798,972 issued December 23, 2003 and covering the word MEOW for cat food. A copy of said registration is attached hereto as Exhibit C. Said registration is alive, in good standing, and is incontestable.

8. Opposer is the owner of Certificate of Registration No. 2,768,005 issued September 23, 2003 and covering the mark MEOW-A-LOT for cat food and cat treats. A copy of said registration is attached hereto as Exhibit D. Said registration is alive and in good standing.
9. Opposer is the owner of Certificate of Registration No. 2,770,134 issued September 30, 2003 and covering the mark MEOW MORSELS for cat food and cat treats. A copy of said registration is attached hereto as Exhibit E. Said registration is alive and in good standing.
10. Opposer is the owner of Certificate of Registration No. 2,805,635 issued January 13, 2004 and covering the mark MEOW CENTRAL for retail and on-line merchandising services for cat food, cat treats and cat toys and accessories. A copy of said registration is attached hereto as Exhibit F. Said registration is alive and in good standing.
11. Opposer is the owner of Certificate of Registration No. 2,815,613 issued February 17, 2004 and covering the mark MEOW TV for entertainment services in the nature of an ongoing television program for cats and their owners featuring general information about cats. A copy of said registration is attached hereto as Exhibit G. Said registration is alive and in good standing.
12. In addition to the aforementioned issued Certificates of Registration, applicant is the owner of the following identified presently pending applications for registration.
13. MR. MEOW, Application Serial No. 76/510,334, for printed materials, including books; games, toys and playthings; clothing; and pet food and pet treats. A copy of the TESS printout of said application is attached hereto as Exhibit H.

14. MRS. MEOW, Application Serial No. 76/528,168, for printed materials, including books; games, toys and playthings; clothing; and pet food and pet treats. A copy of the TESS printout of said application is attached hereto as Exhibit I.
15. MEOW GOLD, Application Serial No. 76/543,294, for pet food and pet treats. A copy of the TESS printout of said application is attached hereto as Exhibit J.
16. MEOW TALK, Application Serial No. 76/529,418, entertainment services in the nature of an ongoing radio and television program for cats and their owners featuring general information about cats. A copy of the TESS printout of said application is attached hereto as Exhibit K.
17. MEOW NIPS, Application Serial No. 76/448,847, for cat food and cat treats. A copy of the TESS printout of said application is attached hereto as Exhibit L.
18. MEOW POWER, Application Serial No. 76/555,402, for cat food and cat treats. A copy of the TESS printout of said application is attached hereto as Exhibit M.
19. MEOW RADIO, Application Serial No. 76/520,552, for entertainment services in the nature of an ongoing radio program for cats and their owners featuring general information about cats. A copy of the TESS printout of said application is attached hereto as Exhibit N.
20. MEOW MIX, Application Serial No. 76/473,515, for cat feeding bowls; pet blankets; and toys for cats and toys for children. A copy of the TESS printout of said application is attached hereto as Exhibit O.
21. Opposer has, since the first use of a "MEOW" Mark for cat food in 1974 by its predecessor, spent substantial sums of money in advertising and promoting the products sold under "MEOW" trademarks.

22. Opposer and its predecessors have sold billions of dollars worth of products under the MEOW trademarks since the first use of such a mark by Opposer's predecessor.
23. Opposer has used its MEOW Trademarks throughout the United States and, for that matter, throughout the world, and as a result of such use, the advertising of the MEOW Marks and the sale of goods under the marks, said marks have acquired a substantial reputation and good will as indicating Opposer as the source of products in connection with which the MEOW Marks are used.
24. Opposer has used its MEOW Marks in connection with products similar to dolls in the form of a cat, for which Applicant seeks to register the mark ROMEOW, attention being directed to Application Serial No. 76/473,515 covering the mark MEOW MIX for toys for cats and toys for children; to Registration No. 2,805,635 covering the mark MEOW CENTRAL for goods including cat toys; to Application Serial No. 76/528,168 seeking registration of the mark MRS. MEOW for games, toys and playthings; and to Application Serial No. 76/510,334 seeking registration of the mark MR. MEOW for games, toys and playthings.
25. Applicant includes herewith as Exhibit P a page from its current catalog showing the use of the trademark MEOW to identify plush toys and similar related goods.
26. Applicant's mark ROMEOW is clearly dominated by the term MEOW and is sought to be registered for dolls in the form of a cat.
27. Upon information and belief, the mark of Applicant; namely, ROMEOW, was adopted with both actual and constructive knowledge of the prior rights of Opposer

in and to its mark MEOU Marks in connection with not only cat food and cat treats, but toy items.

