

ESTTA Tracking number: **ESTTA783740**

Filing date: **11/17/2016**

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

Proceeding	91229149
Party	Plaintiff Los Angeles Rag House, Inc.
Correspondence Address	JOEL D VOELZKE IP LAW OFFICES OF JOEL VOELZKE APC 24772 W SADDLE PEAK ROAD MALIBU, CA 90265-3042 UNITED STATES joel@voelzke.com, ip.law@verizon.net
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Joel D. Voelzke
Filer's e-mail	joel@voelzke.com, ip.law@verizon.net
Signature	/Joel D. Voelzke73/
Date	11/17/2016
Attachments	Motion for Entry of 1st Amended NoO.pdf(89280 bytes) Exhibit A - 1st Amended Notice of Opposition.pdf(126984 bytes) Exhibits 1-7.pdf(4342400 bytes) Exhibits 8-10.pdf(3236778 bytes) Exhibits 11-15.pdf(4454190 bytes)

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

Los Angeles Rag House, Inc.)	
)	
Opposer,)	Opposition No.: 91229149
)	
v.)	Serial No.: 86855859
)	Mark: MAGIC CLOTH
The Rag Place, Inc.)	
)	
Applicant.)	
_____)	

**OPPOSER’S MOTION FOR ENTRY OF
FIRST AMENDED NOTICE OF OPPOSITION**

Pursuant to the Board’s order dated November 8, 2016 granting in part and denying in part APPLICANT THE RAG PLACE, INC.’S MOTION TO DISMISS FOR OPPOSER’S FAILURE TO STATE A CLAIM, and granting Opposer leave to Amend its Notice of Opposition, Opposer Los Angles Rag House, Inc. hereby moves for entry of the First Amended Notice of Opposition which is attached as Exhibit A hereto, including Exhibits 1-15 to the First Amended Notice of Opposition.

WHEREFORE, Opposer prays that the Board issue an order entering the First Amended Notice of Opposition.

Respectfully submitted,

Dated: November 17, 2016

/s/ Joel D. Voelzke
Joel D. Voelzke (Reg. No. 37,957)

INTELLECTUAL PROPERTY LAW OFFICES
OF JOEL VOELZKE, APC
24772 W. Saddle Peak Road
Malibu, CA 90265-3042
Tel: (310) 317-4466
Fax: (310) 317-4499
email: joel@voelzke.com

CERTIFICATE OF SERVICE

I hereby certify that, pursuant to the written agreement reached between counsel on September 14, 2016 that, except for voluminous documents, service by email will be deemed to be acceptable service in this action, the above and foregoing:

MOTION FOR ENTRY OF FIRST AMENDED NOTICE OF OPPOSITION

was served upon Applicant by email on this 17th day of November, 2016 addressed to:

Sang N. Dang
BLUE CAPITAL LAW FIRM, P.C.
650 Town Center Drive, Suite 1530
Costa Mesa, California 92626
SDang@bluecapitallaw.com

Attorney for Applicant
The Rag Place, Inc.

/s/ Joel D. Voelzke

Joel D. Voelzke

Exhibit A

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

Los Angeles Rag House, Inc.)	
)	
Opposer,)	Opposition No.: 91229149
)	
v.)	Serial No.: 86855859
)	Mark: MAGIC CLOTH
The Rag Place, Inc.)	
)	
Applicant.)	
_____)	

FIRST AMENDED NOTICE OF OPPOSITION

Los Angeles Rag House, Inc., a California corporation (“Opposer”), believes that it will be damaged by registration of the mark MAGIC CLOTH (“the Opposed Mark”) as specified in Application Serial No. 86855859 (“the Application”), and hereby opposes said Application.

As grounds for the opposition, Opposer alleges:

1. Opposer, Los Angeles Rag House, Inc, is a California corporation, with a place of business at 11684 Tuxford Street, Los Angeles, California 91352.
2. Upon information and belief, Applicant, The Rag Place, Inc. is a California corporation, with an address at 13160 Raymer Street, North Hollywood, California 91605.
3. Applicant filed U.S. Application Serial No. 86855859 (“the Application”) for the term MAGIC CLOTH in standard characters for the goods of “Synthetic fiber fabric used to manipulate harsh bright light in order to diffuse, soften, or reflect light for use in the motion picture, television, theater, and trade industries” in International Class 24, which includes a disclaimer of the word “CLOTH.” In its Application, Applicant claims a date of first use, and a date of first use in commerce, of April 26, 2011.

4. The Application was published in the Official Gazette on May 31, 2016. That same day, Opposer received an extension of time to oppose until July 30, 2016.

**I. PRIOR USE IN COMMERCE BY OPPOSER AND LIKELIHOOD OF
CONFUSION UNDER § 2(d), 15 U.S.C. §1052(d)**

5. Prior to Applicant's claimed date of first use, Opposer had adopted and used in interstate commerce the mark MAGIC CLOTH ("Opposer's Mark") in connection with cloth used to diffuse, soften, and reflect light, for use in the photography, film, television, and theater industries, and has used that mark continuously since then.

6. Upon information and belief, prior to any date by which Applicant had begun using in interstate commerce the Opposed Mark for Applicant's goods, Opposer had adopted and used in interstate commerce Opposer's Mark for Opposer's goods.

7. Applicant's Opposed Mark is identical to Opposer's Mark.

8. Applicant's goods are commercially related to Opposer's goods. More specifically, Applicant's goods are identical, nearly identical, and/or closely related to Opposer's goods.

9. Because the respective marks are identical and the respective goods are identical, nearly identical, or at least commercially related, Opposer enjoys superior rights to its mark.

10. The Opposed Mark so resembles Opposer's mark as to be likely, when used on or in commerce with the goods of the Applicant, to cause confusion, or to cause mistake, or to deceive, in violation of Section 2(d) of the Trademark Act, 15 U.S.C. §1052(d).

11. Opposer would be damaged by registration of Applicant's Opposed Mark because such registration would constitute *prima facie* evidence of Applicant's exclusive right to use the Opposed Mark for and in connection with Applicant's goods, which would be inconsistent with and detrimental to Opposer's superior rights in Opposer's Mark.

II. THE OPPOSED MARK IS GENERIC

12. In addition, or in the alternative, Opposer pleads the following.

13. Opposer and third parties have used the term “magic cloth” to denote a particular type of light diffusion cloth.

14. More particularly, opposer and third parties have used, and continue to use, the term “magic cloth” to denote a relatively heavy synthetic fiber fabric that exhibits a high level of light diffusion and which eliminates lighting “hot spots.”

15. Opposer and third parties have used, and continue to use, the term “magic cloth” to denote cloth having the same or similar light diffusion qualities as “CHIMERA® cloth¹” and “full grid” cloth.

16. As a result of the longstanding use by Opposer and by third parties, the term “magic cloth” has become a generic term within the lighting industry for a relatively heavy synthetic fiber fabric that exhibits a high level of light diffusion and which eliminates lighting “hot spots.”

