

ESTTA Tracking number: **ESTTA548280**

Filing date: **07/12/2013**

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

Proceeding	91206450
Party	Plaintiff GS Enterprises LLC
Correspondence Address	L JEREMY CRAFT CRAFT CHU PLLC 1445 NORTH LOOP WEST SUITE 840 HOUSTON, TX 77008 UNITED STATES jcraft@craftchu.com, ealfred@craftchu.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	J. Elliot Alfred
Filer's e-mail	ealfred@craftchu.com
Signature	/121.052/
Date	07/12/2013
Attachments	121.052.O's 1st Notice of Reliance.pdf(736125 bytes)

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

GS Enterprises LLC, <p style="text-align: center;">Opposer,</p> <p style="text-align: center;">v.</p> Juice Generation, Inc., <p style="text-align: center;">Applicant.</p>	Opposition No. 91206450
---	-------------------------

OPPOSER'S FIRST NOTICE OF RELIANCE

PLEASE TAKE NOTICE that, pursuant to Rule 2.122(d) of the Trademark Rules of Practice, GS Enterprises LLC (“Opposer”), hereby makes of record and will rely upon the following United States Trademark Registrations, which registrations are valid and subsisting and are owned by Opposer, as reflected on the attached printouts (Exhibits 1 through 4) from the TSDR electronic database of the USPTO showing current status and title of each registration. Opposer also previously pleaded these registrations and made them a part of the record by attaching to its Notice of Opposition printouts from the electronic database records of the USPTO showing status and title of each registration.

Exhibit No.	Reg. No.	Mark	Issued	Goods and Services
1	3,291,917	P & L PEACE & LOVE	9/11/2007	Restaurant Services
2	3,291,918	ALL YOU NEED IS PEACE & LOVE	9/11/2007	Restaurant Services
3	3,713,785	PEACE & LOVE	11/24/2009	Restaurant Services
4	3,885,867	P & L PEACE & LOVE NEW YORK	12/7/2010	Restaurant Services

Respectfully submitted,

CRAFT CHU PLLC

DATE: July 12, 2013

By: /J. Elliot Alfred/

J. Elliot Alfred

L. Jeremy Craft

1445 N. Loop W., Suite 840

Houston, TX 77008

voice: 713.802.9144

fax: 866.707.7596

email: ealfred@craftchu.com;

jcraft@craftchu.com

ATTORNEYS FOR OPPOSER

CERTIFICATE OF SERVICE

I hereby certify that on **July 12, 2013**, I served a true and correct copy of the foregoing **OPPOSER'S FIRST NOTICE OF RELIANCE** on the following counsel for Applicant by electronic mail as stipulated to by the parties.

Nigamnarayan Acharya
Joseph V. Myers III
Seyfarth Shaw, LLP
1075 Peachtree St. NE, Ste. 2500
Atlanta, GA 30309-3958
Phone: 404-855-1500
NAcharya@seyfarth.com
JMyers@seyfarth.com
IPDocketAtlanta@seyfarth.com

ATTORNEYS FOR APPLICANT

By:  _____
J. Elliot Alfred

Opposition No. 91206450

Opposer's Exhibit No. 1

Generated on: This page was generated by TSDR on 2013-07-12 12:10:58 EDT

Mark: P & L PEACE & LOVE



US Serial Number: 78741973 **Application Filing Date:** Oct. 27, 2005
US Registration Number: 3291917 **Registration Date:** Sep. 11, 2007
Register: Principal
Mark Type: Service Mark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Sep. 11, 2007
Publication Date: Jun. 27, 2006 **Notice of Allowance Date:** Sep. 19, 2006

Mark Information

Mark Literal Elements: P & L PEACE & LOVE
Standard Character Claim: No
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color Drawing: Yes
Color(s) Claimed: The colors red, white, black and orange are claimed as a feature of the mark.
Color Location: The mark consists of a red peace sign with an orange colored heart located in the upper right section with the letters "P & L" in the color white located inside of the heart and the letters "PEACE & LOVE" in the color red to the right side of the red peace sign. In addition, the color white appears inside the peace sign and around an outline of the heart. The color black appears in the outline of the peace sign.
Design Search Code(s): 02.11.13 - Hearts used as backgrounds or carriers
24.17.20 - Peace symbol

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks "*" identify additional (new) wording in the goods/services.

