

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

APPLICANT: SUMMIT ENVIRONMENTAL CORP., INC.
OPPOSER: CENTRAL MFG. CO.
APPLICATION SN: 78-583,526
TRADEMARK: FIREPOWER
INT. CL. NOS: 09
FILED: March 9, 2005

March 31, 2006

Ms. Jean Brown
Board Administrator Attorney
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451
703 308-9300

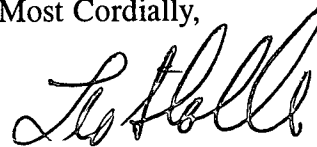
Dear Ms. Jean Brown:

In the instant case, we appreciate your serving upon the Applicant, the Opposer's Notice of Opposition.

A copy of the USPTO ESTTA receipt granting the extension up and until *April 5, 2006* is attached.

This Notice of Opposition was sent by **Express Mail No: ER 479353285 US** with the U.S. Postal Service in an Express Mail envelope.

Most Cordially,



Leo Stoller *per*
CENTRAL MFG. CO., Opposer
Trademark & Licensing Dept.
7115 W. North Avenue #272
Oak Park, Illinois 60302
773-283-3880 Fax 708/283-0083

04/06/2006 HPHAH1 00000125 78583526

01 FC:6402 300.00 OP

Dated: March 31, 2006



*Electronic System for Trademark Trials and Appeals***Receipt**

**Your submission has been received by the USPTO.
The content of your submission is listed below.
You may print a copy of this receipt for your records.**

FILEESTTA Tracking number: **ESTTA56493**Filing date: **12/07/2005**

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

Applicant: **Summit Environmental Corporation Inc.**
Application Serial Number: **78583526**
Application Filing Date: **03/09/2005**
Mark: **FIREPOWER**
Date of Publication **12/06/2005**

First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Central Mfg. Co., P.O. Box 35189, Chicago, IL 60707-0189, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 01/05/2006. Central Mfg. Co. respectfully requests that the time period within which to file an opposition be extended until 04/05/2006.

Respectfully submitted,
/Leo Stoller/
12/07/2005

Leo Stoller
President
Central Mfg. Co.

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

CENTRAL MFG. CO.
7115 W. North Avenue #272
Oak Park, Illinois 60302

Opposer,

vs. .

SUMMIT ENVIRONMENTAL
CORPORATION, INC.
(a Texas corporation)
133 E. Tyler Street
Longview, Texas 75601

Applicant.

Trademark: FIREPOWER

Application SN: 78-583,526

Int. Class No: 09

Filed: March 9, 2005

Published: December 6, 2005

Box TTAB/FEE
(IN TRIPLICATE)

NOTICE OF OPPOSITION

1. In the matter of first use Application SN 78-583,526, for the mark **FIREPOWER**, in International Class 09 for **fire extinguishers**, and the Opposer states as follows:
2. The Opposer, or its predecessor in title, has priority of use of the mark *FIRE POWER*, in Common Law, on a broad range of goods and services which are listed in the Federal Registrations and Applications, and on similar goods, related goods, and competitive goods; namely **fire extinguishers**, sold to the identical customers, through similar channels of trade that Applicant's goods are sold in, and/or are to be sold. The Opposer, or its predecessor in title, has priority of use of the mark *FIRE POWER* on similar goods as early as 1986.
3. The Opposer has priority of use of the mark *FIRE POWER* in numerous classes of goods and services. The Opposer holds rights to a family of *FIRE POWER* marks, promoted together in concert, as are well known to the Applicant, which goods and services are sold in the same channels of trade and to similar customers as Applicant's since at least as early as 1986 and hereby opposes registration of the confusingly similar mark **FIREPOWER**,

Application Serial No. 78-583,526.

4. There is no issue as to priority. The Applicant's first use date is subsequent to the issuance date of Opposer's said Registrations and its listed first use dates.

5. Opposer has sold its goods and services listed in the aforesaid registrations under the aforesaid *FIRE POWER* marks, as herein before referred to, throughout the United States. Opposer has developed an exceedingly valuable goodwill in respect to the *FIRE POWER* marks covered by the aforesaid registrations.

6. By virtue of its efforts, and the expenditure of considerable sums for promotional activities and by virtue of the excellence of its products, the Opposer has gained for its listed marks a most valuable and famous reputation.

7. The Opposer licenses the *FIRE POWER* mark for a wide variety of collateral merchandise and expends substantial sums of money on policing the use of Opposer's popular and famous trademark on a broad range of goods and services.

8. The Opposer holds rights ¹ directly in the following well-known *FIRE POWER* trademark registrations, all of which are incorporated herein and notice is hereby given that Opposer relies upon the following *FIRE POWER* Registrations.

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>CLASS</u>	<u>FIRST USE</u>
<i>FIREPOWER</i>	1,438,152	04/28/87	28	January, 1981
<i>FIREPOWER</i>	2,097,863	09/16/97	28	January, 1981

1. §16.13 McCARTHY ON TRADEMARKS, II. Ownership. Who Is Owner Of Trademark, [1] Introduction, Trademarks have often been held to be a kind of "property." In discussing "ownership of a trademark, we must recognize that we are dealing with intangible, intellectual property. "Ownership" means that one possesses a right which will be recognized and upheld in the courts: To say one has a "trademark" implies ownership and ownership implies the right to exclude others. If the law will not protect one's claim of right to exclude others from using an alleged trademark, then he does not own a "trademark", for that which all are free to use cannot be a trademark. Application of Deister Concentrator Co., 48 CCPA 952, 289 F.2d 496, 129 USPQ 314 (1961). Trademark ownership inures to the legal entity who is in fact using the mark as a symbol of origin. The Federal Trademark Register can be rectified in order to correct the ownership of a registered mark or a pending application. Chapman v. Mill Valley Cotton, 17 USPQ2d 1414 (TTAB 1990) (Opposer Alpha alleged that she, not applicant, owned the mark. Applicant was a joint venture composed of parties Alpha and Beta. After some litigation in state court, the parties filed an assignment from party Beta to party Alpha amounting to a concession that Alpha was indeed the owner of the mark. The Board viewed the TLRA 1989 amended version of §18, which permits rectifying the "register" as broad enough to include changing the name of the owner of an application, as well as of an issued registration.

9. Since 1986, the Opposer has forcefully extended its well-known trademark into the Applicant's market and today is a model for others in the trademark marketing and licensing industry in handling successfully brand extension as well known to the Applicant.

10. The Opposer on *April 1, 2005; June 24, 2005; July 7, 2005; and September 27, 2005* sent cease and desist letters to the Applicant; true and correct copies are attached hereto and made a part hereof.

11. The trademark proposed for registration by the Applicant, namely **FIREPOWER**, is applied to similar goods as those sold by Opposer and so nearly resemble the Opposer's mark as to be likely to confuse therewith and mistake therefore.

12. The Applicant's mark **FIREPOWER** is deceptively similar to Opposer's *FIRE POWER* mark so as to cause confusion and lead to deception as to the origin of Applicant's goods bearing the Applicant's mark.

13. If the Applicant is permitted to use and register **FIREPOWER** for its goods, as specified in the application herein opposed, confusion in trade resulting in damage and injury to the Opposer would be caused and would result by reason of the similarity between the Applicant's mark and the Opposer's mark. Persons familiar with Opposer's mark *FIRE POWER* would be likely to buy Applicant's goods as and for a service sold by the Opposer. Any such confusion in trade inevitably would result in loss of sales to the Opposer. Furthermore, any defect, objection or fault found with Applicant's goods marketed under its **FIREPOWER** mark would necessarily reflect upon and seriously injure the reputation which the Opposer has established for its products merchandised under its *FIRE POWER* marks for over 20 years.