28. Applicant's mark ROMEOW, being dominated by the term MEOU, would lead consumers to believe that the products identified by the mark are sold by Opposer or an affiliate of Opposer or are in some manner sponsored, endorsed or approved by Opposer. This is particularly true in view of Opposer's long and wide use of marks dominated by the term MEOU in connection with a wide variety of products.
29. To allow registration of the mark ROMEOW to Applicant in view of the prior rights of Opposer would cause damage to Opposer and to the reputation and goodwill it enjoys in its trademarks dominated by the term MEOU and variations thereof for a wide variety of products.
30. For the reasons set forth above, Opposer, by this Notice of Opposition, opposes the registration by Applicant of the mark ROMEOW.
31. Opposer would be damaged if Applicant is allowed to register the trademark ROMEOW, since said mark is confusingly similar to marks hereto used and registered by Opposer in connection with the same and similar items.

WHEREFORE, Opposer prays that Application Serial No. 78/247,021 be denied as filed and published and Applicant adjudged not entitled to registration of the mark ROMEOW.

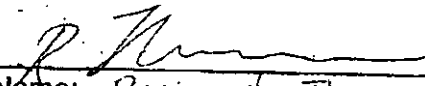
The undersigned Opposer hereby appoint the law firm of HOVEY WILLIAMS LLP, 2405 Grand Boulevard, Suite 400, Kansas City, Missouri 64108, telephone number 816/474-9050, as the address to whom all communications about this opposition are to be directed, and hereby appoint each of the following attorneys associated with said firm, and

of the same address, individually and collectively, its attorneys, with full power of substitution and revocation, to prosecute this opposition proceeding, to transact all business in the U.S. Patent and Trademark Office in connection therewith: Robert D. Hovey, Warren N. Williams, Stephen D. Timmons, John M. Collins, Thomas H. Van Hoozer, Thomas B. Luebbering, Andrew G. Colombo, Tracy L. Bornman, Tracey S. Truitt, Scott R. Brown, Michael Elbein, David V. Ayres, Kameron D. Kelly, Greg J. Skoch, Jason E. Gorden, Cheryl Burbach, and Rachel L. Pickering.

Respectfully submitted,

THE MEOW MIX COMPANY

By: _____


Name: Richard Thompson

Title: Chief Executive Officer

Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

United States Patent and Trademark Office

Reg. No. 1,995,276

Registered Aug. 20, 1996

**TRADEMARK
PRINCIPAL REGISTER**

MEOW MIX

RALSTON PURINA COMPANY (MISSOURI
CORPORATION)
CHECKERBOARD SQUARE
ST. LOUIS, MO 63164

OWNER OF U.S. REG. NO. 1,741,561.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MIX", APART FROM THE
MARK AS SHOWN.

FOR: CAT FOOD, IN CLASS 31 (U.S. CLS. 1
AND 46).

SER. NO. 74-708,951, FILED 7-13-1995.

FIRST USE 9-0-1974; IN COMMERCE
9-0-1974.

MICHAEL MASON, EXAMINING ATTORNEY

EXHIBIT

A

Shubert No. 8118

Int. Cl.: 31

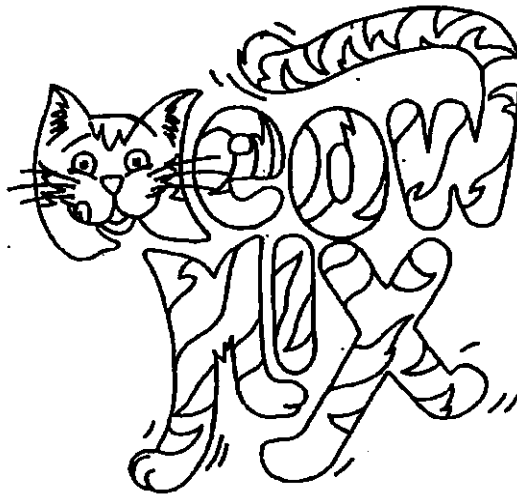
Prior U.S. Cls.: 1 and 46

Reg. No. 2,365,313

United States Patent and Trademark Office

Registered July 4, 2000

**TRADEMARK
PRINCIPAL REGISTER**



RALSTON PURINA COMPANY (MISSOURI COR-
PORATION)
CHECKERBOARD SQUARE
ST. LOUIS, MO 63164

OWNER OF U.S. REG. NOS. 1,741,561 AND
1,995,276.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT
TO USE "MIX", APART FROM THE MARK AS
SHOWN.

FOR: PET FOOD, IN CLASS 31 (U.S. CLS. 1 AND
46).

SN 75-634,735, FILED 2-5-1999.

FIRST USE 3-0-1999; IN COMMERCE 3-0-1999.