17. Specific examples of third parties’ generic uses of the term “magic cloth” are detailed and documented in the paragraphs below and in the exhibits referred to therein.

18. Within the lighting industry, third party Lighting by Steinheimer uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

19. An example of third party Lighting by Steinheimer’s use of the term “magic cloth” is shown in **Exhibit 1**.²

20. **Exhibit 1** is an example of third party Lighting by Steinheimer using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

¹ CHIMERA® is a registered trademark of Chimera Investors LLC for the goods of light softening diffusers to mount to the fronts of photographic, film and video production lights.

² In Exhibits 1-15 the term “magic cloth” either by itself or in context is highlighted via a red box.

21. On information and belief, the “magic cloth” sold by third party Lighting by Stienheinmer is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

22. Within the lighting industry, third party Barbizon Lighting Company uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

23. An example of third party Barbizon Lighting Company’s use of the term “magic cloth” is shown in **Exhibit 2** hereto.

24. **Exhibit 2** is an example of third party Barbizon Lighting Company using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

25. On information and belief, the “magic cloth” sold by third party Barbizon Lighting Company is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

26. Within the lighting industry, third party Barn Door Lighting Outfitters LLC uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

27. An example of third party Barn Door Lighting Outfitters LLC’s use of the term “magic cloth” is shown in **Exhibit 3** hereto.

28. **Exhibit 3** is an example of third party Barn Door Lighting Outfitters LLC using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

29. On information and belief, the “magic cloth” sold by third party Barn Door Lighting Outfitters LLC is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

30. Within the lighting industry, third party Blue Rock Media Corp. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

31. An example of third party Blue Rock Media Corp.’s use of the term “magic cloth” is shown in **Exhibit 4** hereto.

32. **Exhibit 4** is an example of third party Blue Rock Media Corp. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

33. On information and belief, the “magic cloth” sold by third party Blue Rock Media Corp. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

34. Within the lighting industry, third party DTC Grip & Electric, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

35. An example of third party DTC Grip & Electric, Inc.’s use of the term “magic cloth” is shown in **Exhibit 5** hereto.

36. **Exhibit 5** is an example of third party DTC Grip & Electric, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

37. Within the lighting industry, third party Geronimo Creek, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

38. An example of third party Geronimo Creek, Inc.’s use of the term “magic cloth” is shown in **Exhibit 6** hereto.

39. **Exhibit 6** is an example of third party Geronimo Creek, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

40. On information and belief, the “magic cloth” sold by third party Geronimo Creek, Inc. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

41. Within the lighting industry, Opposer Los Angeles Rag House, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

42. An example of Los Angeles Rag House, Inc.’s use of the term “magic cloth” is shown in **Exhibit 7** hereto.

43. **Exhibit 7** is an example of Los Angeles Rag House, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

44. The “magic cloth” sold by Los Angeles Rag House, Inc. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

45. Within the lighting industry, third party Advantage Gripware, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

46. An example of third party Advantage Gripware, Inc.’s use of the term “magic cloth” is shown in **Exhibit 8** hereto.

47. **Exhibit 8** is an example of third party Advantage Gripware, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

48. On information and belief, the “magic cloth” sold by third party Advantage Gripware, Inc. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

49. Within the lighting industry, third party LiteGear, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

50. An example of third party LiteGear, Inc.’s use of the term “magic cloth” is shown in **Exhibit 9** hereto.

51. **Exhibit 9** is an example of third party LiteGear, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

52. On information and belief, the “magic cloth” sold by third party LiteGear, Inc. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

53. **Exhibit 10** is an example of third party LiteGear, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion, on the auction website eBay (www.ebay.com).

54. **Exhibit 11** is an example of third party LiteGear, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion, on the online marketplace website Amazon (www.amazon.com).

55. Within the lighting industry, third party New York City Camera Co. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

56. An example of third party New York City Camera Co.’s use of the term “magic cloth” is shown in **Exhibit 12** hereto.

57. **Exhibit 12** is an example of third party New York City Camera Co. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

58. On information and belief, the “magic cloth” sold by third party New York City Camera Co. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

59. Within the lighting industry, third party Modern Studio Equipment, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

60. An example of third party Modern Studio Equipment, Inc.’s use of the term “magic cloth” is shown in **Exhibit 13** hereto.

61. **Exhibit 13** is an example of third party Modern Studio Equipment, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

62. On information and belief, the “magic cloth” sold by third party Modern Studio Equipment, Inc. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

63. Within the lighting industry, third party Kaye Lites, Inc. uses the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

64. An example of third party Kaye Lites, Inc.’s use of the term “magic cloth” is shown in **Exhibit 14** hereto.

65. **Exhibit 14** is an example of third party Kaye Lites, Inc. using the term “magic cloth” as a generic term for synthetic fabric that exhibits a high level of light diffusion.

66. On information and belief, the “magic cloth” sold by third party Kaye Lites, Inc. is not manufactured by, sponsored by, nor affiliated in any way with, Applicant The Rag Place, Inc.

67. **Exhibit 15** hereto is an example of an on-line discussion on the American Society of Cinematographers' (ASC) Instagram site in which consumers used the term "magic cloth."

68. **Exhibit 15** is an example of consumers using the term "magic cloth" as a generic term for synthetic fabric that exhibits a high level of light diffusion, and being "aka Chimera cloth."

69. "Magic cloth" is now a generic term for light diffusion cloth exhibiting a high level of light diffusion.

70. Opposer and others have a competitive and equal right to use the term "magic cloth" as a generic name for their goods.

71. By its Application, Applicant seeks to monopolize the generic use of the term "magic cloth" and affects the ability of Opposer to use the term generically.

72. If Applicant is allowed to obtain registration for the generic term "magic cloth," it will effectively misappropriate for Applicant's exclusive use a generic term, and cause injury and damage to Opposer and others.

73. Accordingly, the Application should be denied on the ground that the term "magic cloth" is the generic name for Applicant's goods, and is incapable of functioning as a mark.

III. ABANDONMENT AND FAILURE TO POLICE UNDER 15 U.S.C. §1127

74. In the alternative, Applicant has abandoned any rights in the term "magic cloth" by failing to police.

75. Opposer repeats and re-alleges the allegations in paragraphs 13 - 73 above.

76. Specific examples of third parties using the term "magic cloth" to identify their own products, and/or to refer generically to synthetic fabric that exhibits a high level of light diffusion, are listed in paragraphs 18 - 68 above.

77. Specific examples of third parties using the term “magic cloth” to identify their own products, and/or to refer generically to synthetic fabric that exhibits a high level of light diffusion, are shown in **Exhibits 1-15** hereto.

78. On information and belief, Lighting by Steinheimer’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

79. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Lighting by Steinheimer demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

80. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Lighting by Steinheimer’s use of the term “magic cloth” constitutes trademark infringement.

81. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Lighting by Steinheimer from using the term “magic cloth” to refer to light diffusion cloth.

