

ESTTA Tracking number: **ESTTA479088**

Filing date: **06/20/2012**

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 parties oppose registration of the indicated application.

**Opposers Information**

Name	Bridgestone Americas Tire Operations, LLC
Granted to Date of previous extension	06/20/2012
Address	535 Marriott Drive Nashville, TN 37214 UNITED STATES

Name	Bridgestone Corporation
Granted to Date of previous extension	06/20/2012
Address	10-1, Kyobashi 1-chome, Chuo-ku Tokyo, 104-8340 JAPAN

Attorney information	Danny M. Awdeh Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P. 901 New York Avenue Washington, DC 20001 UNITED STATES danny.awdeh@finnegan.com, docketing@finnegan.com, larry.white@finnegan.com
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**Applicant Information**

Application No	79102854	Publication date	02/21/2012
Opposition Filing Date	06/20/2012	Opposition Period Ends	06/20/2012
International Registration No.	0942820	International Registration Date	09/17/2007
Applicant	Michel Manz Lettenweg 3 CH-4144 Arlesheim  SWITZERLAND		

**Goods/Services Affected by Opposition**

Class 012. All goods and services in the class are opposed, namely: Bicycle tyres, casings for pneumatic tyres, inner tubes for bicycles
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**Grounds for Opposition**

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.	1281463	Application Date	04/29/1983
Registration Date	06/12/1984	Foreign Priority Date	NONE
Word Mark	POTENZA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1981/01/01 First Use In Commerce: 1981/01/01 Tires and Tubes		

U.S. Registration No.	2788718	Application Date	05/30/2002
Registration Date	12/02/2003	Foreign Priority Date	05/30/2002
Word Mark	POTENZA RE050A SCUDERIA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: VEHICLE TIRES, INNER TUBES FOR VEHICLE TIRES		

U.S. Registration No.	3481374	Application Date	02/12/2007
Registration Date	08/05/2008	Foreign Priority Date	NONE
Word Mark	POTENZA G019 GRID		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2008/01/01 First Use In Commerce: 2008/01/01 Vehicle tires		

U.S. Registration No.	4013223	Application Date	02/16/2010
Registration Date	08/16/2011	Foreign Priority	NONE

		Date	
Word Mark	POTENZA S-04 POLE POSITION		
Design Mark	<p style="text-align: center;"><b>POTENZA S-04 Pole Position</b></p>		
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2010/09/07 First Use In Commerce: 2010/09/07 tires for vehicles		

U.S. Registration No.	4013224	Application Date	02/16/2010
Registration Date	08/16/2011	Foreign Priority Date	NONE

Word Mark	POTENZA RE050A POLE POSITION		
Design Mark	<p style="text-align: center;"><b>POTENZA RE050A Pole Position</b></p>		
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2005/11/01 First Use In Commerce: 2005/11/01 tires for vehicles		

U.S. Registration No.	4013225	Application Date	02/16/2010
Registration Date	08/16/2011	Foreign Priority Date	NONE

Word Mark	POTENZA RE960AS POLE POSITION		
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Design Mark	<b>POTENZA RE960AS Pole Position</b>		
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2011/05/01 First Use In Commerce: 2011/05/01 tires for vehicles		

U.S. Registration No.	4013226	Application Date	02/16/2010
Registration Date	08/16/2011	Foreign Priority Date	NONE

Word Mark	POTENZA RE970AS POLE POSITION		
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Design Mark	<b>POTENZA RE970AS Pole Position</b>		
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2005/11/22 First Use In Commerce: 2005/11/22 tires for vehicles		

U.S. Registration No.	2842949	Application Date	11/22/2002
Registration Date	05/18/2004	Foreign Priority Date	NONE

Word Mark	TURANZA		
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Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1991/04/01 First Use In Commerce: 1991/04/01 TIRES; [ WHEELS FOR VEHICLES; INNER TUBES, RIMS AND COVERS FOR VEHICLE WHEELS; INNER TUBES FOR VEHICLE TIRES; PARTS THEREFOR ]		

U.S. Registration	3169216	Application Date	10/20/2004
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No.			
Registration Date	11/07/2006	Foreign Priority Date	NONE
Word Mark	ALENZA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 2005/03/00 First Use In Commerce: 2005/03/00 vehicle tires; inner tubes for vehicle tires; wheel rims for vehicles		

Attachments	77104807#TMSN.jpeg ( 1 page )( bytes ) 77936671#TMSN.jpeg ( 1 page )( bytes ) 77936681#TMSN.jpeg ( 1 page )( bytes ) 77936686#TMSN.jpeg ( 1 page )( bytes ) 77936695#TMSN.jpeg ( 1 page )( bytes ) 76617248#TMSN.gif ( 1 page )( bytes ) ONZA Notice of Opposition.pdf ( 10 pages )(80902 bytes ) ONZA Exhibit A.pdf ( 59 pages )(803797 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Danny M. Awdeh/
Name	Danny M. Awdeh
Date	06/20/2012

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

<p>BRIDGESTONE CORPORATION, and</p> <p>BRIDGESTONE AMERICAS TIRE OPERATIONS, LLC,</p> <p style="text-align:right">Opposers</p> <p style="text-align:center">v.</p> <p>MICHEL MANZ,</p> <p style="text-align:right">Applicant.</p>	<p>Opposition No. _____</p> <p>Application No.: 79102854 Mark: ONZA Filing Date: April 21, 2011</p>
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**NOTICE OF OPPOSITION**

Opposers Bridgestone Corporation and Bridgestone Americas Tire Operations, LLC (individually and collectively “Bridgestone”) believe that they will be damaged by the registration of Application Serial No. 79102854 for the mark ONZA for “bicycle tyres, casings for pneumatic tyres, inner tubes for bicycles,” and oppose the same. As grounds for its opposition, Bridgestone alleges the following, upon actual knowledge with respect to itself and its own acts and upon information and belief as to other matters:

**Bridgestone and Its Products**

1. Founded in 1931 in Japan, Bridgestone has grown to become the world’s largest tire and rubber company.
2. In 1967, Bridgestone established Bridgestone Tire Company of America as its U.S. sales headquarters and, in the early 1980’s, Bridgestone operated its first U.S. tire plant in Tennessee, where it began manufacturing truck and bus radial tires.
3. In 1988, Bridgestone expanded its presence significantly by purchasing The Firestone Tire and Rubber Company—the well-known company founded at the turn of the

twentieth century by entrepreneur and innovator Harvey S. Firestone—and formed what has become Bridgestone Americas Tire Operations, LLC. Through that merger and the commercial success of its products, Bridgestone has grown to become the world’s largest tire manufacturer.