14. If the Applicant were granted the registration herein opposed, it would thereby obtain at least a *prima facie* exclusive right to the use of its mark. Such registration would be a source of damage and injury to the Opposer.

15. Opposer asserts that there is a likelihood of confusion between the Applicant's mark **FIREPOWER** and the Opposer's registered family of *FIRE POWER* and *FIRE POWER* formative marks under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d).

16. Opposer asserts that its mark *FIRE POWER* is well known and/or famous and

that the Applicant seeking registration of the confusingly similar mark **FIREPOWER**, which when used would cause dilution under section 43(c).

17. If Applicant's mark, **FIREPOWER**, is allowed to register it will lessen the capacity of Opposer's famous mark *FIRE POWER* to identify and distinguish its goods or services and to license its well known *FIRE POWER BRAND NAME*.

18. The Opposer uses its famous *FIRE POWER* mark as a trade name, corporate name, service mark and trademark since at least as early as 1986 and is engaged in an aggressive *FIRE POWER* licensing and marketing program, as well known to the Applicant.

19. The Opposer, located in Chicago, Illinois, believes that it will be damaged by registration of the mark **FIREPOWER** shown in Application SN 78-583,526 and hereby opposes same. The Opposer uses its *FIRE POWER* mark as a trade name, corporate name, service mark and trademark and engages in an aggressive licensing program for over 20 years, as well known to the Applicant.

20. The Opposer has used the trademark *FIRE POWER* as a trade name, service mark and house mark in interstate commerce, since at least as early as 1986, long prior to Applicant's submission of its Application for Federal Registration of the mark **FIREPOWER**.

21. The Opposer is the exclusive worldwide Licensor of the mark *FIRE POWER* as listed in the 1999 Licensing Resource Directory, as well known to the Applicant.

22. The Opposer has priority of use, as early as 1986, on the same and/or similar goods, as previously stated and on the goods and services listed in Federal trademark registrations and applications.

23. The use of the Applicant's mark **FIREPOWER** sought to be registered in the aforesaid application is likely to blur the distinctiveness of the Opposer's famous *FIRE POWER* trademark(s).

24. The use of the Applicant's mark **FIREPOWER** sought to be registered in the aforesaid application is likely to cause confusion, mistake or deception in the buying public or cause the public to believe that there is a connection between the parties, or a sponsorship of Applicant's goods by Opposer.

25. The Opposer licensed its *FIRE POWER* mark on a wide variety of collateral

merchandise.

26. The Opposer expends substantial sums of money on policing the use of its famous *FIRE POWER* trademark. See a true and correct copy of the attached list of victories.

27. The Opposer has forcefully extended its famous trademark and today is a model for others in handling successfully such a brand extension.

28. The Applicant's mark **FIREPOWER** is confusingly similar to Opposer's mark *FIRE POWER*.

29. Since at least as early as 1986, the Opposer has been, and is now, using the mark *FIRE POWER* in connection with the sale of goods and services in numerous classes. Said use has been valid and continuous since said date of first use and has **not** been abandoned.

30. If the Applicant is permitted to register the mark, and thereby, the *prima facie* exclusive right to use in commerce the mark **FIREPOWER** on the goods licensed and sold by the Opposer, confusion is likely to result from any concurrent use of Opposer's mark *FIRE POWER* and that of the Applicant's alleged mark **FIREPOWER**, all to the great detriment of Opposer, who has expended its lifetime and considerable sums and effort in promoting its well known mark.

31. Purchasers are likely to consider the goods of the Applicant sold under the mark **FIREPOWER** as emanating from the Opposer, and purchase such goods as those of the Opposer, resulting in loss of sales to Opposer.

32. Applicant's mark **FIREPOWER**, when used on or in connection with the goods of the Applicant, is merely descriptive or deceptively misdescriptive of the goods.

33. Opposer's famous family of *FIRE POWER* marks are marketed in concert.

34. Upon information and belief, said first use application was obtained fraudulently in that the formal application papers filed by Applicant, under notice of §1001 of Title 18 of the United States Code stated that Applicant had a valid first use date. Said statement was false. Said false statement was made with the knowledge and belief that it was false, with the intent to induce authorized agents of the U.S. Patent and Trademark Office to grant said registration in that the Applicant, at the time it filed its said application and declaration were in

fact an invalid first use date.

35. Applicant's mark **FIREPOWER** is identical to Opposer's mark FIREPOWER.

36. Upon information and belief, said application was obtained *fraudulently* in that the formal application papers filed by Applicant, under notice of §1001 of Title 18 of the United States Code stated that Applicant had a valid first use in commerce when Applicant filed its Trademark application on *October 21, 2004*. Applicant had no valid first use in commerce on the date asserted in the said Application.

37. Upon information and belief, the Applicant has no evidence to establish a valid "first use" date in commerce.

38. Applicant's first use application was a fraud in that Applicant had no use on some or all of the said goods listed therein bearing the mark **FIREPOWER** on the first use date and on the first use in commerce date as well known to the Applicant.

39. Applicant's said first use statement was a false statement and was made with the knowledge and belief that it was *false*, with the intent to induce authorized agents of the U.S. Patent and Trademark Office to grant said registration as well known to the Applicant.

40. Upon information and belief, said statement of *first use* of the mark **FIREPOWER** on the goods in question, was made by an authorized agent of Applicant with the knowledge and belief that said statements was false. Said false statements were made with the intent to induce authorized agents of the U.S. Patent and Trademark Office to grant said registration.

41. Applicant's mark **FIREPOWER** was not applied for according to its correct type¹, as shown in its said application.

42. Upon information and belief, the Applicant was not the owner of the mark for

1. See §108 of the TMEP, page 100-5, Registration As Correct Type of Mark - It is important that a mark be registered according to its correct type, if it is not, the registration may be subject to cancellation. See *National Trailways Bus System v. Trailway Van Lines, Inc.*, 222 F. Supp 143, 139 USPQ 54 (E.D.N.Y. 1963), and 269 F. Supp. 352, 155 USPQ 507 (E.D.N.Y. 1965).

which the registration is requested¹.

43. Upon information and belief, applicant's first use application was signed with the knowledge that another party had a right to use the mark in commerce on the same or similar goods.

44. Concurrent use of the mark **FIREPOWER** by the Applicant and *FIRE POWER* by the Opposer may result in irreparable damage to Opposer's Marketing and/or Trademark Licensing Program, reputation and goodwill.

45. If the Applicant is permitted to obtain a registration of the mark **FIREPOWER**, a cloud will be placed on Opposer's title in and to its trademark, *FIRE POWER*, and on its right to enjoy the free and exclusive use thereof in connection with the sale of its goods and/or services, and on its Trademark Licensing Program, all to the great injury of the Opposer.

46. Upon information and belief, Applicant's first use Application was signed with the knowledge that another party had a right to use the mark in commerce.

47. Upon information and belief, the Applicant has abandoned the mark **FIREPOWER**.

48. The registration to Applicant of the mark **FIREPOWER** shown in the aforesaid application is likely to and will result in financial and other injury and damage to the Opposer in its business and in its enjoyment of its established rights in and to its said mark *FIRE POWER*.

49. As is well known to Applicant, the Opposer has been very successful and has previously prevailed against numerous other Applicants and/or Registrants for the unauthorized use of their similar **FIREPOWER** marks (see attached true and correct copy).

50. The Opposer has experienced considerable media attention, i.e., July 4, 2005 in the *New York Times*; July 28, 2005 in the *Chicago Sun-Times*; for the assertive enforcement of Opposer's *FIRE POWER* trademark rights against third parties, like the Applicant.