82. On information and belief, Barbizon Lighting Company’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

83. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Barbizon Lighting Company demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

84. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Barbizon Lighting Company’s use of the term “magic cloth” constitutes trademark infringement.

85. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Barbizon Lighting Company from using the term “magic cloth” to refer to light diffusion cloth.

86. On information and belief, Barn Door Lighting Outfitters LLC’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

87. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Barn Door Lighting Outfitters LLC demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

88. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Barn Door Lighting Outfitters LLC’s use of the term “magic cloth” constitutes trademark infringement.

89. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Barn Door Lighting Outfitters LLC from using the term “magic cloth” to refer to light diffusion cloth.

90. On information and belief, Blue Rock Media Group’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

91. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Blue Rock Media Group demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

92. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Blue Rock Media Group’s use of the term “magic cloth” constitutes trademark infringement.

93. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Blue Rock Media Group from using the term “magic cloth” to refer to light diffusion cloth.

94. On information and belief, DTC Grip & Electric, Inc.’s use of the term “magic cloth” to refer to generically to a particular type of light diffusion cloth has been open, longstanding, and continuous.

95. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to DTC Grip & Electric, Inc. (“DTC”) demanding that DTC stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant, or that DTC stop using the term generically refer to a particular type of light diffusion cloth, or that DTC indicate in its materials that “magic cloth” is a trademark of The Rag Place.

96. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that DTC Grip & Electric, Inc.’s use of the term “magic cloth” constitutes trademark infringement.

97. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop DTC Grip & Electric, Inc. from using the term “magic cloth” to refer generically to a particular type of light diffusion cloth.

98. On information and belief, Geronimo Creek, Inc.’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

99. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Geronimo Creek, Inc. demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

100. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Geronimo Creek, Inc.'s use of the term "magic cloth" constitutes trademark infringement.

101. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Geronimo Creek, Inc. from using the term "magic cloth" to refer to light diffusion cloth.

102. Los Angeles Rag House, Inc.'s use of the term "magic cloth" to refer to light diffusion cloth has been open, longstanding, and continuous.

103. Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Los Angeles Rag House, Inc. demanding that that company stop using the term "magic cloth" on the ground that "magic cloth" is a trademark of Applicant.

104. Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Los Angeles Rag House, Inc.'s use of the term "magic cloth" constitutes trademark infringement.

105. Applicant The Rag Place, Inc. has not taken any policing action to stop Los Angeles Rag House, Inc. from using the term "magic cloth" to refer to light diffusion cloth.

106. On information and belief, Advantage Gripware, Inc.'s use of the term "magic cloth" to refer to light diffusion cloth has been open, longstanding, and continuous.

107. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Advantage Gripware, Inc. demanding that that company stop using the term "magic cloth" on the ground that "magic cloth" is a trademark of Applicant.

108. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Advantage Gripware, Inc.'s use of the term "magic cloth" constitutes trademark infringement.

109. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Advantage Gripware, Inc. from using the term “magic cloth” to refer to light diffusion cloth.

110. On information and belief, LiteGear, Inc.’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

111. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to LiteGear, Inc. demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

112. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that LiteGear, Inc.’s use of the term “magic cloth” constitutes trademark infringement.

113. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop LiteGear, Inc. from using the term “magic cloth” to refer to light diffusion cloth.

114. On information and belief, New York City Camera Co.’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

115. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to New York City Camera Co. demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

116. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that New York City Camera Co.’s use of the term “magic cloth” constitutes trademark infringement.

117. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop New York City Camera Co. from using the term “magic cloth” to refer to light diffusion cloth.

118. On information and belief, Modern Studio Equipment, Inc.’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

119. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Modern Studio Equipment, Inc. demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

120. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Modern Studio Equipment, Inc.’s use of the term “magic cloth” constitutes trademark infringement.

121. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Modern Studio Equipment, Inc. from using the term “magic cloth” to refer to light diffusion cloth.

122. On information and belief, Kaye Lites, Inc.’s use of the term “magic cloth” to refer to light diffusion cloth has been open, longstanding, and continuous.

123. On information and belief, Applicant The Rag Place, Inc. has not sent a cease-and-desist letter to Kaye Lites, Inc. demanding that that company stop using the term “magic cloth” on the ground that “magic cloth” is a trademark of Applicant.

124. On information and belief, Applicant The Rag Place, Inc. has not filed a lawsuit alleging that Kaye Lites, Inc.’s use of the term “magic cloth” constitutes trademark infringement.

125. On information and belief, Applicant The Rag Place, Inc. has not taken any policing action to stop Kaye Lites, Inc. from using the term “magic cloth” to refer to light diffusion cloth.

126. On information and belief, Applicant The Rag Place, Inc. has not sent any cease-and-desist letters to eBay demanding that eBay not allow users to sell on eBay “magic cloth” that does not originate from Applicant.

127. On information and belief, Applicant The Rag Place, Inc. has not sent any cease-and-desist letters to Amazon demanding that Amazon not allow vendors to sell “magic cloth” that does not originate from Applicant.

128. Collectively, the third parties’ uses of the term “magic cloth” to refer to light diffusion cloth has been open, notorious, longstanding, and continuous, including but not limited to the third party uses shown in **Exhibits 1-15**.

129. On information and belief, The Rag Place, Inc. has not sent any cease-and-desist letters to any third parties demanding that those third parties stop using the term “magic cloth” to refer to light diffusion cloth.

130. On information and belief, The Rag Place, Inc. has not filed any trademark infringement lawsuits against any third party alleging trademark infringement with respect to the term “magic cloth.”

131. On information and belief, The Rag Place, Inc. has not taken any action to stop third parties from using the term “magic cloth.”

132. On information and belief, The Rag Place, Inc. has not policed its claimed “MAGIC CLOTH” trademark against any of the third party uses shown in **Exhibits 1-15**.

133. On information and belief, The Rag Place, Inc. has not policed its claimed “MAGIC CLOTH” trademark against any third parties.

134. Accordingly, Applicant has abandoned any rights in the term “magic cloth” under Section 45, 15 U.S.C. §1127 by failing to enforce any such rights against widespread uses by others of the term, and thus the term has lost any significance as an indication of origin, to the extent that it ever had such significance.

WHEREFORE, Opposer prays that the Opposition be sustained and that the application for registration of the Opposed Mark be refused.

Respectfully submitted,

Dated: November 17, 2016

/s/ Joel D. Voelzke
Joel D. Voelzke (Reg. No. 37,957)

INTELLECTUAL PROPERTY LAW OFFICES
OF JOEL VOELZKE, APC
24772 W. Saddle Peak Road
Malibu, CA 90265-3042
Tel: (310) 317-4466
Fax: (310) 317-4499
email: joel@voelzke.com

Exhibit 1

dan@steinheimer.com

cell 415.672.4658



LIGHTING BY STEINHEIMER

- Home
- Resume
- Basic Rental Information & Insurance Requirements
- Equipment Rental / Lease Agreement
- What's New?
- 2-ton & 4-ton Grip Packages
- 4-ton Pre-loaded Lighting & Electric Packages
- 4-Ton Griptruck Expendables
- HMI/Kino-flo/LEDs/Xenon Lighting
- Tungsten Lighting
- Electrical & Generators
- Grip & Chimera Equipment
- Dollies
- Links
- CONTACT US

NEW STUFF!