For: Restaurant services
International Class(es): 043 - Primary Class **U.S Class(es):** 100, 101
Class Status: ACTIVE
Basis: 1(a)
First Use: 2006 **Use in Commerce:** 2006

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: GS ENTERPRISES LLC
Owner Address: SUITE 902
7272 WURZBACH RD.
SAN ANTONIO, TEXAS 78240
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: L. Jeremy Craft **Docket Number:** 121/4
Attorney Primary Email Address: trademark@craftchu.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: L. Jeremy Craft
CRAFT CHU PLLC
1445 North Loop West, Suite 840
Houston, TEXAS 77008
UNITED STATES
Phone: 713-802-9144 **Fax:** 866-707-7596
Correspondent e-mail Authorized: trademark@craftchu.com Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 04, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 04, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Sep. 11, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 08, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	76538
Aug. 08, 2007	ASSIGNED TO LIE	76538
Jun. 25, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 02, 2007	STATEMENT OF USE PROCESSING COMPLETE	65362
Feb. 26, 2007	USE AMENDMENT FILED	65362
Feb. 26, 2007	TEAS STATEMENT OF USE RECEIVED	
Sep. 19, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 27, 2006	PUBLISHED FOR OPPOSITION	
Jun. 07, 2006	NOTICE OF PUBLICATION	
May 09, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
May 05, 2006	ASSIGNED TO LIE	65864
Apr. 28, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 28, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 28, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 28, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 28, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 28, 2006	EXAMINERS AMENDMENT -WRITTEN	72150
Apr. 25, 2006	ASSIGNED TO EXAMINER	72150
Nov. 02, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Nov. 01, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None**File Location**

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Aug. 08, 2007

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91207179](#)

Filing Date: Sep 26, 2012

Status: Terminated

Status Date: Jan 09, 2013

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: Gayson Harwell

Correspondent Address: GAYSON HARWELL
10405 CHARLOTTE PINE COURT
HARRISON OH , 45030 4939
UNITED STATES

Correspondent e-mail: c18yocum@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEACE AND LOVE CAFE	Abandoned - After Inter-Partes Decision	85368807	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 26, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 26, 2012	Nov 05, 2012
3	PENDING, INSTITUTED	Sep 26, 2012	
4	NOTICE OF DEFAULT	Nov 20, 2012	
5	BOARD'S DECISION: SUSTAINED	Jan 09, 2013	
6	TERMINATED	Jan 09, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91206450](#)

Filing Date: Aug 07, 2012

Status: Pending

Status Date: Aug 07, 2012

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Juice Generation, Inc.

Correspondent Address: JOSEPH V MYERS III
SEYFARTH SHAW LLP
1075 PEACHTREE ST NE STE 2500
ATLANTA GA , 30309-3958
UNITED STATES

Correspondent e-mail: tmatlanta@seyfarth.com , jmyers@seyfarth.com , nacharya@seyfarth.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND JUICE	Opposition Pending	85549820	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 07, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2012	Sep 16, 2012
3	PENDING, INSTITUTED	Aug 07, 2012	
4	ANSWER	Sep 14, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91195613](#)

Filing Date: Jul 09, 2010

Status: Terminated

Status Date: Dec 21, 2011

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Extreme Food Concepts, Inc.