ANDY COREA, EXAMINING ATTORNEY



Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

United States Patent and Trademark Office

Reg. No. 2,798,972

Registered Dec. 23, 2003

**TRADEMARK
PRINCIPAL REGISTER**

MEOW

MEOW MIX COMPANY, THE (DELAWARE COR-
PORATION)
400 PLAZA DRIVE, 1ST FLOOR
SECAUCUS, NJ 07094

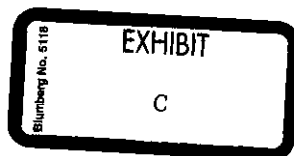
OWNER OF U.S. REG. NOS. 1,741,561, 2,521,864,
AND OTHERS.

FOR: CAT FOOD, IN CLASS 31 (U.S. CLS. 1 AND
46).

SN 76-442,786, FILED 8-22-2002.

FIRST USE 2-1-2002; IN COMMERCE 2-1-2002.

SAMUEL E. SHARPER JR., EXAMINING ATTOR-
NEY



Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

United States Patent and Trademark Office

Reg. No. 2,768,005

Registered Sep. 23, 2003

**TRADEMARK
PRINCIPAL REGISTER**

MEOW-A-LOT

THE MEOW MIX COMPANY (DELAWARE COR-
PORATION)
400 PLAZA DRIVE, 1ST FLOOR
SECAUCUS, NJ 07094

OWNER OF U.S. REG. NOS. 1,741,561, 2,521,864,
AND OTHERS.

FOR: CAT FOOD AND CAT TREATS, IN CLASS 31
(U.S. CLS. 1 AND 46).

SN 76-433,073, FILED 7-22-2002.

FIRST USE 5-19-2003; IN COMMERCE 5-19-2003.

ANDY COREA, EXAMINING ATTORNEY



Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

United States Patent and Trademark Office

Reg. No. 2,770,134

Registered Sep. 30, 2003

**TRADEMARK
PRINCIPAL REGISTER**

MEOW MORSELS

**MEOW MIX COMPANY, THE (DELAWARE COR-
PORATION)
400 PLAZA DRIVE, 1ST FLOOR
SECAUCUS, NJ 07094**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MORSELS", APART FROM THE
MARK AS SHOWN.**

**FOR: CAT FOOD AND CAT TREATS, IN CLASS 31
(U.S. CLS. 1 AND 46).**

SN 76-407,349, FILED 5-13-2002.

FIRST USE 5-19-2003; IN COMMERCE 5-19-2003.

**OWNER OF U.S. REG. NOS. 1,741,561, 2,521,864,
AND OTHERS.**

**SAMUEL E. SHARPER JR., EXAMINING ATTOR-
NEY**



Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,805,635

Registered Jan. 13, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

MEOW CENTRAL

**THE MEOW MIX COMPANY (DELAWARE COR-
PORATION)
400 PLAZA DRIVE, 1ST FLOOR
SECAUCUS, NJ 07094**

**FOR: RETAIL AND ON-LINE MERCHANDISING
SERVICES FOR CAT FOOD, CAT TREATS AND
CAT TOYS AND ACCESSORIES, IN CLASS 35 (U.S.
CLS. 100, 101 AND 102).**

FIRST USE 6-2-2003; IN COMMERCE 6-2-2003.

**OWNER OF U.S. REG. NOS. 1,741,561, 2,521,864,
AND OTHERS.**

SN 76-451,456, FILED 9-16-2002.

RICHARD A. STRASER, EXAMINING ATTORNEY



Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,815,613

Registered Feb. 17, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

MEOW TV

**THE MEOW MIX COMPANY (DELAWARE COR-
PORATION)
400 PLAZA DRIVE, 1ST FLOOR
SECAUCUS, NJ 07094**

FIRST USE 5-30-2003; IN COMMERCE 5-30-2003.

**FOR: ENTERTAINMENT SERVICES IN THE
NATURE OF AN ONGOING TELEVISION PRO-
GRAM FOR CATS AND THEIR OWNERS FEATUR-
ING GENERAL INFORMATION ABOUT CATS, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TV", APART FROM THE MARK
AS SHOWN.**

SN 76-442,785, FILED 8-22-2002.

WON TEAK OH, EXAMINING ATTORNEY





UNITED STATES PATENT AND TRADEMARK OFFICE

- Home
- Index
- Search
- System Alerts
- eBusiness Center
- News & Notices
- Contact Us

Trademark Electronic Search System(Tess)

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

- PTO HOME
- TRADEMARK
- TESS HOME
- NEW USER
- STRUCTURED
- FREE FORM
- BROWSE DIR
- BOTTOM
- HELP

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

Check Status (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark MR. MEOW

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: PRINTED MATERIALS, INCLUDING BOOKS