WHEREFORE, Opposer prays that the said Application for the trademark

1. See *Huang v. Tzu Wei Chen Food Co. Ltd.*, 849 F.2d 1458, 7 USPQ2d 1335 (Fed. Cir. 1988). See TMEP §§706.01 and 802.06 §1 of the Trademark Act 15 U.S.C. §1051.

FIREPOWER be denied, that no registration be issued thereon to Applicant, and that this Notice of Opposition be sustained in favor of the Opposer and that Opposer is entitled to judgment.

Opposer hereby gives notice under Rule of Practice that after hearing and in any appeal on this opposition proceeding, it will rely on its large family of *FIRE POWER* registrations and applications incorporated herein and all of the goods and services listed and covered thereunder, in support of this Notice of Opposition.

The Opposer prays for such other and further relief as may be deemed by the Director of Patents and Trademarks to be just and proper.

Enclosed is \$300.00.

Respectfully submitted,



Leo Stoller
CENTRAL MFG. CO., Opposer
Trademark & Licensing Dept.
7115 W. North Avenue #272
Oak Park, Illinois 60302
773 283-3880 FAX 708 453-0083

Dated: March 31, 2006

DECLARATION

The undersigned, Leo Stoller, declares that he is an individual and Director and President of CENTRAL MFG. CO., a Service Mark Application SN 78/782,064 and trademark and d/b/a for Central Mfg. Inc., a/k/a Central Manufacturing Inc., a Delaware Corporation registered to do business as Central Mfg Co., of Illinois a/k/a Central Manufacturing Co., founded and operated by Leo Stoller as such, is authorized to execute this document on its behalf, that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code. Central Mfg. Co. hold rights and relies upon the attached Federal Trademark Registration numbers herein in support of this Notice of Opposition.

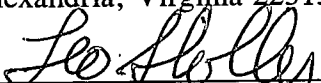
By: 
Leo Stoller
By: 
Leo Stoller, President
CENTRAL MFG. CO.

Date: March 31, 2006

Certificate of Mailing

I hereby certify that the foregoing *Notice of Opposition* is being sent with the U.S. Postal Service as **Express Mail No: ER 479353285 US** in an Express Mail envelope addressed to:

TTAB / BOX FEE
Commissioner of Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451


Leo Stoller
Date: March 31, 2006

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Trademark Electronic Search System (Tess)

TESS was last updated on Wed Dec 7 04:12:41 EST 2005

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Record 1 out of 1

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FirePower

Word Mark	FIREPOWER
Goods and Services	IC 009. US 021 023 026 036 038. G & S: fire extinguishers. FIRST USE: 19960701. FIRST USE IN COMMERCE: 19970701
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Design Search Code	
Serial Number	78583526
Filing Date	March 9, 2005
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 6, 2005
Owner	(APPLICANT) Summit Environmental Corporation Inc. CORPORATION TEXAS 133 E Tyler Street Longview TEXAS 75601
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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

This page was generated by the TARR system on 2005-12-07 13:06:51 ET

Serial Number: 78583526

Registration Number: (NOT AVAILABLE)

Mark

FirePower

(words only): FIREPOWER

Standard Character claim: Yes

Current Status: Application has been published for opposition.

Date of Status: 2005-12-06

Filing Date: 2005-03-09

The Information will be/was published in the Official Gazette on 2005-12-06

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 101

Attorney Assigned:
CLARKE IDI A Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2005-10-24

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

1. Summit Environmental Corporation Inc.

Address:

Summit Environmental Corporation Inc.
133 E Tyler Street
Longview, TX 75601
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

Phone Number: 903-758-0551

Fax Number: 903-758-1903

GOODS AND/OR SERVICES

International Class: 009

fire extinguishers

First Use Date: 1996-07-01

First Use in Commerce Date: 1997-07-01

Basis: 1(a)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2005-12-06 - Published for opposition

2005-11-16 - Notice of publication

2005-10-12 - Law Office Publication Review Completed

2005-09-30 - Assigned To LIE

2005-09-28 - Approved for Pub - Principal Register (Initial exam)

2005-09-28 - Case file assigned to examining attorney

2005-03-15 - New Application Entered In Tram

CORRESPONDENCE INFORMATION

Correspondent

SUMMIT ENVIRONMENTAL CORPORATION INC.
133 E TYLER ST

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office

Reg. No. 1,438,152
Registered Apr. 28, 1987

**TRADEMARK
PRINCIPAL REGISTER**

FIRE POWER

S INDUSTRIES, INC. (DELAWARE CORPORATION)
4301 N. CICERO AVE.
CHICAGO, IL 60641

FOR: SPORTING GOODS, NAMELY, TENNIS
RACKETS, GOLF CLUBS, TENNIS BALLS,
BASKETBALLS, BASEBALLS, SOCCER
BALLS, GOLF BALLS, CROSS BOWS, TENNIS

RACKET STRINGS AND SHUTTLE COCKS, IN
CLASS 28 (U.S. CL. 22).

FIRST USE 0-0-1981; IN COMMERCE
0-0-1981.

SER. NO. 553,786, FILED 8-16-1985.

W. A. CONN, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,097,863

Registered Sep. 16, 1997

**TRADEMARK
PRINCIPAL REGISTER**

FIRE POWER

S INDUSTRIES, INC. (DELAWARE CORPORATION)
P O BOX 417-120
CHICAGO, IL 606417120

BILLIARD GLOVES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 1-0-1981; IN COMMERCE 1-0-1981.

FOR: POOL CUES, POOL TABLES, DARTS,
BILLIARD BALLS, CUE CASES, CUE RACKS,

SER. NO. 75-203,742, FILED 11-25-1996.

STEVEN R. FINE, EXAMINING ATTORNEY

FIREPOWER

LICENSING FIREPOWER BRAND PRODUCTS & SERVICES SINCE 1985

P.O. Box 35189, Chicago, IL 60707-0189

VOICE 773/283-3880 * FAX 708/453-0083 * WEB PAGE: www.rentamark.com

FILE

April 1, 2005

Summit Enviornmental Corporation Inc.
133 E Tyler Street
Longview TX 75601

Dear President:

Re: **INFRINGEMENT OF THE "FIREPOWER" TRADEMARK REGISTRATION**
FIREPOWER

Please be advised that we are the owner of all right, title and interest in and to the mark ***FIREPOWER***. These ***FIREPOWER*** mark(s) are registered with the United States Patent and Trademark Office in numerous classes of goods and services. We are also the exclusive worldwide Licensor of the mark ***FIREPOWER*** as contained in the Who's Who in the Licensing Industry.

We have just learned that your company is using the ***FIREPOWER*** mark as a corporate name, trademark, tradename, domain name, and/or service mark. It is our opinion that the unauthorized use of our well-known ***FIREPOWER*** mark constitutes an infringement of our common law rights in and to the mark ***FIREPOWER*** and/or our registered trademarks, if not actual counterfeiting. If your mark were ever to publish for opposition we will oppose it and/or file a petition to cancel it.

In arguendo, if the said products or services are different, both federal and state laws protect the owner of a famous and distinctive trademark from "dilution" of its mark. The FTDA provides, in pertinent part, that the owner of a famous mark shall be entitled, subject to the principles of equity and upon such terms as the court deems reasonable, to an injunction against another person's commercial use in commerce of a mark or trade name, if such use begins after the mark has become famous and causes dilution of the distinctive quality of the mark.

15 U.S.C. §1125(c)(1). The FTDA defines "dilution" to mean:

the lessening of the capacity of a well known mark to identify and distinguish goods or services,

(1) competition between the owner of the famous mark and other parties, or

(2) likelihood of confusion, mistake, or deception.

