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

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|------------------------|---|
| Proceeding | 91223228 |
| Party | Plaintiff Brooks Sports, Inc. |
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| Submission | Plaintiff's Notice of Reliance |
| Filer's Name | William C. Rava |
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| Signature | /William C. Rava/ |
| Date | 08/02/2017 |
| Attachments | 2017-01-11 Opposition Notice of Reliance.pdf(92090 bytes) |

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

BROOKS SPORTS, INC.

Opposer,

v.

ANTA (CHINA) CO., LTD.,

Applicant.

Opposition No.: 91223228

App. No.: 86/268,523

NOTICE OF RELIANCE

TO: Anta (China) Co., Ltd., Registrant

AND TO: Christina Licursi, Attorney for Registrant

LITIGATION-RELATED DOCUMENTS

Applicant's Responses to Opposer's First Interrogatories, Nos. 5, 6, 7, and 14.

Applicant's Responses to Opposer's First Request for Production, Nos. 10, 12, and 13.

INTERNET MATERIALS

AdWeek, "Bloodthirsty Zombies Uncover the Magic of Running in Brooks' Cinematic 3-Minute Ad," *available at* <http://www.adweek.com/news/advertising-branding/bloodthirsty-zombies-uncover-magic-running-brooks-cinematic-3-minute-ad-169601>. Offered to show Brooks's national television advertising campaign in 2016.

CNBC, "Brooks CEO shares the best business advice Warren Buffet ever gave him," *available at* <http://www.cnbc.com/2016/12/13/brooks-ceo-shares-the-best-business-advice-warren-buffett-ever-gave-him.html>. Offered to show Brooks's emphasis on its brand and to show its long-term brand strength.

Esquire, "Heritage Sneaker Brand You Need on Your Radar," *available at* <http://www.esquire.com/style/news/a50177/brooks-heritage/>. Offered to show Brooks's heritage and the power of having a brand that is more than 100 years old.

Fortune, “Nike vs. Brooks vs. Adidas: Here’s Who’s Winning This Marathon Season,” *available at* <http://fortune.com/2016/10/27/marathon-running-shoes/>. Offered to show that Brooks is an athletic brand that is comparable to industry giants such as Nike and Adidas.

FloTrack, “2016 Brooks PR Invitational,” *available at* <http://www.flotrack.org/event/253024-2016-brooks-pr-invitational>. Offered to provide background information about Brooks’s national event and the breadth of coverage associated with the event.

Outside Magazine, “The Six Best Trail Runners of 2016,” *available at* <https://www.outsideonline.com/2105001/fleet-foot>. Offered to show an example of the substantial media recognition that Brooks has earned for its high-quality products.

Outside Magazine, “Winter Buyer’s Guide: The Best Gear of 2015” *available at* <https://www.outsideonline.com/1856201/best-running-shoes-2015>. Offered to show an example of the substantial media recognition that Brooks has earned for its high-quality products.

Rock N Roll Marathon Series, *available at* <http://www.runrocknroll.com/>. Offered to show that Brooks is the official sponsor for the nation-wide marathon series.

Shape Magazine, “The Best Women’s Running and Athletic Shoes,” *available at* <http://www.shape.com/fitness/workouts/best-womens-running-and-athletic-shoes>. Offered to show an example of the substantial media recognition that Brooks has earned for its high-quality products.

Dated this 11th day of January, 2017.

Respectfully submitted,

CERTIFICATE OF SERVICE

I hereby certify that OPPOSER’S NOTICE OF RELIANCE is being transmitted to Christina Licursi, Wolf, Greenfield & Sacks, P.C., 600 Atlantic Ave Fl. 23, Boston 02210-2206, to counsel’s email address of record Christina.Licursi@WolfGreenfield.com pursuant to the mutual agreement of the parties to electronic service.

Signature: Jonathan P. Goddard

Printed Name: Jonathan P. Goddard

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