4. Today, Bridgestone develops, manufactures, and markets tires for virtually every type of land vehicle, including tires for passenger, commercial, off-the-road vehicles, and motorcycles. Bridgestone and its related companies presently have over 40 production facilities in the Americas alone; produce and sell 50 million tires a year; operate over 2,200 company owned stores in North America; and employ approximately 45,000 people.

5. Bridgestone has long manufactured and sold BRIDGESTONE brand bicycles and parts. BRIDGESTONE bicycles and parts were sold in the U.S. for many years, though are currently not available in the U.S. Even so, the BRIDGESTONE brand continues to enjoy reputation and goodwill within the cycling community.

**Bridgestone’s POTENZA, TURANZA, and ALENZA Marks**

6. Bridgestone makes and sells tires under the marks POTENZA, TURANZA, and ALENZA, which are among Bridgestone’s and the industry’s leading tires.

7. Bridgestone first introduced its POTENZA tire in 1981 as a racing-inspired performance tire designed to deliver finely-tuned responsiveness, precision handling, and superior traction. POTENZA tires are available in approximately twelve different tread patterns and are offered for a wide variety of economy, mid-price, and luxury vehicles—including such popular brands as the HONDA CIVIC, VOLKSWAGEN JETTA, TOYOTA CAMRY, BMW 3-Series, LEXUS ES300, PORSCHE BOXTER, etc.

8. In 1991, Bridgestone launched a new touring tire designed to deliver excellent handling, premium comfort, and a smooth ride. To build on the success of the POTENZA tire,

and to tie the brands together in consumers' minds, Bridgestone selected a similar three-syllable, Italian-themed mark ending in an -NZA suffix: TURANZA. Like POTENZA tires, TURANZA tires are offered in a number of tread patterns for a wide variety of vehicles ranging from the HONDA ACCORD and NISSAN MAXIMA to the BMW 7 Series and LEXUS LS400.

9. In 2004, Bridgestone expanded its line of Italian sounding -NZA suffix marks to include the ALENZA sport-utility and light-truck tire. ALENZA tires are offered for a variety of sport-utility and light-truck vehicles, including the CADILLAC ESCALADE, CHEVROLET TAHOE, and GMC YUKON.

10. Bridgestone owns the following U.S. Trademark Registrations for its POTENZA, TURANZA, and ALENZA Marks (printouts from the Patent and Trademark Office TESS/TARR, and Assignment databases are attached as Exhibit A):

<b>Mark</b>	<b>Goods/Services</b>	<b>Registration No.</b>	<b>Registration Date</b>
POTENZA	Tires and tubes	1281463	6/12/1984
POTENZA RE050A SCUDERIA	Vehicle tires, inner tubes for vehicle tires	2788718	12/2/2003
POTENZA G019 GRID	Vehicle tires	3481374	8/5/2008
POTENZA S-04 POLE POSITION	Tires for vehicles	4013223	8/16/2011
POTENZA RE050A POLE POSITION	Tires for vehicles	4013224	8/16/2011
POTENZA RE960AS POLE POSITION	Tires for vehicles	4013225	8/16/2011
A RE970AS POLE POSITION	Tires for vehicles	4013226	8/16/2011
TURANZA	Tires; wheels for vehicles; inner tubes, rims and covers for vehicle wheels; inner tubes for vehicle tires; parts therefor	2842949	5/18/2004
ALENZA	Vehicle tires; inner tubes for vehicle tires; wheel rims for vehicles.	3169216	11/7/2006

**Bridgestone's Sales and Promotional Activities**



11. Since the first POTENZA tire was sold nearly thirty years ago, POTENZA, TURANZA, and ALENZA tires have grown into a multi-billion dollar product line.

12. Bridgestone's POTENZA, TURANZA, and ALENZA tires are sold through approximately 2,200 company-owned stores and 10,000 independent wholesalers and retailers nationwide—ranging from major retailers such as WAL-MART and SEARS to independent tire dealers. Bridgestone's POTENZA, TURANZA, and ALENZA tires have been featured as original equipment on some of the world's top-selling cars and trucks, including those made by Toyota, Nissan, General Motors, Chrysler, Mercedes, Volkswagen, and others.

13. Bridgestone spends tens of millions of dollars annually advertising, marketing, and promoting the POTENZA, TURANZA, and ALENZA marks and tires through virtually every type of digital, broadcast, and print media, including but not limited to print advertisements (e.g., magazines and newspapers), television and radio commercials, Internet advertising, social media, billboards, brochures, catalogs, point-of-sale displays, Internet advertisements, sponsorships, trade shows, and promotional items.

14. Bridgestone has promoted its POTENZA, TURANZA, and/or ALENZA marks and tires through nationally-distributed general-interest magazines such as *Fortune*, *People*, *Time*, *Sports Illustrated*, *Rolling Stone*, *Golf Digest*, *Men's Fitness*, *Men's Health*, *Jet*, and *Popular Mechanics*, as well as major national newspapers such as the *Wall Street Journal* and *USA Today*, since at least the early 1990s. Additionally, Bridgestone's corporate-owned stores and independent tire retailers regularly run advertisements in local newspapers throughout the country promoting the POTENZA, TURANZA, and/or ALENZA marks and tires.