Correspondent Address: MICHAEL A MARRERO
ULMER BERNE LLP
600 VINE STEET, SUITE 2800
CINCINNATI OH , 45202 2409
UNITED STATES

Correspondent e-mail: ccathey@ulmer.com , mmarrero@ulmer.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND PIZZA	Abandoned - After Inter-Partes Decision	77896371	

Plaintiff(s)

Name: GS ENTERPRISES LLC

Correspondent Address: L. JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: ealfred@craftchu.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 09, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 09, 2010	Aug 18, 2010
3	PENDING, INSTITUTED	Jul 09, 2010	
4	STIPULATION FOR AN EXTENSION OF TIME	Aug 15, 2010	
5	EXTENSION OF TIME GRANTED	Aug 16, 2010	
6	ANSWER	Sep 17, 2010	
7	STIPULATION FOR AN EXTENSION OF TIME	Mar 15, 2011	
8	EXTENSION OF TIME GRANTED	Mar 15, 2011	
9	STIPULATION FOR AN EXTENSION OF TIME	Jun 02, 2011	
10	EXTENSION OF TIME GRANTED	Jun 02, 2011	

11	STIPULATION FOR AN EXTENSION OF TIME	Aug 17, 2011
12	EXTENSION OF TIME GRANTED	Aug 17, 2011
13	P'S MOTION TO COMPEL DISCOVERY	Oct 11, 2011
14	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Oct 19, 2011
15	P'S MOTION TO COMPEL GRANTED; TRIAL DATES RESET	Nov 09, 2011
16	WITHDRAWAL OF APPLICATION	Dec 19, 2011
17	BOARD'S DECISION: SUSTAINED	Dec 21, 2011
18	TERMINATED	Dec 21, 2011

Opposition No. 91206450

Opposer's Exhibit No. 2

1445 North Loop West, Suite 840
Houston, TEXAS 77008
UNITED STATES

Phone: 713-802-9144

Fax: 866-707-7596

Correspondent e-mail: trademark@craftchu.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 04, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 04, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Sep. 11, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 08, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	76538
Aug. 08, 2007	ASSIGNED TO LIE	76538
Jun. 25, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 02, 2007	STATEMENT OF USE PROCESSING COMPLETE	65362
Feb. 26, 2007	USE AMENDMENT FILED	65362
Feb. 26, 2007	TEAS STATEMENT OF USE RECEIVED	
Sep. 12, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 20, 2006	PUBLISHED FOR OPPOSITION	
May 31, 2006	NOTICE OF PUBLICATION	
May 04, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Apr. 28, 2006	ASSIGNED TO LIE	76243
Apr. 25, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 25, 2006	ASSIGNED TO EXAMINER	72150
Nov. 01, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 08, 2007

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91207179](#)

Filing Date: Sep 26, 2012

Status: Terminated

Status Date: Jan 09, 2013

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: Gayson Harwell

Correspondent Address: GAYSON HARWELL
10405 CHARLOTTE PINE COURT
HARRISON OH , 45030 4939
UNITED STATES

Correspondent e-mail: c18yocum@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEACE AND LOVE CAFE	Abandoned - After Inter-Partes Decision	85368807	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC

1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 26, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 26, 2012	Nov 05, 2012
3	PENDING, INSTITUTED	Sep 26, 2012	
4	NOTICE OF DEFAULT	Nov 20, 2012	
5	BOARD'S DECISION: SUSTAINED	Jan 09, 2013	
6	TERMINATED	Jan 09, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91206450](#)

Filing Date: Aug 07, 2012

Status: Pending

Status Date: Aug 07, 2012

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Juice Generation, Inc.

Correspondent Address: JOSEPH V MYERS III
SEYFARTH SHAW LLP
1075 PEACHTREE ST NE STE 2500
ATLANTA GA , 30309-3958
UNITED STATES

Correspondent e-mail: tmatlanta@seyfarth.com , jmyers@seyfarth.com , nacharya@seyfarth.com

Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND JUICE	Opposition Pending	85549820	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 07, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2012	Sep 16, 2012
3	PENDING, INSTITUTED	Aug 07, 2012	
4	ANSWER	Sep 14, 2012	

Type of Proceeding: OppositionProceeding Number: [91195613](#)

Filing Date: Jul 09, 2010

Status: Terminated

Status Date: Dec 21, 2011

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Extreme Food Concepts, Inc.