IC 028. US 022 023 038 050. G & S: GAMES, TOYS AND PLAYTHINGS

IC 025. US 022 039. G & S: CLOTHING

IC 031. US 001 046. G & S: PET FOOD AND PET TREATS

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76510334

Filing Date April 29, 2003

Current Filing Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094

Attorney of Record ROBERT D. HOVEY

Prior Registrations 1995276;2365313;2521864

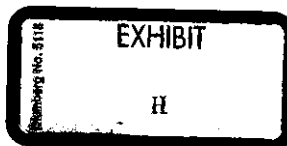
Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

- PTO HOME
- TRADEMARK
- TESS HOME
- NEW USER
- STRUCTURED
- FREE FORM
- BROWSE DIR
- TOP
- HELP

HOME | INDEX | SEARCH | SYSTEM ALERTS | BUSINESS CENTER | NEWS&NOTICES | CONTACT US | PRIVACY STATEMENT



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:34:54 ET

Serial Number: 76510334

Registration Number: (NOT AVAILABLE)

Mark (words only): MR. MEOW

Standard Character claim: No

Current Status: A non-final action has been mailed. This is a letter from the examining attorney requesting additional information and/or making an initial refusal. However, no final determination as to the registrability of the mark has been made.

Date of Status: 2003-10-29

Filing Date: 2003-04-29

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
AXILBUND MELVIN T Employee Location

Current Location: M4D -TMO Law Office 113 - Docket Clerk

Date In Location: 2003-10-29

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:

THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

PRINTED MATERIALS, INCLUDING BOOKS

International Class: 016

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

CLOTHING

International Class: 025

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

GAMES, TOYS AND PLAYTHINGS

International Class: 028

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

PET FOOD AND PET TREATS

International Class: 031

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1995276

2365313

2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2003-10-29 - Non-final action mailed

2003-10-28 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

ROBERT D. HOVEY (Attorney of record)

ROBERT D. HOVEY

HOVEY WILLIAMS LLP

2405 GRAND BOULEVARD, SUITE 400

KANSAS CITY, MISSOURI 64108

Phone Number: 816-474-9050

Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

- Home
- Index
- Search
- System Alerts
- eBusiness Center
- News & Notices
- Contact Us

Trademark Electronic Search System(Tess)

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

- PTO HOME
- TRADEMARK
- TESS HOME
- NEW USER
- STRUCTURED
- FREE FORM
- DOWNLOAD
- BOTTOM
- HELP

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

Check Status

(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark MRS. MEOW

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: PRINTED MATERIALS, INCLUDING BOOKS

IC 025. US 022 039. G & S: CLOTHING

IC 028. US 022 023 038 050. G & S: GAMES, TOYS AND PLAYTHINGS

IC 031. US 001 046. G & S: PET FOOD AND PET TREATS

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76528168

Filing Date July 7, 2003

Current Filing Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094

Attorney of Record Robert D. Hovey

Prior Registrations 1995276;2365313;2521864

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

- PTO HOME
- TRADEMARK
- TESS HOME
- NEW USER
- STRUCTURED
- FREE FORM
- DOWNLOAD
- TOP
- HELP

HOME | INDEX | SEARCH | SYSTEM ALERTS | BUSINESS CENTER | NEWS&NOTICES | CONTACT US | PRIVACY STATEMENT



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:34:25 ET

Serial Number: 76528168

Registration Number: (NOT AVAILABLE)

Mark (words only): MRS. MEOW

Standard Character claim: No

Current Status: A non-final action has been mailed. This is a letter from the examining attorney requesting additional information and/or making an initial refusal. However, no final determination as to the registrability of the mark has been made.

Date of Status: 2003-10-29

Filing Date: 2003-07-07

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
AXILBUND MELVIN T Employee Location

Current Location: M4D -TMO Law Office 113 - Docket Clerk

Date In Location: 2003-10-29

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:
THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

PRINTED MATERIALS, INCLUDING BOOKS
International Class: 016
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

CLOTHING

International Class: 025

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

GAMES, TOYS AND PLAYTHINGS

International Class: 028

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

PET FOOD AND PET TREATS

International Class: 031

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1995276
2365313
2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2003-10-29 - Non-final action mailed
2003-10-29 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

Robert D. Hovey (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP
2405 GRAND BOULEVARD, SUITE 400
KANSAS CITY, MISSOURI 64108

Phone Number: 816-474-9050
Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#)[Index](#)[Search](#)[System Alerts](#)[eBusiness Center](#)[News & Notices](#)[Contact Us](#)**Trademark Electronic Search System(Tess)**

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

[PTO HOME](#)[TRADEMARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE UI](#)[BOTTOM](#)[HELP](#)[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing**

Word Mark MEOW GOLD
Goods and Services IC 031. US 001 046. G & S: PET FOOD AND PET TREATS
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76543294
Filing Date September 8, 2003
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition March 16, 2004
Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094
Attorney of Record Robert D. Hovey
Prior Registrations 1995276;2365313;2521864
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[PTO HOME](#)[TRADEMARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE UI](#)[TOP](#)[HELP](#)

[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:35:41 ET

Serial Number: 76543294

Registration Number: (NOT AVAILABLE)

Mark (words only): MEOW GOLD

Standard Character claim: No

Current Status: Application has been published for opposition.