15 U.S.C. §1127:

likelihood of injury to business reputation of dilution of the distinctive quality of a mark or trade name shall be a ground for injunctive relief in cases of infringement of a mark registered or not registered or in cases of unfair competition, notwithstanding the absence of competition between the parties or the absence of confusion as to the source of goods or services.

N.Y. Gen. Bus. Law §360-/(McKinney Supp. 1999) (emphasis added) (formerly §368-d).

The type of dilution pertinent to the present case is "blurring," a process that may occur "where the defendant uses or modifies the Plaintiff's trademark to identify the defendant's goods or services, raising the possibility that the mark will lose its ability to serve as a unique identifier of the plaintiff's product." *Hornel*, 73 F. 3d at 506 (quoting *Deere & Co. v. MTD Products, Inc.*, 41 F. 3d 39, 43 (2d Cir. 1994) (emphases in original). "Injury to the mark selling power need not involve any confusion as to source or sponsorship. The legislative history of §368-d underscores this understanding by giving examples of hypothetical violations: DuPont shoes, Buick aspirin tablets, Schlitz varnish, Kodak pianos, Bulova gowns, and so forth." *Hornel*, 73 F. 3d at 506 (quoting 1954 N.Y. Legis. Ann. 49-50).

In sum, in order to prevail on a dilution claim we are not required to prove likelihood of confusion. Trademark dilution statutes are designed to:

cover those situations where the public knows that the defendant is not connected to or sponsored by the Plaintiff, but the ability of the Plaintiff's mark to serve as a unique identifier of the Plaintiff's goods or services is weakened because the relevant public now also associates that designation with a new and different source... Thus, where the classic likelihood of confusion test leaves off, the dilution theory begins.

We will be substantially and irreparably damaged should this infringement and counterfeiting continue. We, therefore, request that SUMMIT ENVIORNMENTAL immediately cease and desist from the use of FIREPOWER as a trademark. In order to mitigate further damages, the following actions on your part are required:

- immediate discontinuance of all use of the subject trademark;
 - turning over to us all materials in your possession which bear the subject trademark;
- and
- an accounting of all sales made to date of the bearing of such mark

Please understand that should you not immediately take the above actions and should litigation become necessary, we will also demand:

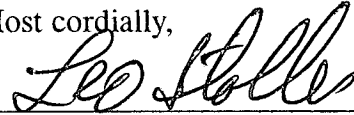
- an award of damages for all lost sales and profits; and
- an award of attorneys' fees

We strongly recommend that you present this letter to your attorney and have him or yourselves call us as soon as possible on or by April 22, 2005, to resolve this matter amicably.

If we do not hear from you by that time, we will presume that you do not intend to voluntarily take the necessary actions outlined above.

We await your response.

Most cordially,

A handwritten signature in cursive script, appearing to read "Leo Stoller", written over a horizontal line.

Leo Stoller
FIREPOWER
P O Box 35189
Chicago, IL 60707
Tel: 773/283-3880
FAX: 708/453-0083

enclosures

C:\MARKS33\SUMMIT.C&D

STEALTH

STEALTH BRAND PRODUCTS & SERVICES SINCE 1981

P.O. Box 35189
Chicago, IL 60707-0189
VOICE 773/283-3880
FAX 708/453-0083

June 24, 2005

Summit Environmental Corporation, Inc.
PRESIDENT
133 E. Tyler Street
Longview, TX 75601

RE: STEALTH TRADEMARK LICENSE AGREEMENT
SERIAL NUMBER: 78-583,526

Dear President:

We are sending this follow up letter in regards to the cease and desist letter that was sent to your company on April 1, 2005 that we have not received a response to yet. We would appreciate it if you would take the time to address this matter for it is not going to go away.

Please call with any questions as soon as possible.

Most cordially,

FILE 

Leo Stoller, Pres.
STEALTH
P.O. Box 35189
Chicago, IL 60707
Tel: (773) 283-3380

FIREPOWER

FIREPOWER BRAND PRODUCTS & SERVICES SINCE 1981

P.O. Box 35189
Chicago, IL 60707-0189
VOICE 773/283-3880
FAX 708/453-0083

July 7, 2005

Terry L. Clark
Harness, Dickey & Pierce, P.L.C.
11730 Plaza America Drive
Suite 600
Reston, VA 20190

FILE

RE: FIREPOWER TRADEMARK INFRINGEMENT(S)
APPL. S/N 78-583,526 - FIREPOWER

Dear Terry L. Clark:

Thank you for your letter of July 7, 2005.

Accordingly, attached you will find our letter that was sent to your clients company on April 1, 2005 for you to review with your client. Please respond back to this matter for it is not going to go away if it is simply ignored.

If you have any questions, please contact us before the expiration date of the Agreement of July 28, 2005.

Most cordially,



Leo Stoller, Pres.
FIREPOWER
P.O. Box 35189
Chicago, IL 60707
Tel: (773) 283-3380

FIREPOWER

LICENSING FIREPOWER BRAND PRODUCTS & SERVICES SINCE 1985

P.O. Box 35189, Chicago, IL 60707-0189

VOICE 773/283-3880 * FAX 708/453-0083 * WEB PAGE: www.rentamark.com

September 27, 2005

Terry L. Clark
HARNES, DICKY & PIERCE, PLC.
11730 Plaza America Drive, Suite 600
Reston, VA 20190

FILE

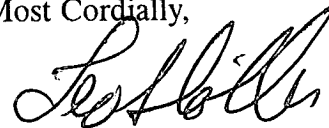
Dear Terry:

Re: **INFRINGEMENT OF THE "FIREPOWER" TRADEMARK REGISTRATION**
FIREPOWER

We reviewed your file and came across your letter of July 7, 2005. We are submitting the copy of the April 1, 2005 letter once more. Please get back to us as soon as possible.

Thank you. If you have any questions, please feel free to call.

Most Cordially,



Leo Stoller
FIREPOWER
P O Box 35189
Chicago, IL 60707
Tel: 773/589-0340
FAX: 773/589-0915

enclosures

C:\MARKS33\SUM.LTR

WHY OBTAIN A *FIRE POWER*® LICENSE...

Americans are brand conscious. More than 95 percent of all products sold in America are branded goods and more than \$120 billion is spent in advertising to create and maintain brand images for those products. The reason: Consumers' buying habits are tied to how they think and feel about a brand.

In today's competitive marketplace, the licensing of brand names for new products - essentially, borrowing an established brand name in order to sell more product - has become increasingly prevalent. Sales of licensed products in the U.S. now total more than \$151 billion a year and over 40% of all goods sold are licensed products.

The reasons are simple. Building a brand image for a new product is extremely costly. And there's no guarantee that an expensive brand image campaign will work. Licensing your products and services under an established trademark brings instant recognition and acceptance with your customers. Licensing endows your products and services with the power of the images carried by the brand name trademark, giving you the opportunity to:

- * Introduce products more easily and enter the market from a position of strength.
- * Achieve instant customer awareness and help increase market share without risking large marketing expenditures.
- * Create instant enthusiasm and interest among your customers.
- * Sell a greater volume of products or services due to your customers' increased interest.
- * Sell your products or services for a greater profit margin.
- * Avoid trademark litigation.

Licensing an established trademark for your products or services just makes good business sense. The enormous power of *FIRE POWER*® trademarks can mean instant buyer appeal for your products and services. As a *FIRE POWER*® licensee, you are part of a team company already marketing their products and services using *FIRE POWER*® trademarks. Their success is proof of what a *FIRE POWER*® license can do for you.

FIRE POWER® LICENSING PROGRAM

Licensee Requirements

As a prerequisite for becoming a **FIRE POWER®** licensee, a distributor, manufacturer or service company should consider the following requirements:

PRODUCT OR SERVICE CATEGORY:

An appropriate product category that would utilize and compliment the **FIRE POWER®** image.