15. The POTENZA, TURANZA, and/or ALENZA marks have been regularly featured in national and local television, cable, and radio advertisements. Bridgestone's

television commercials have appeared on major network channels, including NBC, ABC, CBS, and FOX channels. They have also aired on cable-television networks such as ESPN, MTV, HGTV, TNN, TNT, VH1, FX, Comedy Central, Discovery Channel, The History Channel, and Speed TV.

16. Bridgestone has aired commercials featuring its POTENZA and TURANZA marks during the Super Bowl. The 2011 Super Bowl broadcast reached over 110 million viewers, breaking the record for the most-watched program in U.S. television history.

17. Bridgestone also promotes its POTENZA, TURANZA, and ALENZA marks online through its various company websites (including [www.potenza.com](http://www.potenza.com) since 1996), advertising placed on third-party websites, and popular social-networking websites (including FACEBOOK).

18. Bridgestone has further promoted its POTENZA, TURANZA, and/or ALENZA marks through its sponsorship of a number of high-profile events. For example, Bridgestone is the Official Tire of the National Football League; brand and title sponsor of the Super Bowl XLII, XLIII, and XLIV “Bridgestone Super Bowl Halftime Show”; the Official Tire of the NHL, NHLPA, and the Hockey Hall of Fame; the title sponsor of the NHL Winter Classic; the Official Tire of the PGA Tour; and sponsor of the World Golf Championships–Bridgestone Invitational played at the Firestone Country Club in Akron, Ohio. The POTENZA, TURANZA, and/or ALENZA marks and tires are featured in various ways throughout these and other sponsorships.

19. The POTENZA mark has been promoted through various widely followed racing events over the years. Bridgestone was the official tire of Formula 1 racing for many years. During that time, every Formula 1 race car was equipped with POTENZA tires prominently featuring the POTENZA mark. In addition to Formula 1, Bridgestone has promoted its

POTENZA mark and tires through its sponsorship of the Champ Car World Series since 1996 and Formula D Drift Series racing.

20. In addition to its own substantial advertising and promotional activities, the POTENZA, TURANZA, and ALENZA marks and tires receive a significant amount of unsolicited media coverage, including on nationally broadcast television programs and in widely circulated publications. In 2007, for example, the POTENZA, TURANZA, and ALENZA tires were named the “Best Buys in Tires” by Consumer’s Digest.

21. As a result of the distinctive nature and inherent strength of the POTENZA, TURANZA, and ALENZA marks; widespread use, advertising, publicity, and promotion; and billions of dollars of sales, the POTENZA, TURANZA, and ALENZA marks are commercially strong and famous.

### **The Federal Circuit’s Decision**

22. In 2006, Bridgestone opposed an intent-to-use application for the mark MILANZA for tires owned by Federal Corporation. Despite evidence of tremendous sales and advertising, found by the Board to be “impressive under any standard,” the Board concluded that the marks POTENZA and TURANZA had not achieved significant recognition independent of the famous BRIDGESTONE house mark. For this and other reasons, the Board ruled that MILANZA was not likely to cause confusion. Bridgestone appealed the Board’s ruling to the U.S. Court of Appeals for the Federal Circuit (the “Federal Circuit”).

23. In March 2012, the Federal Circuit reversed the Board’s ruling, finding that use of the BRIDGESTONE house mark does not diminish POTENZA and TURANZA as strong marks for tires. *Bridgestone Ams. Tire Operations, LLC v. Fed. Corp.*, 673 F.3d 1330, 1336 (Fed. Cir. 2012). The Federal Circuit concluded: “The prolonged exclusive use of these marks, the

extensive promotion and marketing, the billions of dollars of sales, of tires bearing these marks, shows commercial strength.” *Id.*

24. Considering the strength of the POTENZA and TURANZA marks and their similarity in appearance, pronunciation, and connotation with MILANZA, among other things, the Federal Circuit ruled that MILANZA is likely to cause confusion, deception, or mistake. Accordingly, the Federal Circuit reversed the Board’s ruling and sustained Bridgestone’s opposition.

25. In reaching its decision, the Federal Circuit commented that “[t]here is a heavy burden on the newcomer to avoid consumer confusion as to products and their source” and warned:

This court has cautioned that there is ‘no excuse for even approaching the well-known trademark of a competitor.’ This caution applies here; the prior user is entitled to the traditional protections of its marks of trade, as against newcomers choosing a confusingly similar mark for the same goods.

*Id.* at 1337. (citations omitted)

### **Applicant and Its Mark**

26. Applicant Michel Manz is a citizen of Switzerland with an address at Lettenweg 3 CH-4144 Arlesheim, Switzerland.

27. On April 21, 2011, Applicants filed a trademark application for the mark ONZA for “bicycle tyres, casings for pneumatic tyres, inner tubes for bicycles” in Class 12. That application was assigned Serial No. 79102854.

28. Applicant filed Application Serial No. 79102854 pursuant to Section 66(a) of the Madrid Protocol, 15 U.S.C. § 1141(f), claiming a bona-fide intent to use the ONZA mark in commerce.

29. Applicant does not claim priority in Application Serial No. 79102854 under

Section 67 of the Lanham Act, 15 U.S.C. § 1141(g), based on any other application or registration.

**Count One**  
**Likelihood of Confusion, 15 U.S.C. § 1052(d)**

30. Bridgestone repeats and realleges each and every allegation set forth in Paragraphs 1 through 29.

31. Bridgestone has used in commerce, registered, and/or applied to register its POTENZA, TURANZA, and ALENZA marks before Applicant's April 21, 2011 filing date and any international registration/filing date that may be alleged by Applicant.