Date of Status: 2004-03-16

Filing Date: 2003-09-08

The Information will be/was published in the Official Gazette on 2004-03-16

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
ALFIERI AMY L Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-02-03

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:
THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

PET FOOD AND PET TREATS
International Class: 031
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1995276
2365313
2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-03-16 - Published for opposition
2004-02-25 - Notice of publication
2003-12-24 - Approved for Pub - Principal Register (Initial exam)
2003-12-23 - Examiner's amendment mailed
2003-12-18 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

Robert D. Hovey (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP
2405 GRAND BOULEVARD, SUITE 400
KANSAS CITY, MISSOURI 64108

Phone Number: 816-474-9050

Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#) |
 [Index](#) |
 [Search](#) |
 [System Alerts](#) |
 [eBusiness Center](#) |
 [News & Notices](#) |
 [Contact Us](#)

Trademark Electronic Search System(Tess)

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

[PTO HOME](#) |
 [TRADEMARK](#) |
 [TESS HOME](#) |
 [NEW USER](#) |
 [STRUCTURED](#) |
 [FREE FORM](#) |
 [Browse Data](#) |
 [BOTTOM](#) |
 [HELP](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[Check Status](#) (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark MEOW TALK
Goods and Services IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES IN THE NATURE OF AN ONGOING RADIO AND TELEVISION PROGRAM FOR CATS AND THEIR OWNERS FEATURING GENERAL INFORMATION ABOUT CATS
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76529418
Filing Date July 14, 2003
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition March 16, 2004
Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094
Attorney of Record Robert D. Hovey
Prior Registrations 1995276;2365313;2521864
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE TALK APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[PTO HOME](#) |
 [TRADEMARK](#) |
 [TESS HOME](#) |
 [NEW USER](#) |
 [STRUCTURED](#) |
 [FREE FORM](#) |
 [Browse Data](#) |
 [TOP](#) |
 [HELP](#)

[HOME](#) |
 [INDEX](#) |
 [SEARCH](#) |
 [SYSTEM ALERTS](#) |
 [BUSINESS CENTER](#) |
 [NEWS&NOTICES](#) |
 [CONTACT US](#) |
 [PRIVACY STATEMENT](#)



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:36:09 ET

Serial Number: 76529418

Registration Number: (NOT AVAILABLE)

Mark (words only): MEOW TALK

Standard Character claim: No

Current Status: Application has been published for opposition.

Date of Status: 2004-03-16

Filing Date: 2003-07-14

The Information will be/was published in the Official Gazette on 2004-03-16

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
ALFIERI AMY L Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-02-03

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:
THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

ENTERTAINMENT SERVICES IN THE NATURE OF AN ONGOING RADIO AND TELEVISION PROGRAM FOR CATS AND THEIR OWNERS FEATURING GENERAL INFORMATION ABOUT CATS
International Class: 041
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

ADDITIONAL INFORMATION

Disclaimer: TALK

Prior Registration Number(s):

1995276
2365313
2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-03-16 - Published for opposition
2004-02-25 - Notice of publication
2003-12-24 - Approved for Pub - Principal Register (Initial exam)
2003-12-23 - Examiner's amendment mailed
2003-12-18 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

Robert D. Hovey (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP
2405 GRAND BLVD STE 400
KANSAS CITY MO 64108-2525

Phone Number: 816-474-9050

Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

- Home
- Index
- Search
- System Alerts
- eBusiness Center
- News & Notices
- Contact Us

Trademark Electronic Search System(Tess)

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

- PTO HOME
- TRADEMARK
- TESS HOME
- NEW USER
- STRUCTURED
- FREE FORM
- BROWSE LIST
- BOTTOM
- HELP

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

Check Status (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark MEOW NIPS

Goods and Services IC 031. US 001 046. G & S: CAT FOOD AND CAT TREATS. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76448847

Filing Date September 12, 2002

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition April 15, 2003

Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Robert D. Hovey

Prior Registrations 1741561;1995276;2365313;2521864;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

- PTO HOME
- TRADEMARK
- TESS HOME
- NEW USER
- STRUCTURED
- FREE FORM
- BROWSE LIST
- TOP
- HELP

HOME | INDEX | SEARCH | SYSTEM ALERTS | BUSINESS CENTER | NEWS&NOTICES | CONTACT US | PRIVACY STATEMENT



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:36:34 ET

Serial Number: 76448847 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark (words only): MEOW NIPS

Standard Character claim: No

Current Status: The examining attorney has accepted the Statement of Use and the application will register in due course.