- ETC 6 channel x 12k dimmer pack
- 2nd Arri T12
- DMXit 512 controller for Arri Skypanels
- Chimera Lantern lights with choice of Bi-color LED core, 500w & 1k bulbs, or Joker Bug
- 10 Arri Skypanel S60s and 2 S30s including Chimeras, intensifiers, DOP softgrids, etc.
- Dedolight 4.1 LED with 5-60 deg. focus travel
- Dedolight Projection lense with 85 deg lense and 4 blades
- Litemat 4 & 2L Series 2 (40% brighter)
- American Blackbird stand (Hgt 18'1)
- Portajib Traveller III with strong sticks and wheeled spreader
- Fisher 11 dolly
- Arri M90 HMI with high speed ballast
- Four Arri M18 1800w HMIs with Arrimax style lensless design, plug-in the wall
- Two Arri M8 800w HMIs
- 800 Jo-leko
- Six Lite Panel Astra 1'x1' Bi-color LED panels & batteries
- Kino-flo Super Chroma key green tubes and Chroma key green rags in 6'x6', 8'x8', 12'x12', and 20'x20', & 20'x30'
- Honda 6500 EU generator (7k), at 220 lbs. lighter and quieter than the old 50A putt-putt, built-in crystal sync, sound baffled, can reliably power a 4k PAR HMI.
- 1/2 softfrost in 6' x6', 8'x8', 12'x12', & 20'x20'
- Ultrabounces in 4'x4' floppies, 6'x6', 8'x8', 12'x12', 12'x20', and 20'x20'
- Magic cloth (Chimera white)** in 6'x6', 8'x8', 12'x12', 12'x20'

TIME LAPSE VIDEOS

- A day of Green Screen at Meets the Eye stage in San Carlos > GO
- Check out my new 2-ton baby! > GO
- Time lapse of our full shoot day at a club in Oakland in Jan, 2011 > GO

DOWNLOAD RENTAL AGREEMENT

Exhibit 2

0 item
in your quotation box

Quick Find

Search

Advanced Search

Browse by Manufacturer

-- Select Manufacturer --

8x8 Magic Cloth



Product Code: **88 MC**

Manufacturer: **L.A. Rag House**

Price: Request Current Price

Quantity:

[add to quote](#)

Email to a friend

Description Specification What's In The Box Accessories Video

8'x8' Magic Cloth

Magic Cloth is a very popular, soft diffusion.

Categories

- ▶ New
- ▶ Promo
- ▶ Lighting Fixtures
- ▶ Lamps
- ▶ Stands
- ▶ DMX / Dimming / Control
- ▶ **Lighting Modifier / Textiles**
- ▶ Softbox
- ▶ Snap Grids
- ▶ Speed Rings
- ▶ Flags / Cutters / Flopp...
- ▶ **Textiles**
- ▶ 4x4 Textiles

Exhibit 3



Pro Lighting, Grip & Camera Support • 1-888-276-3667

HELP Sign In / Register / Rewards

FREE SHIPPING* On Select Items
Restrictions apply

Search by Keyword or SKU Search



BRANDS / EXPENDABLES / GRIP / LIGHTS / BULBS / ELECTRIC / ON SET / CAMERA / SOUND

BarnDoor ... Get More! ... FREE SHIPPING on Thousands of Items

Home / Lights / LiteGear LiteMat LED / LiteMat 2L Full Grid Magic Cloth Diffuser



LiteGear LiteMat 2L Full Grid Magic Cloth Diffuser

Write a Review

SKU: LMA-TWO-L-DIFF-F
Availability: Usually ships the next business day
Our Price: \$34.88
Price: \$39.99 You Save: \$5.11 (13%)

Quantity:

ADD TO CART

Earn 35 Rewards Points for this item! Learn More...
ADD TO FAVORITES
CALCULATE SHIPPING

SHARE ON: FACEBOOK TWITTER GOOGLE+ EMAIL PRINT

CLICK TO ENLARGE IMAGE



Have a Question? Need Expert Advice?
Give Us a Call 1-888-276-3667



Exhibit 4



INVENTORY

ITEM

6X6 ROLL UP KIT

1/2 SOFT FROST

1/4 GRID SILENT

1/2 GRID SILENT

FULL GRID SILENT

MAGIC CLOTH

BLEACHED MUSLIN

UNBLEACHED MUSLIN

ULTRA BOUNCE B/W

- (2) 6'6" VELCRO WRAPPED STEEL 5/8" RODS
- (2) 6'6" WAG FLAGS W/ 54" BLACK GRID CLOTH

8X8 ROLL UP KIT

1/2 SOFT FROST

1/4 GRID SILENT

1/2 GRID SILENT

FULL GRID SILENT

MAGIC CLOTH

BLEACHED MUSLIN

UNBLEACHED MUSLIN

ULTRA BOUNCE B/W

- (2) 8'6" VELCRO WRAPPED STEEL 5/8" RODS
- (2) 8'6" WAG FLAGS W/ 54" BLACK GRID CLOTH



Exhibit 5

FLAGS & RAGS

Qty	FLAGS
___	18"x24" Open Frame
___	18"x24" Sandwich
___	18"x24" Solid
___	18"x24" Refrasil
___	18"x24" Metal Solid
___	18"x24" Single
___	18"x24" Single White Net
___	18"x24" Double
___	18"x24" Triple
___	18"x24" Silk
___	18"x24" China Silk
___	18"x24" Quarter Silk
___	18"x24" Black Silk
___	18"x24" Black China Silk
___	18"x24" Quarter Black Silk
___	18"x24" Full Grid
___	18"x24" Half Grid
___	18"x24" Quarter Grid
___	18"x24" Bleached Muslin
___	18"x24" Gold Lame
___	18"x24" Silver Lame
___	18"x24" Lavender
___	18"x24" Cucoloris Celo
___	18"x24" Cucoloris Wood
___	24"X36" Open Frame
___	24"x36" Sandwich
___	24"x36" Solid
___	24"X36" Refrasil
___	24"X36" Metal Solid
___	24"x36" Single
___	24"x36" Single White Net
___	24"x36" Double
___	24"x36" Triple
___	24"x36" Poly Silk
___	24"x36" China Silk
___	24"x36" Quarter Silk
___	24"x36" Black Silk
___	24"x36" Black China Silk
___	24"x36" Full Grid
___	24"x36" Half Grid
___	24"x36" Quarter Grid
___	24"x36" Ultrabounce Tent
___	24"x36" Bleached Muslin
___	24"x36" B/W Griffolyn
___	24"X 36" Lavender
___	24"X36" Cucoloris Celo
___	24"x36" Cucoloris Wood
___	4'x4' Open Frame
___	4'x4' Solid Floppy
___	4'x4' Refrasil
___	4'x4' Metal Flag
___	4'x4' Single
___	4'x4' Single White Net
___	4'x4' Double
___	4'x4' Triple
___	4'x4' Poly Silk
___	4'x4' China Silk
___	4'x4' Quarter Silk
___	4'x4' Black Silk
___	4'x4' Black China Silk
___	4'x4' Quarter Black Silk
___	4'x4' Full Grid
___	4'x4' Half Grid
___	4'x4' Quarter Grid