MARKETING:

A proven track record of marketing.

RESOURCES:

Adequate resources - production, financial and manpower to undertake such an expanded program.

STYLING AND QUALITY:

Ability to ensure good styling and consistent quality products or services.

PRODUCTION:

Efficient manufacturing and/or sourcing to ensure on-time delivery of value packed products.

OBJECTIVES:

Long-term objectives of continued growth in sales and profits.

To an increasing extent, all types of buyers, including buyers for mass market retail outlets, are demanding brand names with image. Their customers want established brand names as a guarantee of quality, value and good styling. More and more manufacturers are being encouraged to provide brand names in order to maintain and expand their market position. Some companies who already have one or more brand names are seeking additional identification programs due to their demonstrated success with branded goods and services. Others, who have no brands or the wrong brands, need a brand to survive.

For companies that qualify, the **FIRE POWER®** brand could be the answer.

FIRE POWER® LICENSING PROGRAM

See Rentamark famous brands available for licensing at
www.rentamark.com

The nature of the major terms of the License Agreement are indicated hereunder.

ROYALTY RATE:

Royalty rates are a negotiable percent of the sale price charged by Licensee for each licensed product and/or service sold.

TERM OF AGREEMENT:

Basic life of agreement coordinated with requirements of product development; usually three or more contract years, with the first contract year being long enough to allow "start-up" time.

MINIMUM SALES:

Minimum sales target projections mutually determined.

MINIMUM ROYALTIES:

Annual guaranteed minimum royalty realistically assessed.

ADVANCE PAYMENT:

A reasonable portion of the Minimum Royalties (not an additional fee).

RENEWALS:

Renewal terms based on performance to capitalize upon success of the program.

LICENSING *FIRE POWER*® ENABLES YOU TO ...

- * DIFFERENTIATE AMONG PARTY PRODUCTS
- * ENJOY EASIER TRADE ACCEPTANCE
- * JUSTIFY A PREMIUM PRICE POINT
- * GENERATE QUICK CONSUMER TRIAL
- * ACHIEVE SIGNIFICANT MARKET SHARE QUICKLY
- * AVOID TRADEMARK LITIGATION

***STEALTH®*, *SENTRA®*, *TERMINATOR®*,
FIRE POWER® & *DARK STAR®***

D/B/A

RENTAMARK.COM

7115 W. North Avenue #272

Oak Park, Illinois 60302

Phone: (773) 589-0340 Fax: (773) 589-0915

Email: info@rentamark.com

**See our list of other famous brands available for
licensing at www.rentamark.com
Contact us about representing and licensing your brand**

PROTECT YOUR COMPANY'S ASSETS WITH A RENTAMARK® BRAND TRADEMARK LICENSE

Pick the wrong name for your new product or service and you stand to LOSE BIG TIME! That's what lots of companies learn when they find themselves on the wrong side of a trademark infringement action. Over \$2 billion was spent last year in litigation and legal expenses due to **misuse of trademarks**. And it's not only the Fortune 500 firms who get hurt. It's the small to mid-size companies with little experience in trademark law, who often don't find out until an attorney sends a warning letter to "cease and desist" or you get served with a Federal Trademark infringement lawsuit.

Any company can pay hundreds of thousands of dollars in legal expenses fighting an infringement suit with no guarantee of success. If you lose, you'll not only have to rename your product, reprint all the sales literature, and redo the advertising, you'll also **suffer a major loss** of credibility with your customers and possibly owe treble damages to the winner and attorneys' fees. For many, the enormous legal expenses of defending a trademark dispute can literally mean the END OF YOUR BUSINESS.

Now you can protect your business with a **RENTAMARK®** famous brand trademark license agreement. Merely choose a **RENTAMARK®** brand famous trademark for use on your product or service and allow **RENTAMARK®** to police and protect the trademark.

Some of our famous brand names include, but are not limited to:

SENTRA®
STEALTH®
DARK STAR®
TERMINATOR®
AIRFRAME®
FIRE POWER®
NIGHT STALKER®
STRADIVARIUS®
TRILLIUM®

Visit our website at: **WWW.RENTAMARK.COM**

The 1999 LIMA Licensing Resource Directory



Source
of Licens

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THE 1999 LIMA Licensing Resource Directory

Published by
International Licensing Industry Merchandisers' Association (LIMA)
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Every effort has been made to ensure that The 1999 LIMA Licensing Resource Directory provides dependable, accurate information. However, the publisher does not warrant that the data herein is completely free of errors and cannot be held responsible for oversights or omissions. In addition, the contents reflect data received by the publisher as of the book's closing date of March 15, 1999; any information received after that date would not be reflected in this edition.

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Starlog Group

475 Park Avenue South
New York, NY 10016
Tel: (212) 889-2830 ext 202; Fax: (212) 889-7933
E-mail: rita@starlog.group.com
Rita Eisenstein

Properties: Fangoria, Starlog Magazine



Stealth Sentra Terminator & Dark Star Licensing

dba Rent A Mark
P.O. Box 35189
Chicago, IL 60707-0189
Tel: (773) 283-3880; Fax: (708) 453-0083
Website: www.b45dir.com/rentamark
Leo Stoller

Properties: 24 Karat, Aerospace, Airframe, Ambush, Annihilator, Aquilla, Battlefield Medicine, Blitzkrieg, Checkmate, Chestnut, Collider, CreativeTravel, Dark Star, Eliminator, Fable, Fire Power, Footnote, GameTime, Havoc, Hypersonic, Intruder, Liquid Cool, Love Your Body, Merchant Of Venice, Night Stalker, Phalanx, Renaissance, Sentra, Sexual Chemistry, Star Lite, Stealth, Stradivarius, Street Smart, Terminator, The Limits of Endurance, Tirade, Torrent, Trail Side, Tree House, Triana, Trident, Trillium, Turbojet, Velocity, White Line Fever

Stephen Lawrence Company Licensing Corporation

35 State Street
Carlstadt, NJ 07072
Tel: (201) 807-0500; Fax: (201) 896-3824
Lynda Coyle

Properties: Stephen Lawrence Designs

Sterling Licensing Ltd.

#4 The Old School
Town Lane
Woodburn Green, BK HP100PH
United Kingdom
Tel: 441628529389; Fax: 441628529632
Carolyn Froud

Sterling/McFadden

233 Park Avenue S., 5th Floor
New York, NY 10003
Tel: (800) 553-9014, (212) 780-3590;
Fax: (800) 553-9014
Ed Konick

Properties: "16", "Baseball Illustrated", "Black Beat", "Daytime TV", "Intimacy", "Jive", "Metal Edge", "Metal Maniacs", "Pro Basketball Illustrated", "Right On!", "Sisters In Style", Modern Screen's Country Music

Stone America Marketing (Agent)

One Meadowlands Plaza
Rutherford, NJ 07073
Tel: (201) 507-9431; Fax: (201) 507-0090
Robert Stone, President; Liza Greenwald, Vice President; Jaime Lichler, Account Coordinator

Properties: Big Guy International, Chic Simple, Dr. Atkins, Hank Player USA, Jack Hanna's Animal Adventures, Mickey Mantle Estate, Patricks Pals, Raggs Kids Club, Richard Simmons Mall Tours, Slimamander, The Treeples

Stonefield Josephson

1620 26th Street, Suite 400 South
Providence, CA 90404-4002
Tel: (310) 453-9400; Fax: (310) 453-1187
Larry Jacobs

Stroke's Club, Inc.

