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

Proceeding	91209387
Party	Defendant W.M. Barr & Company, Inc.
Correspondence Address	Natalie Bennett W.M. Barr & Company, Inc. 8000 Centerview Parkway, Suite 400 Memphis, TN 38018  natalie_bennett@wmbarr.com
Submission	Answer
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Date	04/01/2013
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

THE ARMOR ALL/STP PRODUCTS	)	
COMPANY,	)	Opposition No. 91209387
	)	
Opposer,	)	
	)	
v.	)	Mark: REMOVES THE TOUGH STUFF
	)	
W.M. BARR & COMPANY, INC.	)	Serial No.: 77/718480
	)	
Applicant.	)	
	)	

**ANSWER TO NOTICE OF OPPOSITION**

W.M. BARR & COMPANY, INC., for its Answer to the Notice of Opposition, states as follows:

1. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 1 of the Notice of Opposition.
2. Admitted.
3. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 3.
4. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 4.

5. Refers the Board to the PTO filings, documents and records referenced in the Notice of Opposition for the contents thereof, and otherwise denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 5.

6. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 6.

7. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 7.

8. Admits that Applicant filed U.S. Serial No. 77/704480 (“REMOVES THE TOUGH STUFF”) and refers the Board to the PTO filings, documents and records referenced in the Notice of Opposition for the contents thereof, and otherwise denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 8.

**FIRST GROUND FOR OPPOSITION:**

**LIKELIHOOD OF CONFUSION**

9. Applicant incorporates by reference its responses to Paragraphs 1-8 above.

10. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 10.

11. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 11.

12. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 12.

13. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 13.

14. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 14.

### **SECOND GROUND FOR OPPOSITION:**

#### **MERELY DESCRIPTIVE OR GENERIC SLOGAN**

15. Applicant incorporates by reference its responses to Paragraphs 1-8 above.

16. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 16.

17. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 17.

18. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 18.

19. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 19.

20. Denies knowledge or lacks information sufficient to form a belief as to the truth of the allegations of Paragraph 20.

### **FIRST AFFIRMATIVE DEFENSE**

1. The Notice of Opposition fails to state a claim upon which relief can be granted.

**SECOND AFFIRMATIVE DEFENSE**

2. Opposer's claims are barred by the doctrine of unclean hands.

**THIRD AFFIRMATIVE DEFENSE**

3. Opposer lacks standing.

WHEREFORE, Applicant demands judgment dismissing the Opposition with prejudice, and granting registration of allowed Application Serial No. 77/714480.

This Answer is being filed electronically through the TTAB ESTTA electronic filing system.

Respectfully submitted,

W.M. BARR & COMPANY, INC.

By:           /CLIFF D. WESTON/          

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Email: trademarks@wmbarr.com  
Attorney for Applicant

**CERTIFICATE OF SERVICE**

I hereby certify that a true and complete copy of the foregoing:

**ANSWER TO NOTICE OF OPPOSITION**

has been served on Opposer by mailing a copy on 01 APR 2013 via First Class Mail, postage prepaid to:

Frank Judge  
Vice-President, General Counsel & Secretary  
Armored AutoGroup, Inc.  
44 Old Ridgebury Road, Suite 300  
Danbury, Connecticut 06810  
[frank.judge@armoredautogroup.com](mailto:frank.judge@armoredautogroup.com)  
Tel: 203-205-2900

Respectfully submitted,

W.M. BARR & COMPANY, INC.

By:           /CLIFF D. WESTON/          

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