32. Applicant's ONZA mark so resembles Bridgestone's prior used, filed, and/or registered POTENZA, TURANZA, and/or ALENZA marks, as to be likely, when applied to Applicant's goods, to cause confusion, to cause mistake, or to deceive under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

**Count Two**  
**Dilution, 15 U.S.C. § 1125(c)**

33. Bridgestone repeats and realleges each and every allegation set forth in Paragraphs 1 through 32.

34. Through extensive use and promotion, Bridgestone's distinctive POTENZA, TURANZA, and ALENZA marks have become famous as defined under Section 43(c)(1) of the Lanham Act, as amended, 15 U.S.C. § 1125(c)(1).

35. Bridgestone's marks became famous before Applicant's April 21, 2011 filing date and any international registration/filing date that may be alleged by Applicant.



**CERTIFICATE OF SERVICE**

I certify that a true and accurate copy of the foregoing NOTICE OF OPPOSITION was served by first class mail, postage prepaid, on this 20th day of June 2012 to Applicant and to the correspondent identified in the application:

Michel Manz  
Lettenweg 3 CH-4144 Arlesheim  
Switzerland

euromaier LLC  
Ste 600  
707 Skokie Blvd  
Northbrook IL 60062

/Larry L. White/  
Larry L. White  
Legal Assistant

**BRIDGESTONE CORPORATION and  
BRIDGESTONE AMERICAS TIRE OPERATIONS, LLC  
v.  
MICHAEL MANZ**

**Notice of Opposition**

**Exhibit A**





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<b>Word Mark</b>	POTENZA
<b>Translations</b>	"Potenza" is an Italian word which may be translated as "power" or "potency" in English.
<b>Goods and Services</b>	IC 012. US 035. G & S: Tires and Tubes. FIRST USE: 19810101. FIRST USE IN COMMERCE: 19810101
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	73423705
<b>Filing Date</b>	April 29, 1983
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	March 20, 1984
<b>Registration Number</b>	<b>1281463</b>
<b>Registration Date</b>	June 12, 1984
<b>Owner</b>	(REGISTRANT) Bridgestone Tire Company Limited CORPORATION JAPAN 10-1, Kyobashi 1-chome Chuo-ku, Tokyo JAPAN  (LAST LISTED OWNER) BRIDGESTONE CORPORATION CORPORATION BY CHANGE OF NAME FROM JAPAN 10-1 KYOBASHI 1-CHOME CHUO-KU, TOKYO JAPAN
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	RONALD E SHAPIRO
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20040707.
<b>Renewal</b>	1ST RENEWAL 20040707
<b>Live/Dead Indicator</b>	LIVE

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**Serial Number:** 73423705 Assignment Information      Trademark Document Retrieval

**Registration Number:** 1281463

**Mark(words only):** POTENZA

**Standard Character claim:** No

**Current Status:** The registration has been renewed.

**Date of Status:** 2004-07-07

**Filing Date:** 1983-04-29

**Transformed into a National Application:** No

**Registration Date:** 1984-06-12

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

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**Date In Location:** 2008-05-08

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

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1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION  
10-1 KYOBASHI 1-CHOME  
CHUO-KU, TOKYO

Japan

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Japan

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**GOODS AND/OR SERVICES**

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**International Class:** 012

**Class Status:** Active

Tires and Tubes

**Basis:** 1(a)

**First Use Date:** 1981-01-01

**First Use in Commerce Date:** 1981-01-01

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**ADDITIONAL INFORMATION**

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**Translation:** "Potenza" is an Italian word which may be translated as "power" or "potency" in English.

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2008-05-08 - Case File In TICRS

2004-07-07 - First renewal 10 year

2004-07-07 - Section 8 (10-year) accepted/ Section 9 granted

2004-04-30 - Combined Section 8 (10-year)/Section 9 filed

1989-12-11 - Section 8 (6-year) accepted & Section 15 acknowledged

1989-11-07 - Response received for Post Registration action

1989-09-27 - Post Registration action mailed Section 8 & 15

1989-06-16 - Section 8 (6-year) and Section 15 Filed

1984-06-12 - Registered - Principal Register

1984-03-20 - Published for opposition

1984-02-07 - Notice of publication

1984-02-01 - Notice of publication

1984-01-31 - Notice of publication

1983-12-13 - Approved for Pub - Principal Register (Initial exam)

1983-12-12 - Examiner's amendment mailed

1983-11-18 - Assigned To Examiner

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

RONALD E SHAPIRO

**Correspondent**

RONALD E SHAPIRO  
VORYS SATER SEYMOUR AND PEASE LLP  
1828 L STREET, N.W., ELEVENTH FLOOR  
WASHINGTON, DC 200365109

**Domestic Representative**

Sughrue, Mion, Zinn, Macpeak & Seas

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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [73423705](#)**Filing Dt:** 04/29/1983**Reg #:** [1281463](#)**Reg. Dt:** 06/12/1984**Registrant:** Bridgestone Tire Company Limited**Mark:** POTENZA**Assignment: 1****Reel/Frame:** [0472/0077](#)**Received:****Recorded:** 07/20/1984**Pages:** 4**Conveyance:** CHANGE OF NAME 19840401**Assignor:** [BRIDGESTONE TIRE COMPANY LIMITED](#)**Exec Dt:** 05/15/1984**Entity Type:** UNKNOWN**Citizenship:** NONE**Assignee:** [BRIDGESTONE CORPORATION](#)**Entity Type:** UNKNOWN**Citizenship:** NONE**Correspondent:** SUGHRUE, MION, ZINN ET AL.