440 21 Avenue, NE
Calgary, Alberta TZE 1S6
Canada
Tel: (403) 276-4962; Fax: (403) 244-6426
Craig Whitney

Strole Associates (Agent)

Box 6035
Huntington Beach, CA 92615-6035
Tel: (714) 962-8843; Fax: (714) 962-1769
David Strole

Properties: Carol Widmann, Cheri L. Strole, Darcie Heater, Laurie Campbell, Marina Anderson, Tammy Jensen

Studio Chikara (Agent)*

43-23 Colden Street, Suite #18-K
Flushing, NY 11355
Tel: (718) 762-9153; Fax: (718) 762-9153
E-mail: stuchikara@aol.com
Website: www.studiochikara.net
Robert Conte; Sandra Lane

Properties: Barry Levine, Chip Rock Dayton, Lydia Criss Collection [C], The Barbi Twins



THE LICENSING WORLD



We've kept smiling for 25 years

SMILE & SMILEY LICENSING

World Head Office : BIG - Franklin Loufrani - 97 boulevard Haussmann - 75008 Paris - France
Tel : (33) 01 42 65 65 05 - Fax : (33) 01 42 65 03 23

The 1997 Guide is designed to give those involved in the licensing industry as much relevant information as possible under one cover.

The Guide is divided alphabetically by Country. Licensors and Licensing Agents have given detailed information on their companies, listing properties, together with product available on the market for those properties, tv/video availability etc. Where a basic listing has been given the company has been referred to by a licensor/agent overseas and no questionnaire has been returned. Equally, if we have not received a questionnaire back from a company for two years, we have removed them from the Guide.

Licensees are listed alphabetically within their respective country. Where there are a large number of licensees listed, an index of companies under broad product bands has also been given at the start of the section. See right hand column for details.

Specialist Services: consultants, designers, attorneys, accountants have also been included where information is available, as well as trade publications and television companies.

Trade Show information is a feature that has proved very popular with our subscribers, and these have been listed under the relevant countries. You will also find a comprehensive "Calendar of Events on Pages 18 and 19 of the Guide.

Broadly, each country is divided into six sections:

- Licensors/Agents
- Licensees
- Specialist Services
- Trade Publications
- Television Companies
- Trade Shows

As a valued subscriber, if there is information that you need that has not been included in the Guide, please ring Cascade and we will be only too pleased to try and source it for you.

Whilst every effort is made to ensure the information supplied is correct, Cascade publishing is not responsible for any inaccuracies supplied by companies, or omissions. Companies which did not supply their information or who were not named by other sources are not included. Please advise the publisher of any changes to published data.

LICENSEES

The broad product bands are as follows. Where no detailed questionnaire was received the positioning of the relevant company into a product category has been made by the Editor.

Accessories

including hair accessories, bags, purses, wallets, luggage, jewellery, watches, car accessories, ties, scarves, hankies, pins, visors, spectacles, sunglasses and cases, umbrellas, etc.

Apparel

including indoor, outdoor and underwear, hats, shoes, hosiery, screenprinting, transfers, flock transfers, swimwear, leisurewear.

Food/Drink

including all food/drink products as well as accessory related items.

Giftware

including musical boxes, figurines, gift boxes

Household/Home Furnishings

including textiles, bed linens, bathroom linens and accessories, lamps, wallpapers and borders, tableware, placemats, crockery, cutlery, furniture (inside and out), baby feeding-ware, melamine-ware, lunch boxes, coolers.

Novelties

including pins, badges, balloons, premiums

Publishing

including books, posters, greeting cards, diaries, calendars, lithographs, prints

Seasonal

including collectibles, special glass items, figurines, masks, crackers, fine art

Specialty

including arcade games, pin ball machines, sculpture, live productions, unusual products

Sporting Goods

including sports equipment, ancillary equipment, tents, bikes and accessories

Stationery

including postcards, giftwrap, tags, paper goods, back to school, writing instruments

Toiletries

including children's make-up, cosmetics, bathroom accessories, tissues, soaps, oral products, fragrances

Toys/Hobbies

including indoor/outdoor toys, board games, cards, crafts, sewing, knitting items, plastic kits, wooden toys, fun stamps, pre-school toys, puppets, plush, construction toys.

Video/Home Entertainment

including all home entertainment systems, computer software, video games, music/audio tapes, videos.

Rent-A-Mark

PO Box 417-120
Chicago, IL 60641-7120, USA
Tel (773) 283 3880
Fax (773) 453 0083
Leo Stoller, Director of Licensing
Properties Aerospace, Airframe,
Ambush, Annihilator, Aquilla,
Battlefield Medicine, Blitzkrieg,
Checkmate, Chestnut, Collider,
Creative Travel, Crime Scene, Dark
Star, Eliminator, Fable, Fire Power,
Footnote, Game Time, Hypersonic,
Intruder, Liquid Cool, Love Your Body,
Merchant of Venice, Night Stalker,
Phalanx, Renaissance, Sentra, Star
Lite, Stealth, Stradivarius, Street
Smart, Terminator, Tirade, Torrent,
Trail Side, Tree House, Trident,
Trillium, Turbo Jet, 24 Karat, Velocity,
White Line Fever.

Oscar de la Renta

550 Seventh Avenue, 8th Flr
New York NY 10018, USA
Tel (212) 354 6777
Fax (212) 768 9110/382 0864
Electra Preston, VP Licensing
Properties Oscar de la Renta

Rhythms Productions/Tom Thumb Music

PO Box 34485
Los Angeles, CA 90034-0485
USA
Tel (310) 836 4678
Fax (310) 837 1534
Ruth White, President
*Established in 1955, Rhythms is a
producer of children's educational and
edutainment audio-visual
programmes, as well as publishing.
The company's products are used in
schools and homes internationally and
have been awarded Parent's Choice
and Notable Recording by the
American Library Association.*
Properties Watch Me Grow, Tom
Thumb First Reader's Kit, The
Adventures of Mr Windbag,
Adventures of Professor Whatzit,
'Learn About' Themes Series
Represented Overseas by Marqfed
(Philippines)

The Roger Richman Agency Inc

9777 Wilshire Blvd, Suite 700
Beverly Hills CA 90212, USA
Tel (310) 276 7000
Fax (310) 276 8023
Roger Richman, President
*The Roger Richman Agency
represents over 45 international
legends for worldwide licensing,
including merchandising, advertising
and promotion.*
Properties Edie Adams, Louis
Armstrong, Jack Benny, Clara Bow,
Nigel Bruce (Dr Watson), Cab
Calloway, Lon Chaney Sr, Lon Chaney
Jr (Wolfman), Maurice Chevalier, Gary

RENT-A-FAMOUS TRADEMARK FROM

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- Buyer acceptance
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- Reasonable royalty rates
- Trademark valuations

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**Rent-A-Mark
dba**

**Stealth - Sentra - Terminator
Licensing**

PO Box 417-120
Leo Stoller, Director of Licensing
Chicago, Illinois 60641-7120, USA
Tel: (773) 283 3880
Fax (708) 453 0083

Cooper, Jimmy Durante, Albert
Einstein, Fabio, WC Fields, Mark Foo,
John Ford, Sigmund Freud, John
Garfield, Betty Grable, Audrey
Hepburn, Harry James, Al Jolson,
Boris Karloff (Frankenstein), Emmett
Kelly, Ernie Kovacs, Burt Lahr, Vivien
Leigh, Groucho Marx, Steve
McQueen, Carmen Miranda, Mary
Pickford, William Powell, Basil
Rathbone (Sherlock Holmes), Otis
Redding, Nelson Riddle, Buddy
Rogers, Rod Serling, Artie Shaw, Kate
Smith, Goose Tatum, Rudolph
Valentino, Rudy Vallee, Jack Webb,
Johnny Weissmuller, Mae West,
Wright Brothers
Represented overseas by Gaffney
(Australia), VIP (Germany), VIP
(France), LMI (GB)

Lucy Rigg Designs

13710 41st St North E.
Seattle, Washington 98125, USA
Tel (800) 228 0637/206 367 9199
Fax (206) 367 7444
Lucy Rigg
*Lucy Rigg Designs Teddy Bears (Lucy
Bears) have been manufactured into
10,000 different products since 1977*
Properties Lucy Rigg Designs, Lucy
and Me, Lucy and Company, Lucy
Bears, Honey and Me.