Correspondent Address: MICHAEL A MARRERO
ULMER BERNE LLP
600 VINE STEET, SUITE 2800
CINCINNATI OH , 45202 2409
UNITED STATESCorrespondent e-mail: ccathey@ulmer.com , mmarrero@ulmer.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND PIZZA	Abandoned - After Inter-Partes Decision	77896371	

Plaintiff(s)

Name: GS ENTERPRISES LLC

Correspondent Address: L. JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATESCorrespondent e-mail: ealfred@craftchu.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 09, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 09, 2010	Aug 18, 2010
3	PENDING, INSTITUTED	Jul 09, 2010	
4	STIPULATION FOR AN EXTENSION OF TIME	Aug 15, 2010	
5	EXTENSION OF TIME GRANTED	Aug 16, 2010	
6	ANSWER	Sep 17, 2010	
7	STIPULATION FOR AN EXTENSION OF TIME	Mar 15, 2011	
8	EXTENSION OF TIME GRANTED	Mar 15, 2011	
9	STIPULATION FOR AN EXTENSION OF TIME	Jun 02, 2011	
10	EXTENSION OF TIME GRANTED	Jun 02, 2011	
11	STIPULATION FOR AN EXTENSION OF TIME	Aug 17, 2011	
12	EXTENSION OF TIME GRANTED	Aug 17, 2011	
13	P'S MOTION TO COMPEL DISCOVERY	Oct 11, 2011	
14	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Oct 19, 2011	
15	P'S MOTION TO COMPEL GRANTED; TRIAL DATES RESET	Nov 09, 2011	
16	WITHDRAWAL OF APPLICATION	Dec 19, 2011	
17	BOARD'S DECISION: SUSTAINED	Dec 21, 2011	
18	TERMINATED	Dec 21, 2011	

Opposition No. 91206450

Opposer's Exhibit No. 3

Generated on: This page was generated by TSDR on 2013-07-12 12:11:14 EDT

Mark: PEACE & LOVE

PEACE & LOVE

US Serial Number: 77340726
Application Filing Date: Nov. 30, 2007
US Registration Number: 3713785
Registration Date: Nov. 24, 2009
Register: Principal
Mark Type: Service Mark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Nov. 24, 2009
Publication Date: Sep. 08, 2009

Mark Information

Mark Literal Elements: PEACE & LOVE
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 3291917, 3291918

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Restaurant services
International Class(es): 043 - Primary Class
U.S Class(es): 100, 101
Class Status: ACTIVE
Basis: 1(a)
First Use: Dec. 19, 2006
Use in Commerce: Dec. 19, 2006

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: GS ENTERPRISES LLC
Owner Address: Suite 902, 7272 Wurzbach Rd.
San Antonio, TEXAS 78240
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: L. Jeremy Craft
Docket Number: 121/5
Attorney Primary Email: trademark@craftchu.com
Attorney Email: Yes

Address:

Authorized:

Correspondent

Correspondent Name/Address: L. Jeremy Craft
CRAFT CHU PLLC
1445 North Loop West, Suite 840
Houston, TEXAS 77008
UNITED STATES

Phone: 713-802-9144

Fax: 866-707-7596

Correspondent e-mail: trademark@craftchu.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 04, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 04, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Nov. 24, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 08, 2009	PUBLISHED FOR OPPOSITION	
Aug. 19, 2009	NOTICE OF PUBLICATION	
Jul. 31, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Jul. 28, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 16, 2009	LIE CHECKED SUSP - TO ATTY FOR ACTION	73787
Jan. 16, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	73787
Jan. 16, 2009	ASSIGNED TO LIE	73787
Jul. 16, 2008	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jul. 16, 2008	LETTER OF SUSPENSION E-MAILED	6332
Jul. 16, 2008	SUSPENSION LETTER WRITTEN	81111
Jun. 14, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 13, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 13, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 17, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 17, 2007	NON-FINAL ACTION E-MAILED	6325
Dec. 17, 2007	NON-FINAL ACTION WRITTEN	81111
Dec. 17, 2007	ASSIGNED TO EXAMINER	81111
Dec. 05, 2007	NOTICE OF PSEUDO MARK MAILED	
Dec. 04, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 24, 2009

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91207179](#)