Date of Status: 2004-03-21

Filing Date: 2002-09-12

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 111

Attorney Assigned:
PRICE WANDA KAY Employee Location

Current Location: M2D -TMO Law Office 111 - Docket Clerk

Date In Location: 2004-03-22

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:

THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

CAT FOOD AND CAT TREATS

International Class: 031

First Use Date: 2004-01-01

First Use in Commerce Date: 2004-01-01

Basis: 1(a)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1741561
1995276
2365313
2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-03-21 - Allowed for Registration - Principal Register (SOU accepted)
2004-03-17 - Case file assigned to examining attorney
2004-03-16 - Case File in TICRS
2004-03-10 - Statement of use processing complete
2004-02-13 - Amendment to Use filed
2004-02-13 - PAPER RECEIVED
2003-12-18 - Extension 1 granted
2003-12-18 - Extension 1 filed
2003-12-22 - PAPER RECEIVED
2003-10-20 - PAPER RECEIVED
2003-07-08 - Notice of allowance - mailed
2003-04-15 - Published for opposition
2003-03-26 - Notice of publication
2003-02-10 - Approved for Pub - Principal Register (Initial exam)
2003-02-06 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

Robert D. Hovey (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP

2405 GRAND BOULEVARD, SUITE 400
KANSAS CITY, MISSOURI 64108

Phone Number: 816-474-9050

Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#)[Index](#)[Search](#)[System Alerts](#)[eBusiness Center](#)[News & Notices](#)[Contact Us](#)**Trademark Electronic Search System(Tess)**

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

[PTO HOME](#)[TRADE MARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[ESEARCH DIR](#)[BOTTOM](#)[HELP](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing**

Word Mark MEOW POWER
Goods and Services IC 031. US 001 046. G & S: CAT FOOD AND CAT TREATS
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76555402
Filing Date October 30, 2003
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition February 24, 2004
Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094
Attorney of Record Robert D. Hovey
Prior Registrations 1995276;2365313;2521864;2768005;2770134;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[PTO HOME](#)[TRADE MARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[ESEARCH DIR](#)[TOP](#)[HELP](#)

[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:36:57 ET

Serial Number: 76555402

Registration Number: (NOT AVAILABLE)

Mark (words only): MEOW POWER

Standard Character claim: No

Current Status: Application has been published for opposition.

Date of Status: 2004-02-24

Filing Date: 2003-10-30

The Information will be/was published in the Official Gazette on 2004-02-24

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
ALFIERI AMY L Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-01-15

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:
THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

CAT FOOD AND CAT TREATS
International Class: 031
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1995276
2365313
2521864
2768005
2770134

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-02-24 - Published for opposition
2004-02-04 - Notice of publication
2003-12-22 - Approved for Pub - Principal Register (Initial exam)
2003-12-18 - Case file assigned to examining attorney
2003-11-17 - New Application Entered In Tram

CONTACT INFORMATION

Correspondent (Owner)

Robert D. Hovey (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP
2405 GRAND BOULEVARD
SUITE 400
KANSAS CITY, MISSOURI 64108
Phone Number: 816-474-9050
Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#)[Index](#)[Search](#)[System Alerts](#)[eBusiness Center](#)[News & Notices](#)[Contact Us](#)**Trademark Electronic Search System(Tess)**

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

[PTO HOME](#)[TRADE MARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BRIEFING](#)[BOTTOM](#)[HELP](#)

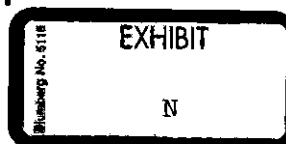
Please logout when you are done to release system resources allocated for you.

Record 1 out of 1**Check Status***(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing**

Word Mark MEOW RADIO
Goods and Services IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES IN THE NATURE OF AN ONGOING RADIO PROGRAM FOR CATS AND THEIR OWNERS FEATURING GENERAL INFORMATION ABOUT CATS
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76520552
Filing Date June 2, 2003
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition February 24, 2004
Owner (APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094
Attorney of Record ROBERT D. HOVEY
Prior Registrations 1995276;2365313;2521864
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE RADIO APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[PTO HOME](#)[TRADE MARK](#)[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BRIEFING](#)[TOP](#)[HELP](#)

[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 12:37:21 ET

Serial Number: 76520552

Registration Number: (NOT AVAILABLE)

Mark (words only): MEOW RADIO

Standard Character claim: No

Current Status: Application has been published for opposition.