Rivercrest Industries

PO Box 771662
Houston, TX 77215-1662, USA
Tel: (713) 789 5394
Fax: (713) 789 3057
Harry P Capers Jr, President
*Rivercrest designs, manufactures and
markets fine products. Founded in
1981, we currently are focusing on
licensing/marketing the Dino-Buddies
characters. Our office's physical
location is 2620 Fountainview, # 101,
Houston, TX 77057, USA*
Properties Dino-Buddies
(A, Ap, G, H, N, Pr, P, S, St, To, V, O)
Represented overseas by El
Euro-Lizenzen (Germany)

The Robley Collection Inc

85 Constitution Lane, Ste 2A
Danvers, MA 01923, USA
Tel (508) 750 0279
Fax (508) 774 3691
Web Site: www.robley.com
Stephen Liquori, President
*The Robley Collection Inc is a
licensing company for a limited
number of properties. Its expertise lies
mainly in developing and
implementing its properties with
licensees. The company's background
in graphic design and applications to
apparel and accessory items allows it
to give a prospective licensee a strong
concept of how to apply and develop
the property with its products and
distribution*
Properties The Robley Collection

Rockmill & Company

235 West 75th Street
New York, NY 10023, USA
Tel (212) 769 0609
Fax (212) 769 0609
Jayne Rockmill, President
*International licensing and consulting
firm.*
Properties Street Hockey (all
categories), Danskin (all categories),
Dance France (all categories)
Agents for ITF, LMI, The Sisson Group



Rosenthal Represents

3850 Eddingham Avenue
Los Angeles CA 91302, USA
Tel (818) 222 5445
Elise Rosenthal, President
Neil Sandler, Vice President
*Rosenthal Represents is a company
with two areas of expertise: 1) Art
services utilizing existing characters
and creating new directions and
themes for them. 2) The other area
we service is to create new art and*

première

S. O. 11-2-1944

fo

l i c e n s e

Principles



EXPERT WITNESS – TRADEMARK EVALUATIONS

EXPERT TESTIMONY FOR TRADEMARKS AND INTANGIBLES

RENT-A-MARK a firm that owns and controls over 50 famous trademarks, specializing in the trademark licensing business. A member of the International Licensing Industry Merchandisers' Association. The President, founder and CEO of RENT-A-MARK, Leo D. Stoller M.A., has over 20 years of experience in acquiring, litigating, protecting and policing trademarks before the Trademark Trial and Appeal Board (TTAB) and in the District Court(s). He has extensive trial experience and has been involved in multi-million dollar cases. Leo Stoller is qualified and stands ready to provide you with expert testimony and written opinion on:

- evaluation of trademarks
- confusion/infringement
- damages
- Deposition and Trial Testimony

RENT-A-MARK

Leo Stoller, President/CEO
P.O. Box 417-120
Chicago, Illinois 60641-7120
VOICE: (312) 283-3880 • FAX (708) 453-0083

Royal Doulton (UK) Ltd.

Minton House, London Road
Stoke-On-Trent ST4 72D
England
Tel: 441782292292; Fax: 011441782292099
Shaun Kelly



S. I. International

43 East 19 Street
New York, NY 10003
Tel: (212) 254-4996; Fax: (212) 995-0911
Hebert Spiers

Saban Entertainment

10960 Wilshire Boulevard
Los Angeles, CA 90024
Tel: (310) 235-5100; Fax: (310) 235-5102
Rand Brenner; Ashley Duffy



Properties: BAD, BealeBorgs, Bobby's World, Eek!
Stravaganza, Life With Louie, Masked Rider, Mouse
and the Monster, Oliver Twist, Power Rangers, Samurai
Pizza Cats, Sweet Valley High, The Tick, VR Troopers,
YY Family

Samsonite Americas Licensing

11200 East 45th Avenue
Denver, CO 80120
Tel: (303) 373-7566; Fax: (303) 373-6300
Berk Thornton

Properties: American Tourister, Botany 500,
McGregor, Samsonite

Sanrio, Inc.

10585 Santa Monica Blvd., Suite 100
Los Angeles, CA 90025
Tel: (310) 441-5252; Fax: (310) 441-0151
E-mail: sanriola@aol.com
Website: www.sanrio.com
Sachiko Louis; William Hensley



Properties: Badtz Maru, Hello Kitty, Keroppi, Little
Twin Stars, My Melody, Pekkale, Pochacco, Spottie
Dottie, Tuxedo Sam

Edward Sarson Productions, Inc.

150 Water Street South
Cambridge, ON N1R 3E2
Canada
Tel: (519) 740-8388; Fax: (519) 740-6766
Peggy Szumila, Dir. of Licensing

Properties: Edward Sarson, Mistle Toad, Toad Patrol,
Toadlets

Save The Earth

4881 Topanga Canyon Blvd. #201
Woodland Hills, CA 91364
Tel: (818) 883-2784; Fax: (818) 883-3672
Neal Pargman, President

Properties: Save the Earth

Scenterprises™

375 West End Ave
New York, NY 10024
Tel: (212) 580-5309; Fax: (212) 721-3954
E-mail: scentprises@aol.com
Sue Phillips

Properties: Grace Phillips

Schering-Plough HealthCare Products

110 Allen Road
Liberty Corner, NJ 07938
Tel: (908) 604-1535; Fax: (908) 604-1885
Richard A. Olean

Properties: Coppertone, Dr. Scholl's, Little Miss
Coppertone & Dog, PAAS Easter Friends, PAAS Easter
Products, Tan Don't Burn, Tropical Blend

1998 - 1999

LIMA LICENSING RESOURCE DIRECTORY

Star Magic, Inc.

Mother Ignacia Street
Quezon City
Philippines
Tel: 632-924-4101; Fax: 0116329242767
Luisa Corpus



Starlog Group

475 Park Avenue South
New York, NY 10016
Tel: (212) 889-2830 ext 202; Fax: (212) 889-7933
E-mail: rita@starlog group.com
Rita Eisenstein



Properties: Fangoria, Starlog

Stealth Sentra Terminator & Dark Star Licensing

dba Rent-A-Mark
P.O. Box 417-120
Chicago, IL 60641-7120
Tel: (773) 283-3880; Fax: (773) 453-0083
Leo Stoller

Properties: 24 Karat, Aerospace, Airframe, Ambush, Annihilator, Aquilla, Battlefield Medicine, Blitzkrieg, Checkmate, Chestnut, Collider, CreativeTravel, Dark Star, Eliminator, Fable, Fire Power, Footnote, GameTime, Havoc, Hypersonic, Intruder, Liquid Cool, Love Your Body, Merchant Of Venice, Night Stalker, Phalanx, Renaissance, Sentra, Star Lite, Stealth, Stradivarius, Street Smart, Terminator, Tirade, Torrent, Trail Side, Tree House, Trident, Trillium, Turbojet, Velocity, White Line Fever