Filing Date: Sep 26, 2012

Status: Terminated

Status Date: Jan 09, 2013

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: Gayson Harwell

Correspondent Address: GAYSON HARWELL
10405 CHARLOTTE PINE COURT
HARRISON OH , 45030 4939

UNITED STATES

Correspondent e-mail: c18yocum@yahoo.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PEACE AND LOVE CAFE	Abandoned - After Inter-Partes Decision	85368807	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 26, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 26, 2012	Nov 05, 2012
3	PENDING, INSTITUTED	Sep 26, 2012	
4	NOTICE OF DEFAULT	Nov 20, 2012	
5	BOARD'S DECISION: SUSTAINED	Jan 09, 2013	
6	TERMINATED	Jan 09, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91206450](#)

Filing Date: Aug 07, 2012

Status: Pending

Status Date: Aug 07, 2012

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Juice Generation, Inc.

Correspondent Address: JOSEPH V MYERS III
SEYFARTH SHAW LLP
1075 PEACHTREE ST NE STE 2500
ATLANTA GA , 30309-3958
UNITED STATES

Correspondent e-mail: matlanta@seyfarth.com , jmyers@seyfarth.com , nacharya@seyfarth.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND JUICE	Opposition Pending	85549820	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918

PEACE & LOVE Registered [77340726](#) [3713785](#)
P & L PEACE & LOVE NEW YORK Registered [85015012](#) [3885867](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 07, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2012	Sep 16, 2012
3	PENDING, INSTITUTED	Aug 07, 2012	
4	ANSWER	Sep 14, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91195613](#) Filing Date: Jul 09, 2010
Status: Terminated Status Date: Dec 21, 2011
Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Extreme Food Concepts, Inc.
Correspondent Address: MICHAEL A MARRERO
ULMER BERNE LLP
600 VINE STEET, SUITE 2800
CINCINNATI OH , 45202 2409
UNITED STATES
Correspondent e-mail: cathay@ulmer.com , mmarrero@ulmer.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND PIZZA	Abandoned - After Inter-Partes Decision	77896371	

Plaintiff(s)

Name: GS ENTERPRISES LLC
Correspondent Address: L. JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATES
Correspondent e-mail: ealfred@craftchu.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 09, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 09, 2010	Aug 18, 2010
3	PENDING, INSTITUTED	Jul 09, 2010	
4	STIPULATION FOR AN EXTENSION OF TIME	Aug 15, 2010	
5	EXTENSION OF TIME GRANTED	Aug 16, 2010	
6	ANSWER	Sep 17, 2010	
7	STIPULATION FOR AN EXTENSION OF TIME	Mar 15, 2011	
8	EXTENSION OF TIME GRANTED	Mar 15, 2011	
9	STIPULATION FOR AN EXTENSION OF TIME	Jun 02, 2011	
10	EXTENSION OF TIME GRANTED	Jun 02, 2011	
11	STIPULATION FOR AN EXTENSION OF TIME	Aug 17, 2011	
12	EXTENSION OF TIME GRANTED	Aug 17, 2011	
13	P'S MOTION TO COMPEL DISCOVERY	Oct 11, 2011	
14	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Oct 19, 2011	

Opposition No. 91206450

Opposer's Exhibit No. 4

Generated on: This page was generated by TSDR on 2013-07-12 12:11:22 EDT

Mark: P & L PEACE & LOVE NEW YORK



US Serial Number: 85015012

Application Filing Date: Apr. 15, 2010

US Registration Number: 3885867

Registration Date: Dec. 07, 2010

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Dec. 07, 2010

Publication Date: Sep. 21, 2010

Mark Information

Mark Literal Elements: P & L PEACE & LOVE NEW YORK

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized peace symbol design in red and containing a heart design outlined in red and containing the symbols "P & L" in red stylized font located in the upper right portion of the peace symbol design, said design is located directly above the terms "PEACE & LOVE" in red stylized font, with a banner design outlined in red located underneath the terms "PEACE & LOVE" which contains the terms "NEW YORK" in red stylized font. The color white is intended to indicate background, outlining, shading or transparent areas and are not part of the mark.