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#### Typed Drawing

<b>Word Mark</b>	POTENZA RE050A SCUDERIA
<b>Translations</b>	The English translation of the word "SCUDERIA" in the mark is "stable".
<b>Goods and Services</b>	IC 012. US 019 021 023 031 035 044. G & S: VEHICLE TIRES, INNER TUBES FOR VEHICLE TIRES
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78131969
<b>Filing Date</b>	May 30, 2002
<b>Current Basis</b>	44E
<b>Original Filing Basis</b>	1B;44D
<b>Published for Opposition</b>	September 9, 2003
<b>Registration Number</b>	<b>2788718</b>
<b>Registration Date</b>	December 2, 2003
<b>Owner</b>	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-chome, Chuo-ku Tokyo JAPAN
<b>Attorney of Record</b>	Ronald E. Shapiro
<b>Priority Date</b>	May 30, 2002
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR).
<b>Live/Dead Indicator</b>	LIVE

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**Serial Number:** 78131969 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2788718

**Mark(words only):** POTENZA RE050A SCUDERIA

**Standard Character claim:** No

**Current Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Date of Status:** 2009-11-24

**Filing Date:** 2002-05-30

**Transformed into a National Application:** No

**Registration Date:** 2003-12-02

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 114

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** M50 -TMO Law Office 114

**Date In Location:** 2009-11-24

---

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

---

1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION  
10-1, Kyobashi 1-chome, Chuo-ku  
Tokyo  
Japan

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Japan

---

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012  
**Class Status:** Active  
VEHICLE TIRES, INNER TUBES FOR VEHICLE TIRES  
**Basis:** 44(e)  
**First Use Date:** (DATE NOT AVAILABLE)  
**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

---

**Translation:** The English translation of the word "SCUDERIA" in the mark is "stable".

**Foreign Application Number:** 2002-44540  
**Foreign Registration Number:** 4649850  
**Foreign Registration Date:** 2003-02-28  
**Country:** Japan  
**Foreign Filing Date:** 2002-05-30  
**Foreign Expiration Date:** 2013-02-28

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-11-24 - Section 8 (6-year) accepted & Section 15 acknowledged  
2009-11-24 - Case Assigned To Post Registration Paralegal  
2009-11-13 - TEAS Section 8 & 15 Received  
2003-12-02 - Registered - Principal Register  
2003-09-09 - Published for opposition  
2003-08-20 - Notice of publication  
2003-07-02 - Approved for Pub - Principal Register (Initial exam)  
2003-05-28 - Sec. 1(B) Claim Deleted  
2003-05-28 - Communication received from applicant

2003-06-19 - Case File In TICRS  
2003-05-28 - PAPER RECEIVED  
2003-04-23 - LETTER OF SUSPENSION E-MAILED  
2003-03-06 - Communication received from applicant  
2003-03-06 - PAPER RECEIVED  
2002-10-01 - Non-final action mailed  
2002-09-19 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Ronald E. Shapiro

**Correspondent**

Ronald E. Shapiro  
Shapiro and Silverstein PLLC  
11350 Random Hills Road, Suite 740  
Fairfax VA 22030  
Phone Number: 703-273-7680  
Fax Number: 703-273-7684

**Domestic Representative**

Sughrue Mion, PLLC

---



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**For Serial Number: 78131969**

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# POTENZA G019 GRID

<b>Word Mark</b>	POTENZA G019 GRID
<b>Translations</b>	The foreign wording in the mark translates into English as power.
<b>Goods and Services</b>	IC 012. US 019 021 023 031 035 044. G & S: Vehicle tires. FIRST USE: 20080101. FIRST USE IN COMMERCE: 20080101
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	NUM-19 The number 19 or the word Nineteen
<b>Serial Number</b>	77104807
<b>Filing Date</b>	February 12, 2007
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	October 23, 2007
<b>Registration Number</b>	3481374
<b>Registration Date</b>	August 5, 2008
<b>Owner</b>	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-chome Chuo-ku, Tokyo JAPAN

**Attorney of Record** Cynthia C. Weber  
**Prior Registrations** 1281463;2788718  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Serial Number:** 77104807 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3481374

**Mark**

**POTENZA G019 GRID**

**(words only):** POTENZA G019 GRID

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2008-08-05

**Filing Date:** 2007-02-12

**Transformed into a National Application:** No

**Registration Date:** 2008-08-05

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2008-07-01

---

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

---

## 1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION

10-1, Kyobashi 1-chome

Chuo-ku, Tokyo

Japan

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Japan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012**Class Status:** Active

Vehicle tires

**Basis:** 1(a)**First Use Date:** 2008-01-01**First Use in Commerce Date:** 2008-01-01

---

**ADDITIONAL INFORMATION**

---

**Translation:** The foreign wording in the mark translates into English as power.**Prior Registration Number(s):**

1281463

2788718

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2008-08-05 - Registered - Principal Register

2008-07-01 - Law Office Registration Review Completed

2008-06-30 - Allowed for Registration - Principal Register (SOU accepted)

2008-06-12 - Statement Of Use Processing Complete

2008-06-05 - Use Amendment Filed



2008-06-05 - TEAS Statement of Use Received  
2008-01-15 - NOA Mailed - SOU Required From Applicant  
2007-10-23 - Published for opposition  
2007-10-03 - Notice of publication  
2007-09-20 - Law Office Publication Review Completed  
2007-09-20 - Assigned To LIE  
2007-08-15 - Approved For Pub - Principal Register  
2007-08-14 - Teas/Email Correspondence Entered  
2007-08-14 - Communication received from applicant  
2007-08-14 - TEAS Response to Office Action Received  
2007-03-04 - Non-final action e-mailed  
2007-03-04 - Non-Final Action Written  
2007-03-04 - Assigned To Examiner  
2007-02-15 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Cynthia C. Weber

**Correspondent**

Cynthia C. Weber  
SUGHRUE MION, PLLC  
2100 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON DC 20037-3213  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