Qty	FLAGS
___	4'x4' Snap Grid
___	4'x4' Bleached Muslin
___	4'x4' Griffolyn
___	4'x4' Gold
___	4'x4' Silver
___	4'x4' Ultrabounce Tent
___	4'x4' Checkerboard
___	4'x4' Cucoloris Celo
___	4'x4' Cucoloris Wood
___	10"x12" Open Frame
___	10"x12" Solid
___	10"x12" Single
___	10"x12" Double
___	10"x12" Silk
___	10"x12" China Silk
___	10"x12" Black Silk
___	10"x12" Lavender
___	12"x18" Open Frame
___	12"x18" Solid
___	12"x18" Single
___	12"x18" Double
___	12"x18" Silk
___	12"x18" Lavender
___	10"x42" Solid Cutter
___	10"x48" Cutter
___	18"x48" Cutter
___	18"x72" Cutter
___	24"x48" Cutter
___	24"x48" Single
___	24"x60" Cutter
___	24"x72" Cutter
___	24"x72" Floppy Cutter
___	3'x3' Open Frame
___	3'x3' Solid
___	3'x3' Cucoloris
___	Dot & Finger Set
___	5' Octa Grid

Qty	OVERHEADS
___	6'x6' Frame
___	6'x6' Butterfly Kit
___	6'x6' Eggcrate
___	6'x6' Solid
___	6'x6' Black Velvet
___	6'x6' Single
___	6'x6' Double
___	6'x6' Poly Silk
___	6'x6' China Silk
___	6'x6' Quarter Silk
___	6'x6' Black Silk
___	6'x6' Full Grid Cloth
___	6'x6' Full Grid (Silent)
___	6'x6' Half Grid Cloth
___	6'x6' Half Grid (Silent)
___	6'x6' Quarter Grid Cloth
___	6'x6' Bleached Muslin
___	6'x6' Unbleached Muslin
___	6'x6' HiLite
___	6'x6' Half Soft Frost
___	6'x6' Silent Frost
___	6'x6' B/W Griffolyn
___	6'x6' Gold Griff
___	6'x6' Hard Silver
___	6'x6' Gold/Silver Checker
___	6'x6' Ultra Bouncy

Qty	OVERHEADS
___	6'x6' Magic Cloth
___	8'x8' Frame
___	8'x8' Butterfly Kit
___	8'x8' Eggcrate
___	8'x8' Solid
___	8'x8' Black Velvet
___	8'x8' Single
___	8'x8' Double
___	8'x8' Poly Silk
___	8'x8' China Silk
___	8'x8' Quarter Silk
___	8'x8' Black Silk
___	8'x8' Full Grid Cloth
___	8'x8' Full Grid (Silent)
___	8'x8' Half Grid
___	8'x8' Half Grid (Silent)
___	8'x8' Quarter Grid
___	8'x8' Bleached Muslin
___	8'x8' Unbleached Muslin
___	8'x8' Black Muslin
___	8'x8' HiLite
___	8'x8' Full Soft Frost
___	8'x8' Half Soft Frost
___	8'x8' Silent Frost
___	8'x8' B/W Griffolyn
___	8'x8' Gold Lame
___	8'x8' Hard Silver
___	8'x8' Silver Lame
___	8'x8' Gold/Silver Checker
___	8'x8' Bright White
___	8'x8' Ultrabounce
___	8'x8' Magic Cloth
___	12'x12' Frame
___	12'x12' Butterfly Kit
___	12'x12' Eggcrate
___	12'x12' Solid
___	12'x12' Velvet
___	12'x12' Single
___	12'x12' White Single Net
___	12'x12' Double
___	12'x12' Poly Silk
___	12'x12' China Silk
___	12'x12' Quarter Silk
___	12'x12' Black Silk
___	12'x12' Full Grid Cloth
___	12'x12' Full Grid (Silent)
___	12'x12' Half Grid Cloth
___	12'x12' Half Grid (Silent)
___	12'x12' Quarter Grid Cloth
___	12'x12' Black Grid
___	12'x12' Wind Grid
___	12'x12' Bleached Muslin
___	12'x12' Black Muslin
___	12'x12' Unbleached Muslin
___	12'x12' HiLite
___	12'x12' Full Soft Frost
___	12'x12' Half Soft Frost
___	12'x12' Silent Frost
___	12'x12' B/W Griffolyn
___	12'x12' Clear Griffolyn
___	12'x12' Gold Lame
___	12'x12' Hard Gold
___	12'x12' Silver Lame
___	12'x12' Hard Silver

FLAGS & RAGS

Qty OVERHEADS

- ___ 12'x12' Gold/Silver Checker
- ___ 12'x12' Ultrabounce
- ___ 12'x12' Magic Cloth
- ___ 12'x12' Day Blue
- ___ 12'x12' Cucoloris
- ___ 20'x20' Frame
- ___ 20'x20' Irrigation Pipe Frame
- ___ 20'x20' Breakdown Frame
- ___ 20'x20' Butterfly Kit
- ___ 20'x20' Solid
- ___ 20'x20' Single
- ___ 20'x20' Double
- ___ 20'x20' Poly Silk
- ___ 20'x20' China Silk
- ___ 20'x20' Quarter Silk
- ___ 20'x20' Black Silk
- ___ 20'x20' Full Grid Cloth
- ___ 20'x20' Full Grid (Silent)
- ___ 20'x20' Half Grid Cloth
- ___ 20'x20' Half Grid (Silent)
- ___ 20'x20' Quarter Grid Cloth
- ___ 20'x20' Quarter Grid Silent
- ___ 20'x20' Black Grid
- ___ 20'x20' Bleached Muslin
- ___ 20'x20' Unbleached Muslin
- ___ 20'x20' HiLite
- ___ 20'x20' Full Soft Frost
- ___ 20'x20' Half Soft Frost
- ___ 20'x20' Silent Frost
- ___ 20'x20' B/W Griffolyln
- ___ 20'x20' Clear Griffolyln
- ___ 20'x20' Gold Lame
- ___ 20'x20' Silver Lame
- ___ 20'x20' Checkerboard Lame
- ___ 20'x20' Ultrabounce
- ___ 20'x20' Magic Cloth
- ___ 12'x20' Frame
- ___ 12'x20' Solid
- ___ 12'x20' Water Solid
- ___ 12'x20' Single
- ___ 12'x20' Double
- ___ 12'x20' Poly Silk
- ___ 12'x20' China Silk
- ___ 12'x20' Quarter Silk
- ___ 12'x20' Full Grid Cloth
- ___ 12'x20' Half Grid Cloth
- ___ 12'x20' Quarter Grid Cloth