Stephen Lawrence Company Licensing Corporation

35 State Street
Carlstadt, NJ 07072
Tel: (201) 807-0500; Fax: (201) 896 3824
Lynda Coyle

Properties: Stephen Lawrence Designs

Sterling/McFadden

233 Park Avenue S., 5th Floor
New York, NY 10003
Tel: (800) 553-9014, (212) 780-3590;
Fax: (800) 553-9014
Ed Konick

Properties: "16", "Baseball Illustrated", "Black Beat", "Daytime TV", "Intimacy", "Jive", "Pro Basketball Illustrated", "Sisters In Style", "Superteen", "Teen Beat", "Teen Mochina"

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Larry Jacobs



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Canada
Tel: (403) 276-4962; Fax: (403) 244-6426
Craig Whitney

Studio Chikara

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Flushing, NY 11355
Tel: (718) 762-9153; Fax: (718) 762-9153
E-mail: stuchikara@aol.com
Robert Conte: Sandra Lane

Properties: Barry Levine, Chip Rock Dayton, The Barbi Twins

Sugarplum Studio

521 New York Avenue
Ogdensburg, NY 13669
Tel: (315) 393-9158; Fax: (315) 393-5108
Barbara Briggs Ward

Properties: Snarly Sally, Snowpeeps

Sunbeam Corporation

1615 S. Congress Ave., Suite 200
Delray Beach, FL 33445
Tel: (561) 243-2100; Fax: (561) 243-2105
Linda Morgenstern, Vice President, Global Licensing

Properties: Coleman, Family Gard, First Alert, Grillmaster, Health o meter, Mr. Coffee, Oster, Peak 1, Sunbeam

Sunbow Entertainment

100 Fifth Avenue
New York, NY 10011
Tel: (212) 886-4944; Fax: (212) 366-4242

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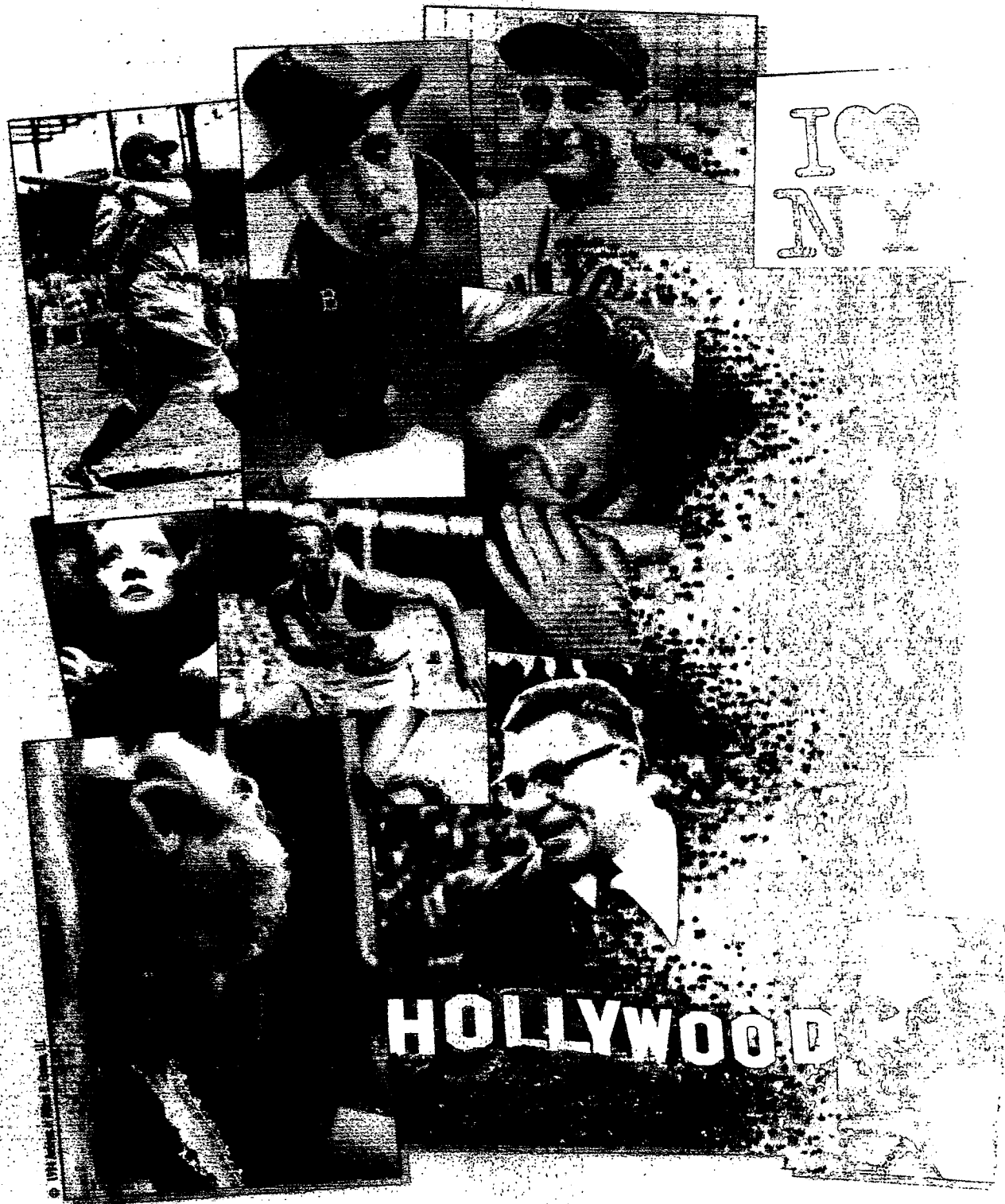
1850 Greenfield Plaza
Bryan, TX 77802
Tel: (409) 268-7878; Fax: (409) 268-8085
E-mail: sylvia@suncreek.com
Website: www.suncreek.com
Sylvia McMullen

Properties: Adventures in the Attic, Bears Big Adventure, Jack Houston's Imagineland, Reid Ryan's Youth Sports America, Rose Cottage Creations

4

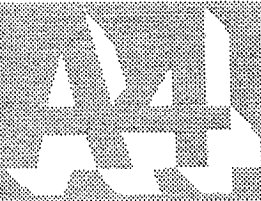
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Printed in England
ISBN 0946197 51 2

Welcome to the seventeenth annual edition of the Worldwide Licensing Directory.

As seems to happen every year, you will see that the number of listings in the directory has increased substantially. This mirrors the continuing growth in the licensing industry - particularly in countries outside the United States.

In particular, the number of licensees and manufacturers involved around the world has increased with new companies in countries never before listed.

This seventeenth edition of the Worldwide Licensing Directory is that user-friendly publication in the marketplace. At-a-glance side tabs give easy access to the specific sections and country headers at the top of the page enable readers to find the information needed quickly and efficiently.

The directory opens with what many would consider to be the most important aspect of any licensing industry reference book - the information about properties available for licensing.

More than 12,000 properties are listed with their licensors and where relevant, individual territory agents.

Following the property index is a section containing comprehensive information about licensors and agents in 65 countries. As usual, full company information is provided together with lists of properties and overseas offices and representatives.

The third section of the directory covers licensees. Again, this section has grown over the year and the 1997/8 edition contains more than 5000 licensees for 60 countries. As always, licensee information includes full company details together with information about products manufactured and, for further ease of reference, major countries are prefaced by alphabetical listings of companies by specific product group e.g. toys, apparel etc.

We hope that you will find the 1997/8 Worldwide Licensing Directory helpful in your day to day business. Through all of A4's publications - which include Licensing Today Worldwide, Licensing Reporter, Licensing Business Review and the Beginner's Guide to Licensing - we aim to assist licensors, agents, licensees and others expand their licensing business.

As the longest serving publishing house dedicated to this industry, we like to hear from you. If you have any questions or suggestions about the directory, do please let us know. We'd be pleased to hear from you.

Adam Driscoll
Chief Executive Officer

Francesca Ash
Publisher

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