**Domestic Representative**

Cynthia C. Weber  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

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## POTENZA S-04 Pole Position

<b>Word Mark</b>	POTENZA S-04 POLE POSITION
<b>Translations</b>	The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".
<b>Goods and Services</b>	IC 012. US 019 021 023 031 035 044. G & S: tires for vehicles. FIRST USE: 20100907. FIRST USE IN COMMERCE: 20100907
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77936671
<b>Filing Date</b>	February 16, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 2, 2010
<b>Registration Number</b>	<b>4013223</b>
<b>Registration Date</b>	August 16, 2011
<b>Owner</b>	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-Chome, Chuo-Ku, Tokyo JAPAN
<b>Attorney of Record</b>	Cynthia C. Weber
<b>Prior Registrations</b>	1281463;2788718;3481374
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**Serial Number:** 77936671 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 4013223

**Mark**

## POTENZA S-04 Pole Position

**(words only):** POTENZA S-04 POLE POSITION

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2011-08-16

**Filing Date:** 2010-02-16

**Transformed into a National Application:** No

**Registration Date:** 2011-08-16

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2011-07-13

---

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

---

## 1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION

10-1, Kyobashi 1-Chome,

Chuo-Ku, Tokyo

Japan

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Japan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012**Class Status:** Active

tires for vehicles

**Basis:** 1(a)**First Use Date:** 2010-09-07**First Use in Commerce Date:** 2010-09-07

---

**ADDITIONAL INFORMATION**

---

**Translation:** The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".**Prior Registration Number(s):**

1281463

2788718

3481374

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-08-16 - Registered - Principal Register

2011-07-14 - Notice Of Acceptance Of Statement Of Use E-Mailed

2011-07-13 - Law Office Registration Review Completed

2011-07-12 - Allowed for Registration - Principal Register (SOU accepted)

2011-06-30 - Statement Of Use Processing Complete

2011-06-28 - Use Amendment Filed

2011-06-30 - Case Assigned To Intent To Use Paralegal

2011-06-28 - TEAS Statement of Use Received

2010-12-28 - NOA E-Mailed - SOU Required From Applicant

2010-11-02 - Official Gazette Publication Confirmation E-Mailed

2010-11-02 - Published for opposition

2010-09-24 - Law Office Publication Review Completed

2010-09-23 - Approved For Pub - Principal Register

2010-09-14 - Teas/Email Correspondence Entered

2010-09-14 - Communication received from applicant

2010-09-14 - Assigned To LIE

2010-08-30 - TEAS Response to Office Action Received

2010-03-22 - Notification Of Non-Final Action E-Mailed

2010-03-22 - Non-final action e-mailed

2010-03-22 - Non-Final Action Written

2010-03-19 - Assigned To Examiner

2010-03-12 - TEAS Voluntary Amendment Received

2010-02-20 - Notice Of Pseudo Mark Mailed

2010-02-19 - New Application Office Supplied Data Entered In Tram

2010-02-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Cynthia C. Weber

**Correspondent**

CYNTHIA C. WEBER  
SUGHRUE MION, PLLC  
2100 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20037-3202  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

**Domestic Representative**

Cynthia C. Weber  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

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**For Serial Number: 77936671**

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Web interface last modified: Jan 26, 2012 v.2.3.1

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# POTENZA RE050A Pole Position

<b>Word Mark</b>	POTENZA RE050A POLE POSITION
<b>Translations</b>	The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".
<b>Goods and Services</b>	IC 012. US 019 021 023 031 035 044. G & S: tires for vehicles. FIRST USE: 20051101. FIRST USE IN COMMERCE: 20051101
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77936681
<b>Filing Date</b>	February 16, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 2, 2010
<b>Registration Number</b>	<b>4013224</b>
<b>Registration Date</b>	August 16, 2011
<b>Owner</b>	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-Chome Chuo-Ku, Tokyo JAPAN
<b>Attorney of Record</b>	Cynthia C. Weber
<b>Prior Registrations</b>	1281463;2788718;3481374
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**Serial Number:** 77936681 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 4013224

**Mark**

# POTENZA RE050A Pole Position

**(words only):** POTENZA RE050A POLE POSITION

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2011-08-16

**Filing Date:** 2010-02-16

**Transformed into a National Application:** No

**Registration Date:** 2011-08-16

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2011-07-13

---

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

---

## 1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION

10-1, Kyobashi 1-Chome

Chuo-Ku, Tokyo

Japan

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Japan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012**Class Status:** Active

tires for vehicles

**Basis:** 1(a)**First Use Date:** 2005-11-01**First Use in Commerce Date:** 2005-11-01

---

**ADDITIONAL INFORMATION**

---

**Translation:** The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".**Prior Registration Number(s):**

1281463

2788718

3481374

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-08-16 - Registered - Principal Register

2011-07-14 - Notice Of Acceptance Of Statement Of Use E-Mailed

2011-07-13 - Law Office Registration Review Completed

2011-07-12 - Allowed for Registration - Principal Register (SOU accepted)

2011-06-30 - Statement Of Use Processing Complete  
2011-06-28 - Use Amendment Filed  
2011-06-30 - Case Assigned To Intent To Use Paralegal  
2011-06-28 - TEAS Statement of Use Received  
2010-12-28 - NOA E-Mailed - SOU Required From Applicant  
2010-11-02 - Official Gazette Publication Confirmation E-Mailed  
2010-11-02 - Published for opposition  
2010-09-24 - Law Office Publication Review Completed  
2010-09-23 - Approved For Pub - Principal Register  
2010-09-14 - Teas/Email Correspondence Entered  
2010-09-14 - Communication received from applicant  
2010-09-14 - Assigned To LIE  
2010-08-30 - TEAS Response to Office Action Received  
2010-03-22 - Notification Of Non-Final Action E-Mailed  
2010-03-22 - Non-final action e-mailed  
2010-03-22 - Non-Final Action Written  
2010-03-19 - Assigned To Examiner  
2010-03-12 - TEAS Voluntary Amendment Received  
2010-02-19 - New Application Office Supplied Data Entered In Tram  
2010-02-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Cynthia C. Weber