Qty OVERHEADS

- ___ 12'x20' Bleached Muslin
- ___ 12'x20' Unbleached Muslin
- ___ 12'x20' Half Soft Frost
- ___ 12'x20' B/W Griffolyln
- ___ 12'x20' Clear Griffolyln
- ___ 12'x20' Gold Lame
- ___ 12'x20' Silver Lame
- ___ 12'x20' Checkerboard
- ___ 12'x20' Ultrabounce
- ___ 20'x30' Frame - Irrigation Pipe
- ___ 20'x30' Solid
- ___ 20'x30' Bleached Muslin
- ___ 20'x30' Ultrabounce
- ___ 20'x40' Frame - Irrigation Pipe
- ___ 20'x40' China Silk
- ___ 30'x30' Frame - Irrigation Pipe
- ___ 30'x30' Poly Silk
- ___ 30'x30' Bleached Muslin
- ___ 30'x40' Frame - Irrigation Pipe
- ___ 30'x40' Poly Silk
- ___ 40'x40' Frame - Irrigation Pipe
- ___ 40'x60' Poly Silk
- ___ 40'x60' Bleached Muslin
- ___ 8'x8' Blue Screen - Chroma
- ___ 8'x8' Blue Screen - Digi
- ___ 12'x12' Blue Screen - Chroma
- ___ 12'x12' Blue Screen - Digi
- ___ 20'x20' Blue Screen - Chroma
- ___ 20'x20' Blue Screen - Digi
- ___ 12'x20' Blue Screen - Chroma
- ___ 12'x20' Blue Screen - Digi
- ___ 40'x120' Blue Screen

Qty OVERHEADS

- ___ 8'x8' Green Screen - Chroma
- ___ 8'x8' Green Screen - Digi
- ___ 12'x12' Green Screen - Chroma
- ___ 12'x12' Green Screen - Digi
- ___ 20'x20' Green Screen-Chroma
- ___ 20'x20' Green Screen - Digi
- ___ 12'x20' Green Screen-Chroma
- ___ 12'x20' Green Screen - Digi
- ___ 20'x30' Green Screen-Chroma
- ___ 30'x40' Green Screen-Chroma
- ___ 6'x6' Camo Net
- ___ 12'x12' Camo Net
- ___ 20'x20' Camo Net
- ___ 20'x20' White Camo Net
- ___ 5'x10' Camo Net
- ___ 10'x12' Backdrop - Mocha
- ___ 10'x12' Backdrop - Sky Blue
- ___ 10'x12' Backdrop - Grey
- ___ 10'x20' Backdrop - Grey
- ___ 12'x24' Gray Background

NOTES



Exhibit 6



ORDER BY PHONE
818-296-9401

- About
- Equipment
- Credits
- Blog
- Forms
- Contact

Order Online



GRIP EQUIPMENT

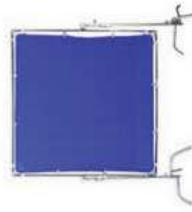
The latest and greatest equipment out there. We carry American Grip stands and hardware, standard equipment, as well as specialty rigging equipment including 5/8" rigging and 1 1/4" speed rail rigging. We also rent camera sliders, hood mounts, hostess trays, and doorway dollies, skate wheels and track. We also offer a variety of vehicle grip packages to suit your production's needs. With up-to-date equipment, efficient access, and easy-to-drive vehicles, you'll find our grip trucks are a must-have for your production.



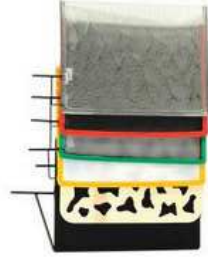
Grip Trucks



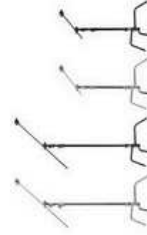
Camera Support & Dolly



Overheads



Flags



Stands (Grip)



Wood Products



Reflectors



Sand Bags


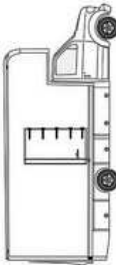
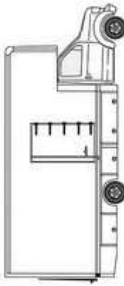
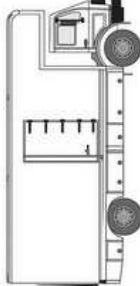


Hardware



Ladders

Grip Trucks [Back To Top](#)

-  1 ton grip package w/3500 express cargo van [+](#)
-  3 ton grip package w/E450 studio truck [+](#)
-  4 ton grip package w/E550 studio truck [+](#)
-  5 ton grip package w/mercedes 1219 studio truck [+](#)

Camera Support & Dolly [Back To Top](#)

-  dana dolly (complete) [+](#)
-  dana dolly track
-  Cineped Quattro 4 leg Mitchel sticks
-  3.5ft Cineped camera slider [+](#)
-  5ft Modern camera slider (complete) [+](#)
-  slider riser support (moon lander)
-  light weight 5ft camera slider (100mm bowl)
-  mitchel to bowl adapter kit (5x pieces)
-  doorway dolly w/2x side boards & push bar
-  track/wheel set for doorway dolly
-  4ft straight studio track
-  8ft straight studio track
-  4ft level
-  crate of wedges
-  crate of cribbing (1x4)
-  crate of cribbing (2x4)

Overheads [Back To Top](#)

- 4x8**
-  4x8 frame (complete)
-  4x8 ultra bounce
-  4x8 silver lame
-  4x8 bleached muslin
-  4x8 full silent grid
-  4x8 magic cloth
-  4x8 LCD
- 6x6**
-  6x6 frame (complete)
-  6x6 butterfly set (5x pieces, plus frame)
-  6x6 single net
-  6x6 double net
-  6x6 black solid
-  6x6 camo net
-  6x6 water black
-  6x6 chroma green screen
-  6x6 digi green screen
-  6x6 chroma blue screen

Exhibit 7



an online Instagram web viewer

Search

Search the Instagram...



LOS ANGELES RAG HOUSE

@LA.RAG

Images by la.rag



Key Grip Colby Dunford
#halfassgangster #keygrip
#gaffer #dop #cinematography
#setlighting #setlife
#gripandelectric #griprigs
#local80 #iatselocal728
#behindthescenes #overhead
#lighteverywhere



Los Angeles Rag House 20x100
Night Blue Muslin #keygrip Colby
Dunford #halfassgangster
#griprigs #gripandelectric
#setlife #behindthescene #local80
#truss #lighteverywhere
#nomoresandbags #setlighting
#iatselocal728



La Rag House 60x60 Full Grid
Noisy #keygrip Trevor Fulks
#trevorfulks #gaffer Jeff Ferrero
#jeffferreo #novalighting
#overhead #crane
#behindthescenes #setlife
#gripandelectric #griprigs
#rigging #local80 #larag
#losangelesraghouse #diffusion



20x50 RiteRig Soft Box Powered by
@litegear #dop Mike Giouakis
#gaffer Scott Moody #keygrip Alex
Klabukov #akgrip
#gripandelectric #setlighting
#iats728 #nomoresandbags
#lighteverywhere #local80
#behindthescenes

imgur

an online Instagram web viewer

Search the Instagram...

