

ESTTA Tracking number: **ESTTA694161**

Filing date: **09/08/2015**

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 party opposes registration of the indicated application.

**Opposer Information**

Name	Zenith Optimedia Group Limited
Granted to Date of previous extension	09/09/2015
Address	299 West Houston Street New York, NY 10014 UNITED STATES
Attorney information	Stephen F. Roth Lerner, David, Littenberg, Krumholz & Mentlik 600 South Avenue West Westfield, NJ 07090 UNITED STATES sroth@ldlkm.com, litigation@ldlkm.com

**Applicant Information**

Application No	86292693	Publication date	05/12/2015
Opposition Filing Date	09/08/2015	Opposition Period Ends	09/09/2015
Applicants	Murta, Aline #3 Long Island City, NY 11106 UNITED STATES  Diaz, Joannie #3 Long Island City, NY 11106 UNITED STATES  Batista, Macia #3 Long Island City, NY 11106 UNITED STATES		


**Goods/Services Affected by Opposition**

Class 041. First Use: 2013/10/01 First Use In Commerce: 2014/01/27 All goods and services in the class are opposed, namely: Providing online non-downloadable electronic publications, namely, online articles featuring empowering women personally, academically and professionally
Class 042. First Use: 2013/10/01 First Use In Commerce: 2014/01/27 All goods and services in the class are opposed, namely: Computer services, namely, providing search platforms to allow users to search articles focused on empowering women personally, academically, and professionally

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	4564356	Application Date	02/14/2008
Registration Date	07/08/2014	Foreign Priority Date	10/19/2007
Word Mark	MOXIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2003/11/18 First Use In Commerce: 2003/11/18 Advertising and marketing services; advertising and promotional services; brandconsultancy and brand creation services; brand evaluation services; brand positioning; brand evaluation services, namely, brand testing; marketing and brandingservices, namely, performing consumer insight and brand strategy of company logos; marketing and advertising media management services; media buying services, namely, purchasing time and space for the delivery of advertising messages through broadcast time, print space, indoor space, outdoor space or other media such as CDs and DVDs or website space/time; sponsorship consultancy services related to promoting the goods and services of others by arranging for sponsors to affiliate their goods with others; market research; compilation, processing and analysis of market research statistics; production of advertisements for radio, video, film, computers, Internet web sites, television and mobile devices; all the aforesaid services also provided on-line via computer websites or through wireless transmissions; compilation of direct mailing lists; compilation of mailing lists; direct mail advertising; marketing bymail; preparation of mailing lists; preparation of mailing lists for direct mail advertising services; direct marketing, database marketing, namely, compiling and systemization of information into consumer specific databases for marketing purposes; telemarketing; statistical analysis and reporting for business purposes; database management; business consulting services in the field of electronic commerce; advertising and marketing management agency services, namely, the creation, development and dissemination of advertising and promotional materials viadirect mail, newspaper, radio, television, mobile devices, a global computer network and other interactive media; research services and information services relating to advertising, marketing, brand management, media buying, and media management; design of publicity and advertising materials; creation, research, development and implementation of brand names, slogans, lettering and logos; mobile advertisements and direct mail advertisements; computer services, namely, design of internet advertising, namely, designing and implementing banner advertisements; providing websites that promote the goods and services of others; providing an interactive website in the field of marketing, advertising, ad-</p>		

	<p>vertising media, and politics; information, consultancy and advisory services, in the field of marketing and advertising</p> <p>Class 040. First use: First Use: 2003/11/18 First Use In Commerce: 2003/11/18 Printing services, namely, digital photo printing services, digital printing services of books and other documents</p> <p>Class 041. First use: First Use: 2003/11/18 First Use In Commerce: 2003/11/18 Sound and video recording production and post production services to the advertising, motion picture, video, broadcast, satellite, cable and television industries; video post-production, adding visual effects and graphics to video tape, audio tape, digital media and film; consultation services related to sound, video and ancillary production and post production in the field of music, video, and film; film and animation production services; providing an interactive website in the field of entertainment, photography, music, sports, and education</p> <p>Class 042. First use: First Use: 2003/11/18 First Use In Commerce: 2003/11/18 hosting online web facilities for others for organizing and conducting interactive discussions</p>
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Attachments	<p>77397129#TMSN.png( bytes )</p> <p>4202749_1.pdf(15387 bytes )</p>
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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	/Stephen F. Roth/
Name	Stephen F. Roth
Date	09/08/2015

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

Zenith Optimedia Group Limited,	:	Serial No. 86/292693
	:	
Opposer,	:	Filed: 5/27/14
	:	
v.	:	For: BE MOXIE
	:	
Aline Murta, Joannie Diaz and	:	Published: 5/12/15
Macia Batista,	:	
	:	
Applicants.	:	
<hr/>		X

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

**NOTICE OF OPPOSITION**

Zenith Optimedia Group Limited, a limited liability company under the laws of the United Kingdom, and having a place of business at 299 West Houston Street, New York, New York 10014, believes it will be damaged by the registration of the mark shown in application Serial No. 86/292693 (the "Application") and hereby opposes registration of such mark. The specific grounds for such opposition are as follows:

1. Opposer owns and uses through its licensed affiliated company the mark MOXIE in connection with services offered in interstate commerce in the United States.
2. Opposer has been using the mark MOXIE since at least as early as 2003, long before Applicants filed for the Application for registration of the mark BE MOXIE on May 27, 2014.
3. Opposer is the owner of United States Trademark Registration No. 4,564,356 for the mark MOXIE covering various advertising and marketing services.

4. Applicants' mark BE MOXIE so resembles Opposer's mark MOXIE as to result in a likelihood of confusion.

5. Applicants' mark BE MOXIE is used for, or will be used for, related and confusingly similar services such that the marks are likely to be confused.

6. Opposer will suffer harm as a result of the confusion likely to arise from the registration of the Application and from Opposer's prior and ongoing use of the MOXIE mark.

7. This opposition is timely given that the original publication date of the Application is May 12, 2015, and a request to extend time to oppose has been granted until September 9, 2015.

WHEREFORE, Opposer prays that its opposition be sustained, and the Board refuse registration of Application Serial No. 86/292693.

Please charge the fee of \$600.00 for a Notice of Opposition in two classes to our Deposit Account No. 12-1095. The undersigned is authorized to make charges to said deposit account.

Respectfully submitted,

LERNER, DAVID, LITTENBERG,  
KRUMHOLZ & MENTLIK, LLP  
*Attorneys for Opposer, Zenith Optimedia  
Group Limited*

600 South Avenue West

Westfield, NJ 07090

Tel: 908.654.5000

Fax: 908.654.7866

Dated: September 8, 2015

By s/ Stephen F. Roth  
Stephen F. Roth

**CERTIFICATE OF SERVICE**

I hereby certify that a true copy of the within NOTICE OF OPPOSITION was served upon the following this 8th day of September, 2015, as follows:

**VIA FIRST-CLASS MAIL**

Aline Murta  
345 10th Street, #3  
Long Island City, NY 1106-5105

s/ Stephen F. Roth  
Stephen F. Roth