Date of Status: 2004-02-24

Filing Date: 2003-06-02

The Information will be/was published in the Official Gazette on 2004-02-24

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
ALFIERI AMY L Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-01-14

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:
THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

ENTERTAINMENT SERVICES IN THE NATURE OF AN ONGOING RADIO PROGRAM FOR CATS AND THEIR OWNERS FEATURING GENERAL INFORMATION ABOUT CATS
International Class: 041
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

Basis: 1(b)

ADDITIONAL INFORMATION

Disclaimer: RADIO

Prior Registration Number(s):

1995276
2365313
2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-02-24 - Published for opposition
2004-02-04 - Notice of publication
2003-12-23 - Approved for Pub - Principal Register (Initial exam)
2003-12-22 - Examiner's amendment mailed
2003-12-18 - Examiner's amendment mailed
2003-12-17 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

ROBERT D. HOVEY (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP
2405 GRAND BOULEVARD, SUITE 400
KANSAS CITY, MISSOURI 64108

Phone Number: 816-474-9050

Fax Number: 816-474-9057



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#) |
 [Index](#) |
 [Search](#) |
 [System Alerts](#) |
 [eBusiness Center](#) |
 [News & Notices](#) |
 [Contact Us](#)

Trademark Electronic Search System(Tess)

TESS was last updated on Wed Mar 24 04:30:45 EST 2004

[PTO HOME](#) |
 [TRADEMARK](#) |
 [TESS HOME](#) |
 [NEW USER](#) |
 [STRUCTURED](#) |
 [FREE FORM](#) |
 [BROWSE DATA](#) |
 [BOTTOM](#) |
 [HELP](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

Check Status (TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	MEOW MIX
Goods and Services	IC 021. US 002 013 023 029 030 033 040 050. G & S: CAT FEEDING BOWLS. FIRST USE: 20021201. FIRST USE IN COMMERCE: 20021201
	IC 024. US 042 050. G & S: PET BLANKETS. FIRST USE: 20021201. FIRST USE IN COMMERCE: 20021201
	IC 028. US 022 023 038 050. G & S: TOYS FOR CATS AND TOYS FOR CHILDREN. FIRST USE: 20021201. FIRST USE IN COMMERCE: 20021201
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76473515
Filing Date	December 2, 2002
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	August 12, 2003
Owner	(APPLICANT) THE MEOW MIX COMPANY CORPORATION DELAWARE 400 Plaza Drive, 1st Floor Secaucus NEW JERSEY 07094
Attorney of Record	Robert D. Hovey
Prior Registrations	1741561;1995276;2365313;2521864;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

[PTO HOME](#) |
 [TRADEMARK](#) |
 [TESS HOME](#) |
 [NEW USER](#) |
 [STRUCTURED](#) |
 [FREE FORM](#) |
 [BROWSE DATA](#) |
 [TOP](#) |
 [HELP](#)

[HOME](#) |
 [INDEX](#) |
 [SEARCH](#) |
 [SYSTEM ALERTS](#) |
 [BUSINESS CENTER](#) |
 [NEWS&NOTICES](#) |
 [CONTACT US](#) |
 [PRIVACY STATEMENT](#)



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2004-03-24 13:07:09 ET

Serial Number: 76473515

Registration Number: (NOT AVAILABLE)

Mark (words only): MEOW MIX

Standard Character claim: No

Current Status: The final review before registration has been completed for this Intent to Use application and it will register in due course.

Date of Status: 2004-02-28

Filing Date: 2002-12-02

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 111

Attorney Assigned:
DUBOIS SUSAN L Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-03-11

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. THE MEOW MIX COMPANY

Address:
THE MEOW MIX COMPANY
400 Plaza Drive, 1st Floor
Secaucus, NJ 07094
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

CAT FEEDING BOWLS
International Class: 021
First Use Date: 2002-12-01
First Use in Commerce Date: 2002-12-01

Basis: 1(a)

PET BLANKETS

International Class: 024

First Use Date: 2002-12-01

First Use in Commerce Date: 2002-12-01

Basis: 1(a)

TOYS FOR CATS AND TOYS FOR CHILDREN

International Class: 028

First Use Date: 2002-12-01

First Use in Commerce Date: 2002-12-01

Basis: 1(a)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1741561

1995276

2365313

2521864

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-02-03 - Allowed for Registration - Principal Register (SOU accepted)

2004-01-21 - Case file assigned to examining attorney

2004-01-20 - Statement of use processing complete

2003-12-11 - Amendment to Use filed

2003-12-15 - PAPER RECEIVED

2003-11-04 - Notice of allowance - mailed

2003-08-12 - Published for opposition

2003-07-23 - Notice of publication

2003-06-16 - Approved for Pub - Principal Register (Initial exam)

2003-05-14 - Communication received from applicant

2003-05-14 - PAPER RECEIVED

2003-05-01 - Non-final action mailed

2003-04-24 - Case file assigned to examining attorney

CONTACT INFORMATION

Correspondent (Owner)