#nomoresandbags 0 27

#gripandelectric #behindthescenes #setlife #studiolighting 0 58

0 36

#gripandelectric #gaffer #keygrip 0 22



availablelightny

@la.rag

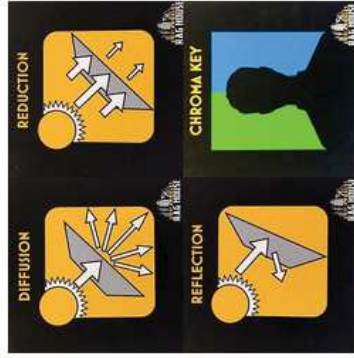
Photo credit @availablelightny
Thanks@la.rag for delivering a rag package on time and with ties! Delivered yesterday working today. LA Rag House rocks. #grip #setlife #ainy #specializedlighting #lightingandgrip #larag #brooklyn #beach #gripandelectric #behindthescenes #diffusion #gaffer #keygrip 0 22



@valofirma

@la.rag

Photo credit @valofirma
#setlighting #behindthescenes #spacelights #gripandelectric #gaffer #keygrip #skypanel #cinemaphotography 0 21



@la.rag

#setlighting #gripandelectric #setlife #iatse728 #local80 #grip #diffusion #reflectivelighting #greenscreen #bluescreen #gaffer #keygrip #scrims Los Angeles, California 0 40



litegear

@la.rag

Powered by @litegear LA Rag House Married 8x8 frame with Magic Cloth Diffusion #setlighting #gripandelectric #gaffer #gripgear #gripequipment #gripandelectric #local728 0 31

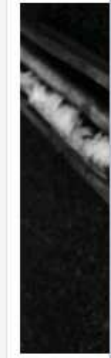


Exhibit 8



DIFFUSION, FROSTS & DIFFUSION FABRICS



G216 - WHITE DIFFUSION

48"x25" Roll
Strong diffusion used for soft light effect.

Price includes FREE Ground Shipping in Continental USA.

\$89.66 [Add to Cart](#)



G250- HALF WHITE DIFFUSION

48"x25" Roll
Medium diffusion used for soft light effect.

Price includes FREE Ground Shipping in Continental USA.

\$89.66 [Add to Cart](#)



G251 - QUARTER WHITE DIFFUSION

48"x25" Roll
Light diffusion used for soft light effect.

Price includes FREE Ground Shipping in Continental USA.

\$89.66 [Add to Cart](#)

N1260.GT - GEL TUBE with Shoulder Strap. 12"x60"



Holds 16 Rolls with 2" Cores. Filters not included.

\$119.66 [Add to Cart](#)

Price includes FREE Ground Shipping in Continental USA.

N2124.RU - GEL ROLL-UP





G460 - SILENT FULL GRID CLOTH (.38)

60"x20" Roll

Heavy diffusion effect. A waterproof fabric diffusion that is reinforced to allow it to be sewn and grommeted - Used in Overheads.

\$96.66

Add to Cart

Price includes FREE Ground Shipping in Continental USA.



G462 - SILENT LIGHT GRID CLOTH (.48)

60"x20" Roll

Medium diffusion effect. A waterproof fabric diffusion that is reinforced to allow it to be sewn and grommeted - Used in Overheads.

\$96.66

Add to Cart

Price includes FREE Ground Shipping in Continental USA.



G464 - SILENT QUARTER GRID CLOTH (.58)

60"x20" Roll

Light diffusion effect. A waterproof fabric diffusion that is reinforced to allow it to be sewn and grommeted - Used in Overheads.

\$96.66

Add to Cart

Price includes FREE Ground Shipping in Continental USA.



G028 - SOFT BOX DIFFUSION (MAGIC CLOTH)

60"x20" Roll

Heavy diffusion effect. Used in Overheads.

\$96.66

Add to Cart

Price includes FREE Ground Shipping in Continental USA.

Exhibit 9



LOGIN/REGISTER MY ACCOUNT

LED | S2 LITEMAT

LED | LITERIBBON

LED | LITEDIMMER

LED | LITEPOWER

ACCESSORIES

Search...

Home > LED | S2 LiteMat > S2 LiteMat - Individual Units and Accessories > Diffusers >

LED LiteMat 2L Accessory - Diffuser, Full "Magic Cloth"



LITEMAT 2L LITEMAT 2L S2

Base/Suggested List Price: \$39.99
Sale Price: \$35.99
Today, you'll save: \$4.00

Product Code: LMA-TWO-L-DIFF-F
Qty:

+ ADD TO CART

LARGER PHOTO EMAIL A FRIEND

Like 0 Share

Alternative Views:



DESCRIPTION

ADDITIONAL INFO

Woven fabric "diffusers" are a typically used item for this type of lighting system. LiteMat Diffusers are made in industry-standard varieties and are assembled by stitching "hook" Velcro around their borders that mate with the loop on the skirt. Presently, there are 3 densities grid-cloth (full, half, and quarter). This item is a single diffuser in full density.

Browse for more products in the same category as this item:

LED | S2 LiteMat > S2 LiteMat - Individual Units and Accessories > Diffusers



Home of genuine LED LiteRibbon™



We make payments easy.

PayPal VISA We accept Visa, MasterCard, and Paypal. Returning customers can even use their pre-arranged Net 30 terms account.

Need a quote to show your production company? Create an order and select "Quote Only" as the payment method. The resulting eMail message can then be easily forwarded to production for approval.



FedEx Express We proudly ship with FedEx but also offer in-store pickup for when you want to just stop by or send a driver.



Exhibit 10



Shop by category

Back to search results | Listed in category: Business & Industrial > Electrical & Test Equipment > Other Electrical & Test Equip.

Search...