**Correspondent**

CYNTHIA C. WEBER  
SUGHRUE MION, PLLC

2100 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20037-3202  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

**Domestic Representative**

Cynthia C. Weber  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

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**For Serial Number: 77936681**

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# POTENZA RE960AS Pole Position

<b>Word Mark</b>	POTENZA RE960AS POLE POSITION
<b>Translations</b>	The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".
<b>Goods and Services</b>	IC 012. US 019 021 023 031 035 044. G & S: tires for vehicles. FIRST USE: 20110501. FIRST USE IN COMMERCE: 20110501
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77936686
<b>Filing Date</b>	February 16, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 2, 2010
<b>Registration Number</b>	<b>4013225</b>
<b>Registration Date</b>	August 16, 2011
<b>Owner</b>	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-Chome Chuo-Ku, Tokyo JAPAN
<b>Attorney of Record</b>	Cynthia C. Weber
<b>Prior Registrations</b>	1281463;2788718;3481374
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**Serial Number:** 77936686 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 4013225

**Mark**

**POTENZA RE960AS Pole  
Position**

**(words only):** POTENZA RE960AS POLE POSITION

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2011-08-16

**Filing Date:** 2010-02-16

**Transformed into a National Application:** No

**Registration Date:** 2011-08-16

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2011-07-13

---

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

---

## 1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION

10-1, Kyobashi 1-Chome

Chuo-Ku, Tokyo

Japan

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Japan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012**Class Status:** Active

tires for vehicles

**Basis:** 1(a)**First Use Date:** 2011-05-01**First Use in Commerce Date:** 2011-05-01

---

**ADDITIONAL INFORMATION**

---

**Translation:** The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".**Prior Registration Number(s):**

1281463

2788718

3481374

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-08-16 - Registered - Principal Register

2011-07-14 - Notice Of Acceptance Of Statement Of Use E-Mailed

2011-07-13 - Law Office Registration Review Completed

2011-07-12 - Allowed for Registration - Principal Register (SOU accepted)

2011-06-30 - Statement Of Use Processing Complete  
2011-06-28 - Use Amendment Filed  
2011-06-30 - Case Assigned To Intent To Use Paralegal  
2011-06-28 - TEAS Statement of Use Received  
2010-12-28 - NOA E-Mailed - SOU Required From Applicant  
2010-11-02 - Official Gazette Publication Confirmation E-Mailed  
2010-11-02 - Published for opposition  
2010-09-24 - Law Office Publication Review Completed  
2010-09-23 - Approved For Pub - Principal Register  
2010-09-14 - Teas/Email Correspondence Entered  
2010-09-14 - Communication received from applicant  
2010-09-14 - Assigned To LIE  
2010-08-30 - TEAS Response to Office Action Received  
2010-03-22 - Notification Of Non-Final Action E-Mailed  
2010-03-22 - Non-final action e-mailed  
2010-03-22 - Non-Final Action Written  
2010-03-19 - Assigned To Examiner  
2010-03-12 - TEAS Voluntary Amendment Received  
2010-02-19 - New Application Office Supplied Data Entered In Tram  
2010-02-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Cynthia C. Weber

**Correspondent**CYNTHIA C. WEBER  
SUGHRUE MION, PLLC

2100 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20037-3202  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

**Domestic Representative**

Cynthia C. Weber  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

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**For Serial Number: 77936686**

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# POTENZA RE970AS Pole Position

<b>Word Mark</b>	POTENZA RE970AS POLE POSITION
<b>Translations</b>	The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".
<b>Goods and Services</b>	IC 012. US 019 021 023 031 035 044. G & S: tires for vehicles. FIRST USE: 20051122. FIRST USE IN COMMERCE: 20051122
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77936695
<b>Filing Date</b>	February 16, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 2, 2010
<b>Registration Number</b>	<b>4013226</b>
<b>Registration Date</b>	August 16, 2011
<b>Owner</b>	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-Chome Chuo-Ku, Tokyo JAPAN
<b>Attorney of Record</b>	Cynthia C. Weber
<b>Prior Registrations</b>	1281463;2788718;3481374
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**Serial Number:** 77936695 Assignment Information      Trademark Document Retrieval

**Registration Number:** 4013226

**Mark**

**POTENZA RE970AS Pole  
Position**

**(words only):** POTENZA RE970AS POLE POSITION

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2011-08-16

**Filing Date:** 2010-02-16

**Transformed into a National Application:** No

**Registration Date:** 2011-08-16

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

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**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2011-07-13

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

---

## 1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION

10-1, Kyobashi 1-Chome

Chuo-Ku, Tokyo

Japan

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Japan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012**Class Status:** Active

tires for vehicles

**Basis:** 1(a)**First Use Date:** 2005-11-22**First Use in Commerce Date:** 2005-11-22

---

**ADDITIONAL INFORMATION**

---

**Translation:** The English translation of "POTENZA" in the mark is "POWER" or "STRENGTH".**Prior Registration Number(s):**

1281463

2788718

3481374

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

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2011-06-28 - Use Amendment Filed  
2011-06-30 - Case Assigned To Intent To Use Paralegal  
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2010-11-02 - Published for opposition  
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2010-09-23 - Approved For Pub - Principal Register  
2010-09-14 - Teas/Email Correspondence Entered  
2010-09-14 - Communication received from applicant  
2010-09-14 - Assigned To LIE  
2010-08-30 - TEAS Response to Office Action Received  
2010-03-22 - Notification Of Non-Final Action E-Mailed  
2010-03-22 - Non-final action e-mailed  
2010-03-22 - Non-Final Action Written  
2010-03-19 - Assigned To Examiner  
2010-03-12 - TEAS Voluntary Amendment Received  
2010-02-19 - New Application Office Supplied Data Entered In Tram  
2010-02-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Cynthia C. Weber