Color Drawing: Yes

Color(s) Claimed: The color(s) red is/are claimed as a feature of the mark.

Disclaimer: "NEW YORK"

Design Search Code(s): 02.11.13 - Hearts used as backgrounds or carriers
24.17.20 - Peace symbol
26.11.25 - Rectangles with one or more curved sides

Related Properties Information

Claimed Ownership of US Registrations: 3291917, 3291918, 3713785

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks "*" identify additional (new) wording in the goods/services.

For: Restaurant services

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2009

Use in Commerce: Jul. 2009

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: GS ENTERPRISES LLC
Owner Address: Suite 902, 7272 Wurzbach Rd.
San Antonio, TEXAS 78240
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: L. Jeremy Craft **Docket Number:** 121/20
Attorney Primary Email Address: trademark@craftchu.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: L. JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP W STE 840
HOUSTON, TEXAS 77008-1673
UNITED STATES
Phone: 713-802-9144 **Fax:** 866-707-7596
Correspondent e-mail: trademark@craftchu.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 07, 2010	REGISTERED-PRINCIPAL REGISTER	
Sep. 21, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 21, 2010	PUBLISHED FOR OPPOSITION	
Aug. 18, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Aug. 18, 2010	ASSIGNED TO LIE	66213
Jul. 30, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 30, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 30, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 30, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 30, 2010	EXAMINERS AMENDMENT -WRITTEN	82100
Jul. 22, 2010	ASSIGNED TO EXAMINER	82100
Apr. 21, 2010	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Apr. 20, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 19, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Dec. 07, 2010

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91207179](#)

Filing Date: Sep 26, 2012

Status: Terminated

Status Date: Jan 09, 2013

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: Gayson Harwell

Correspondent Address: GAYSON HARWELL
10405 CHARLOTTE PINE COURT
HARRISON OH , 45030 4939
UNITED STATES

Correspondent e-mail: c18yocum@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEACE AND LOVE CAFE	Abandoned - After Inter-Partes Decision	85368807	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT
CRAFT CHU PLLC
1445 NORTH LOOP WEST, SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 26, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 26, 2012	Nov 05, 2012
3	PENDING, INSTITUTED	Sep 26, 2012	
4	NOTICE OF DEFAULT	Nov 20, 2012	
5	BOARD'S DECISION: SUSTAINED	Jan 09, 2013	
6	TERMINATED	Jan 09, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91206450](#)

Filing Date: Aug 07, 2012

Status: Pending

Status Date: Aug 07, 2012

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Juice Generation, Inc.

Correspondent Address: JOSEPH V MYERS III
SEYFARTH SHAW LLP
1075 PEACHTREE ST NE STE 2500
ATLANTA GA , 30309-3958
UNITED STATES

Correspondent e-mail: matlanta@seyfarth.com , jmyers@seyfarth.com , nacharya@seyfarth.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEACE LOVE AND JUICE	Opposition Pending	85549820	

Plaintiff(s)

Name: GS Enterprises LLC

Correspondent Address: L JEREMY CRAFT

CRAFT CHU PLLC
1445 NORTH LOOP WEST SUITE 840
HOUSTON TX , 77008
UNITED STATES

Correspondent e-mail: jcraft@craftchu.com , ealfred@craftchu.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
P & L PEACE & LOVE	Registered	78741973	3291917
ALL YOU NEED IS PEACE & LOVE	Registered	78741995	3291918
PEACE & LOVE	Registered	77340726	3713785
P & L PEACE & LOVE NEW YORK	Registered	85015012	3885867

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 07, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2012	Sep 16, 2012
3	PENDING, INSTITUTED	Aug 07, 2012	
4	ANSWER	Sep 14, 2012	

15	P'S MOTION TO COMPEL GRANTED; TRIAL DATES RESET	Nov 09, 2011
16	WITHDRAWAL OF APPLICATION	Dec 19, 2011
17	BOARD'S DECISION: SUSTAINED	Dec 21, 2011
18	TERMINATED	Dec 21, 2011