Robert D. Hovey (Attorney of record)

ROBERT D. HOVEY
HOVEY WILLIAMS LLP
2405 GRAND BOULEVARD, SUITE 400
KANSAS CITY, MISSOURI 64108

Phone Number: 816-474-9050

Fax Number: 816-474-9057



Meow Mouse Item # FS 1 30 Points S&H \$1.99
 Cats can't resist the crinkling sound of this 4" furry mouse. And its refillable velcro catnip pouch will make your cat batty while batting it around the house.
[Click to enlarge.](#)



Meow Puff Ball Item # FS 2 50 Points S&H \$1.99
 This maddeningly-fun, 5" furry rattle toy has a tail stuffed with catnip.
[Click to enlarge.](#)



Meow Fish Face Item # FS 3 50 Points S&H \$1.99
 Go Cat Fishing! Just dangle this tempting 4" fish from its finger loop and cord to get your cat to pounce.
[Click to enlarge.](#)



Meow Dangler Item # FS 4 80 Points S&H \$3.99
 This 17" cat hangs out, ready to play. Just hang it on a doorknob and its catnip-filled paws dangle to tantalize your cat.
[Click to enlarge.](#)



Meow Mouth Treater Item # FS 5 80 Points S&H \$3.99
 Entertain your cat and yourself with this 6" plush cat toy. Toss a few bites of Meow Mix in the fish's mouth, then sit back and watch the action.
[Click to enlarge.](#)



Meow Plush Kitty Item # FS 6 100 Points S&H \$6.99
 This huggable 16" plush toy is durably constructed with fine embroidered details. He's bright-eyed and hungry for fun.
[Click to enlarge.](#)



Meow Standing Kitty Item # FS 7 100 Points S&H: \$6.99
 This huggable plush toy stands 13" tall. He's bright-eyed and bushy-tailed and ready to play.
[Click to enlarge.](#)



Meow Cuddle Pillow Item # FS 8 100 Points S&H \$6.99
 Curl up with the 15" Meow Mix Cat Pillow. This cozy pillow is so comfortable you can bet when you're not on it, your cat will be!
[Click to enlarge.](#)



Meow Fleece Blanket Item # FS 9 100 Points S&H \$6.99
 This 60"x40" soft fleece blanket is patterned with orange or white paw prints and your cat's favorite logo - Meow Mix! Nothing's warmer than cuddling up with this blanket and your cat. (Meow Standing Kitty not included)
[Click to enlarge.](#)



ttab

LAW OFFICES

Hovey Williams LLP

A LIMITED LIABILITY PARTNERSHIP
OF PROFESSIONAL CORPORATIONS

ESTABLISHED 1929

INTELLECTUAL PROPERTY LAW
U.S. & FOREIGN PATENTS,
TRADEMARKS, COPYRIGHTS
& UNFAIR COMPETITION CAUSES

2405 GRAND BOULEVARD
SUITE 400
KANSAS CITY, MO. 64108-2519

TELEPHONE 816-474-9050
FACSIMILE 816-474-9057

www.hoveywilliams.com

March 26, 2004

JILL D. SINGER
TRACEY S. TRUITT
DAVID V. AYRES
KAMERON D. KELLY
JASON E. GORDEN
GREGORY J. SKOCH
CHERYL L. BURBACH
JENNIFER C. BAILEY
RACHEL L. PICKERING

DAVID TERRELL, PATENT AGENT



03-30-2004

U.S. Patent & TMO/TM Mail Rcpt Dt. #22

ROBERT D. HOVEY, P. C.
WARREN N. WILLIAMS, P. C.
STEPHEN D. TIMMONS, P. C.
JOHN M. COLLINS, P. C.
THOMAS H. VAN HOOZER, P. C.
THOMAS B. LUEBBERING, P. C.
ANDREW G. COLOMBO, P. C.
SCOTT R. BROWN, P. C.
TRACY L. BORNMAN, P. C.

MICHAEL ELBEIN, P. C., OF COUNSEL
ALLEN W. RICHMOND, OF COUNSEL
(ADMITTED IN OKLAHOMA ONLY)

BOX TTAB - FEE
Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3514

Re: Application Serial No. 78/247,021

Dear Sir:

Find herewith duplicate copies of a Notice of Opposition to the above identified application which was published in the Official Gazette of January 27, 2004.

Our check in the amount of \$300.00 to cover filing fee is also presented herewith.

Respectfully submitted,

HOVEY WILLIAMS LLP

By

RDH:mmm
encls.

I hereby certify that this document is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Trademarks, Box TTAB-Fee, 2900 Crystal Drive, Arlington, Virginia 22202-3514, on the 26th day of March, 2004.
HOVEY WILLIAMS LLP

By Mark M. Medvitye