

In the United States Patent and Trademark Office
Before the Trademark Trial and Appeal Board

NOTICE OF OPPOSITION

In re Application Serial No. : 78578912
For the Mark : bumbum and design

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: :
B,U.M. Equipment LLC : :
: :
Opposer, : Opposition No.
: :
v. : :
: :
Luft s/s Ltda : :
: :
Applicant. : :
----- X

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

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NOTICE OF OPPOSITION

The above-identified opposer believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes same.

The grounds for the opposition are:

1. Opposer is the owner of all right, title and interest in and to the trademarks BUM, B.U.M. and B.U.M. EQUIPMENT ("BUM Trademarks").
2. Since 1986, Opposer and its predecessors in interest have used the BUM Trademarks in commerce in connection with a wide variety of clothing and related goods.
3. Opposer is the owner of Registration Nos. 2342981 for B.U.M, 2036311 for BUM, 2039571 for B.U.M, 1785172 for B.U.M. EQUIPMENT and 1430327 for B.U.M. EQUIPMENT, among others.
4. Applicant is seeking to register the stylized mark bumbum for a variety of identical or related goods in class 25.
5. Applicant's use and registration of its bumbum mark, in view of Opposer's prior use and registration of its BUM Trademarks, is likely to cause confusion, to cause mistake or to deceive.


06-17-2010

WHEREFORE, Opposer requests that this opposition be granted in its entirety and registration to the applicant be refused.

A duplicate copy of this Notice of Opposition is enclosed.

FEE: \$300 enclosed

Respectfully submitted,

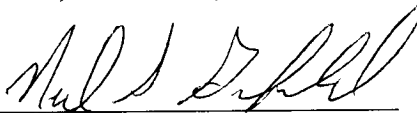
Edward Jaffe/ny

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Attorney for Opposer

CERTIFICATE OF MAILING TO TTAB

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313-1451, on June 14, 2010.

Dated: June 14, 2010

By: 

CERTIFICATE OF MAILING TO OPPOSING PARTY OR ITS COUNSEL

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Arturo Perez-Guerrero, law Offices of Arturo Perez Guerrero, P.O. Box 9024163, San Juan, Puerto Rico 00902-4163.

Dated: June 14, 2010

By: 