**Correspondent**

CYNTHIA C. WEBER  
SUGHRUE MION, PLLC

2100 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20037-3202  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

**Domestic Representative**

Cynthia C. Weber  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

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**For Serial Number: 77936695**

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#### Typed Drawing

**Word Mark** TURANZA  
**Goods and Services** IC 012. US 019 021 023 031 035 044. G & S: TIRES; [ WHEELS FOR VEHICLES; INNER TUBES, RIMS AND COVERS FOR VEHICLE WHEELS; INNER TUBES FOR VEHICLE TIRES; PARTS THEREFOR ]. FIRST USE: 19910401. FIRST USE IN COMMERCE: 19910401  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 78188021  
**Filing Date** November 22, 2002  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** February 24, 2004  
**Registration Number** 2842949  
**Registration Date** May 18, 2004  
**Owner** (REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-chome, Chuo-ku Tokyo JAPAN  
**Attorney of Record** Ronald E. Shapiro  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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**Serial Number:** 78188021 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2842949

**Mark(words only):** TURANZA

**Standard Character claim:** No

**Current Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Date of Status:** 2010-04-16

**Filing Date:** 2002-11-22

**Transformed into a National Application:** No

**Registration Date:** 2004-05-18

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 102

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** L20 -TMEG Law Office 102

**Date In Location:** 2010-04-16

---

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

---

1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION  
10-1, Kyobashi 1-chome, Chuo-ku  
Tokyo  
Japan

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Japan

---

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012

**Class Status:** Active

TIRES;

**Basis:** 1(a)

**First Use Date:** 1991-04-01

**First Use in Commerce Date:** 1991-04-01

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-04-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2010-04-16 - Case Assigned To Post Registration Paralegal

2010-04-05 - TEAS Section 8 & 15 Received

2004-05-18 - Registered - Principal Register

2004-02-24 - Published for opposition

2004-02-04 - Notice of publication

2003-11-11 - Approved for Pub - Principal Register (Initial exam)

2003-11-11 - EXAMINERS AMENDMENT E-MAILED

2003-10-17 - Previous Allowance Count Withdrawn

2003-09-04 - Approved for Pub - Principal Register (Initial exam)

2003-08-05 - Communication received from applicant

2003-08-20 - Case File In TICRS

2003-08-05 - PAPER RECEIVED

2003-06-03 - Non-final action mailed

2003-05-20 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Ronald E. Shapiro

**Correspondent**

Ronald E. Shapiro

Shapiro and Silverstein PLLC

11350 Random Hills Road, Suite 740

Fairfax VA 22030

Phone Number: 703-273-7680

Fax Number: 703-273-7684

**Domestic Representative**

Sughrue Mion, PLLC

---



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### Record 1 out of 1

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# ALENZA

**Word Mark** ALENZA  
**Goods and Services** IC 012. US 019 021 023 031 035 044. G & S: vehicle tires; inner tubes for vehicle tires; wheel rims for vehicles. FIRST USE: 20050300. FIRST USE IN COMMERCE: 20050300  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 76617248  
**Filing Date** October 20, 2004  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** November 15, 2005  
**Registration Number** 3169216  
**Registration Date** November 7, 2006  
**Owner** (REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-chome Chuo-ku, Tokyo JAPAN  
**Attorney of Record** Cynthia Clarke Weber  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Serial Number:** 76617248 Assignment Information      Trademark Document Retrieval

**Registration Number:** 3169216

**Mark**

**ALENZA**

**(words only):** ALENZA

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2006-11-07

**Filing Date:** 2004-10-20

**Transformed into a National Application:** No

**Registration Date:** 2006-11-07

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-10-02

---

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

---

## 1. BRIDGESTONE CORPORATION

**Address:**

BRIDGESTONE CORPORATION

10-1, Kyobashi 1-chome

Chuo-ku, Tokyo

Japan

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Japan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 012**Class Status:** Active

vehicle tires; inner tubes for vehicle tires; wheel rims for vehicles

**Basis:** 1(a)**First Use Date:** 2005-03-00**First Use in Commerce Date:** 2005-03-00

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

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---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2006-11-07 - Registered - Principal Register

2006-09-28 - Law Office Registration Review Completed

2006-09-22 - Assigned To LIE

2006-09-15 - Allowed for Registration - Principal Register (SOU accepted)

2006-08-30 - Statement Of Use Processing Complete

2006-08-04 - Use Amendment Filed

2006-08-04 - TEAS Statement of Use Received



2006-02-07 - NOA Mailed - SOU Required From Applicant  
2005-11-15 - Published for opposition  
2005-10-26 - Notice of publication  
2005-09-27 - Law Office Publication Review Completed  
2005-09-27 - Assigned To LIE  
2005-09-16 - Approved For Pub - Principal Register  
2005-09-02 - Examiner's Amendment Entered  
2005-09-01 - Examiner's amendment mailed  
2005-09-01 - Examiners Amendment - Written  
2005-05-25 - Non-final action mailed  
2005-05-25 - Non-Final Action Written  
2005-05-25 - Assigned To Examiner  
2004-11-03 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Cynthia Clarke Weber

**Correspondent**

CYNTHIA CLARKE WEBER  
SUGHRUE MION, PLLC  
2100 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20037-3202  
Phone Number: 202-663-7927  
Fax Number: 202.293.7860

**Domestic Representative**

SUGHRUE MION, PLLC  
Phone Number: 202.293.7060  
Fax Number: 202.293.7860

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**For Serial Number: 76617248**

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