

ESTTA Tracking number: **ESTTA161438**

Filing date: **09/07/2007**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	PEI Licensing, Inc.
Granted to Date of previous extension	09/08/2007
Address	3000 NW 107th Avenue, Legal Dept. Miami, FL 33172 UNITED STATES

Correspondence information	Kimberly Kolback Of Counsel Sarah Steinbaum, PA 44 West Flagler Street, Suite 2175 Miami, FL 33130 UNITED STATES kkolback@bellsouth.net Phone:305 858-2627
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Applicant Information

Application No	78786327	Publication date	07/10/2007
Opposition Filing Date	09/07/2007	Opposition Period Ends	09/08/2007
Applicant	Boom Boom Huckjam, Inc. 1611-A South Melrose Dr., #362 Vista, CA 92081 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: T-shirts

Grounds for Opposition

Deceptiveness	Trademark Act section 2(a)
False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	629148	Application Date	06/10/1955
Registration Date	06/19/1956	Foreign Priority Date	NONE

Word Mark	GRAND SLAM
Design Mark	
Description of Mark	NONE
Goods/Services	Class U039 (International Class 025). First use: First Use: 1955/05/26 First Use In Commerce: 1955/05/31 MEN'S AND BOYS' OUTER SHIRTS

U.S. Registration No.	873862	Application Date	12/19/1968
Registration Date	07/29/1969	Foreign Priority Date	NONE

Word Mark	GRAND-SLAM
Design Mark	
Description of Mark	NONE
Goods/Services	Class U039 (International Class 025). First use: First Use: 1968/11/27 First Use In Commerce: 1968/11/27 SLACKS, WALKING SHORTS, AND JACKETS

U.S. Registration No.	1418434	Application Date	04/21/1986
Registration Date	11/25/1986	Foreign Priority Date	NONE

Word Mark	GRAND SLAM
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1933/03/01 First Use In Commerce: 1955/05/31 SPORTSHIRTS, SWEATERS, SLACKS, SHORTS, JACKETS, AND SHIRTS, [WARM-UP SUITS, UNDERWEAR, SWIMMING SUITS,] AND HOSIERY

Attachments	73594637#TMSN.gif (1 page)(bytes) opposition statement.pdf (1 page)(22257 bytes)
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Signature	/s/ Kimberly Kolback/
Name	Kimberly Kolback
Date	09/07/2007

1. Since as early as 1955, PEI Licensing, Inc. and its predecessor (hereafter collectively referred to as “Opposer”) have engaged in the manufacture, sale, distribution and/or licensing of a line of products in International Class 025 pursuant to a family of famous GRAND SLAM® registered and common law trademarks.
2. Pursuant to U.S. Trademark Application Serial Number 78/786327, Applicant seeks registration of the word mark GRAND JAM in International Class 025.
3. Opposer will be damaged if Applicant is granted registration of the GRAND JAM mark identified in Application Serial Number 78/786327 in International Class 025, because such registration will result in: infringement in violation of Federal Trademark Law 15 U.S.C. §1051, *et. seq.*; trademark dilution in violation of Federal Trademark Law 15 U.S.C. §1125 (c); and, false designation of origin in violation of Federal Trademark Law 15 U.S.C. §1125 (a).