

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF OPPOSITION TRANSMITTAL**

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

December 3, 2008

Commissioner:

Enclosed for filing are the following:

1. Notice of Opposition by Guess? IP Holder L.P. and Guess?, Inc relating to the following registration application:

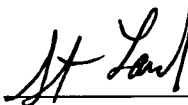
Mark	:	GC (STYLIZED)
Serial No.	:	77/304,064
Filed	:	October 15, 2007
Class(es)	:	14
Applicant	:	Advance Watch Company Ltd.
2. Our check for \$600.00 for the opposition filing fee.

The Commissioner is authorized upon filing or during prosecution of this opposition to charge any additional fees which may be required or credit any overpayment of fees to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. **A copy of this letter is enclosed.**

Please address all correspondence to Steven E. Lauridsen, **CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, California 91109-7068.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By 

Steven E. Lauridsen
626/795-9900

SEL/rm

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12-05-2008

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

In the matter of trademark application Serial No. 77/304,064
For the mark GC (stylized)
Published in the Trademark *Official Gazette* on August 5, 2008 (the term for opposition having
been extended to December 3, 2008)

Guess? IP Holder L.P. and Guess?, Inc.

Opposers,

v.

Advanced Watch Company Ltd.

Applicant.

Opposition No.

NOTICE OF OPPOSITION

Guess? IP Holder L.P., a Delaware limited liability partnership, and Guess?, Inc., a Delaware corporation, both of which have their principal place of business at 1444 South Alameda Street, Los Angeles, California 90021 (collectively referred to as "Opposers"), believe they will be damaged by the registration of the mark GC (stylized), as shown in United States Trademark Application Serial No. 77/304,064 (hereinafter "Applicant's Mark") and hereby oppose the same.

As grounds for opposition, it is alleged that:

1. Since prior to Applicant's priority date, Opposers, their predecessors and related companies have been continuously engaged in the manufacture and sale of a wide variety of

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fashion and other consumer products, including apparel, eyewear, bags, and leather goods, jewelry, watches and retail services related thereto.

2. Since long prior to Applicant's priority date, Opposers have continuously and extensively used in commerce the mark GC, alone and in combination with other terms and designs (hereinafter the "GC Marks"), in connection with the sale of a variety of fashion and consumer products, including jewelry and watches.

3. Through the widespread use and advertising of its GC Marks over a long period of time and by virtue of the quality of goods sold in connection with the GC Marks, Opposers have built up a valuable goodwill and reputation in connection with the GC Marks, which would be jeopardized by Applicant's use and registration of the mark GC (stylized).

4. Applicant's goods for which it seeks to register the mark GC (stylized) are closely related to the goods sold by Opposers under the GC Marks.

5. Applicant's Mark so resembles Opposers' GC Marks, previously used in commerce by Opposers and not abandoned, as to be likely, when applied to the goods of Applicant, to cause confusion or to cause mistake or to deceive.

6. Opposers are informed and believe that Applicant has not made use of the mark GC (stylized) in commerce for any of the goods in Application Serial No. 77/304,064.

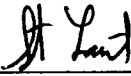
7. Opposers are informed and believe that Applicant did not make use of the mark GC (stylized) in connection with any of the goods in Application Serial No. 77/304,064 prior to its alleged first use of February, 2007.

WHEREFORE, Opposers prays that this Opposition be sustained and that registration of Application Serial No. 77/304,064 be refused.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

Date: December 3, 2008

By 

Steven E. Lauridsen
Attorneys for Opposers
P.O. Box 7068
Pasadena, California 91109-7068
626/795-9900

SEL/rm

CERTIFICATE OF MAILING AND SERVICE

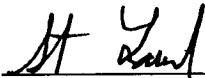
I certify that on December 3, 2008, the foregoing **NOTICE OF OPPOSITION** is being deposited with the United States Postal Service by first-class mail addressed to:

Commissioner for Trademarks
P.O. Box 1450
Alexandria, VA 22313-1451

It is further certified that on December 3, 2008, the foregoing **NOTICE OF OPPOSITION** is being served by mailing a copy thereof by first-class mail addressed to:

Matthew R. Mowers
Brook Kushman P.C.
1000 Town Ctr Fl 22
Southfield, MI 48075-1183

By



Steven E. Lauridsen
Attorneys for Opposer
P.O. Box 7068
Pasadena, California 91109-7068
626/795-9900

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