All Categories

Search

Advanced

My eBay

5



Search



Mouse over image to zoom



Have one to sell? Sell now

LED LiteMat 2 Complete Kit HYBRID Mole Richardson ARRI Kino Flow LiteGear

Item condition: **New**

Price: **US \$1,649.99**
From \$80 for 24 months*

Buy It Now

Add to cart

Make Offer

7 watching

Add to watch list

Add to collection

New condition Located in United States Best offer available

Add to watch list



Seller information
wavelength30035 (2)
100% Positive feedback

Follow this seller
See other items

Shipping: **\$50.00** Standard Shipping | [See details](#)

Item location: Decatur, Georgia, United States

Ships to: United States and many other countries | [See details](#)

Delivery: Estimated between **Mon, Nov. 14** and **Mon, Nov. 21**

Use One-day Shipping to get it by Nov. 14

Payments: **PayPal** **VISA** **MasterCard** **Discover** **AMERICAN EXPRESS**

Credit Cards processed by PayPal

PayPal CREDIT

* From \$80 for 24 months. Minimum purchase required. [Apply Now](#) | [See Terms](#)

[See details](#)

Returns: 14 days money back or item exchange, buyer pays return shipping |

[See details](#)

Guarantee: **ebay** MONEY BACK GUARANTEE | [See details](#)

Get the item you ordered or get your money back.

Covers your purchase price and original shipping.



12V DC output with 2.1 x 5.5 barrel connector.
8 Amps Maximum.
Includes 1 US 5-15 male to C-13 power cable

LiteMat walks the line between a complete, ready-to-shoot system and a DIY light source. With its set of predefined accessories, it can serve the needs of DPs, gaffers, and lighting technicians looking for a more turn-key setup. Conversely, the LiteMat head unit, with its Kino Flo®-compatible mounting system, offers great flexibility with its lightweight and modular design and high light output, allowing the LiteMat to serve as the heart of your next great idea. You can easily make your own accessories or simple soft boxes, customized light banks, or even your own Chinese lantern.



Features

Includes:

LiteMat™:

- (1) LiteMat™ 2, Hybrid (LM-TWO-HY-MAT)

LiteMat™ Accessories:

- (1) LiteMat™ 2 PolySkit™ (LMA-TWO-SKIRT)
- (1) LiteMat™ 2 Diffuser, Quarter "Grid" (LMA-TWO-DIFF-Q)
- (1) LiteMat™ 2 Diffuser, Half "Grid" (LMA-TWO-DIFF-H)
- (1) LiteMat™ 2 Diffuser, Full "Magic Cloth" (LMA-TWO-DIFF-F)
- (1) LiteMat™ 2 Parasquare® Louver (LMA-TWO-LC-GRID)
- (1) LiteMat™ 2 Center Mount, Short (LMA-MOUNT-S)
- (1) LiteMat™ 2 KitBag™ (LMA-TWO-BAG)

LiteDimmer™:

- (1) LiteDimmer™ Hybrid (LD-HYBRID)

LitePower™:

Exhibit 11

NEW & INTERESTING FINDS ON AMAZON

EXPLORE



stylecode DISCOVER MORE BEAUTY

Beauty & Personal Care > Fragrances > Aromatherapy > Diffusers

LiteMat 4 Full Grid Magic Cloth Diffuser by LiteGear

Be the first to review this item



Currently unavailable. We don't know when or if this item will be back in stock.

Add to List

Share [Facebook icon] [Twitter icon] [Pinterest icon]



Report incorrect product information

Special Offers and Product Promotions

- Try **Anytime Gift Cards**, ready-to-load Amazon Gift Cards that come inside **quality greeting cards**. Load any amount between **\$10-\$2,000**. Shop now.

Product Details

Exhibit 12



NEW YORK CITY CAMERA CO.



Home

Company

Cameras

Equipment

Contact



Lighting

Grip

Stands

Matthews 3-Rise Beefy Baby 750 Stands with Rocky Mountain Legs
C-Stands / 40" Turtle Base / Grip Head 2.5' / Grip Extension Arm 40"

Misc.

Sandbag 25 lb.

Electric

Joker Bug 400 HMI Kit

- 1 400W HMI SE Lamp for Joker
- 1 Power Supply for Joker 400 (90-265V)
- 1 Beamer for Joker-Bug 400W
- 1 Extension Cable for Joker 200, 400, 800, Blackjack 400 - 25'
- 1 Lens for Joker 400W - Frosted Fresnel
- 1 Lens for Joker 400W - Super Wide Flood
- 1 Lens for Joker 400W - Wide Flood
- 1 Lens for Joker 400W - Medium Flood
- 4 Leaf Barndoor for Joker 400
- 1 Chimera Speed Ring

- 1 Lens for Joker 400W – Medium Flood
- 4 Leaf Barndoor for Joker 400
- 1 Chimera Speed Ring
- 1 Chimera Quartz Plus 1 Bank – Medium 36"x48"
- 1 Chimera Quartz Bank – XS 16"x22"

LiteMat 4 Hybrid Series 2

- 1 LiteMat 4 PolySkirt
- 1 LiteMat 4 Diffuser, Quarter "Grid"
- 1 LiteMat 4 Diffuser, Half "Grid"
- 1 LiteMat 4 Diffuser, Half "Grid"
- 1 LiteMat 4 Diffuser, Full "Magic Cloth"
- 1 LiteMat 4 Parasquare® Louver
- 1 LiteMat 4 Center Mount, Short
- 1 LiteMat 4 KitBag
- 1 LiteDimmer Pro Hybrid, High Capacity
- 1 LitePower Supply, 16A

Accessories:

The Rag Place LiteMat 4 40 degree SnapGrid

- 1 LiteMat twofer cable with 2 P-Tap attachments for Battery Power

Putt-Putt Ryobi 2200-Watt Generator

- 1 Putt-Putt Ryobi 2200-Watt Generator RYI2200 (1800 Running Watts)

Cable

- 50' Stinger 12/3 SJO Cable
- 100' Stinger 12/3 SJO Cable

Additional equipment available upon request.



Exhibit 13



Search

Get the app Sign up Log in

New Product
#ModernMondays

#MODERN MONDAYS

4x4' Magic Cloth™

W/Yellow Storage Bag & Ties.

Recently added to our expanding line of textiles, Magic Cloth™ produces very well diffused, neutral light (not altering the color temp of source). This is especially effective with point sources. Magic Cloth™ is a great diffusion for LED lights as well. Although not included in this #ModernMondays promotion, Magic Cloth™ is also available in a variety of sizes!

List cost: \$100.00
#ModernMondays price: \$65.00

GRIP HEAD STAND AND FRAME NOT INCLUDED.
Item # 053-4448

VALID ONLY ON ORDERS PLACED ON 08/15/16 while supplies last.
Place your orders now at orders@modernstudio.com

MODERN
PH: 818-764-8574

modernstudioequi...
Modern Studio Equi...

Follow

99 likes 12w

modernstudioequipment Here it is! This week's #sneakpeeksunday and #modernmondays is an #unbelievabledeal on 4x4 Magic Cloths!!
#modernstudioequipment #modern #magiccloth #americanmade #madeinusa #machineshop #motionpicture #setlife #gripandgear #filmgear #gripequipment #gripribs #filmcrew #filmschool #filmmaking #production

- mowasa
- cramzeyramirez
- jasonbergh @mattbass @pappasmatt @michaelrizzi
- cch_official Keep up the great work!
- mindrite @elysialisha

Log in to like or comment.

Exhibit 14

Equipment For Sale

Top » Catalog » LED Lights » LiteGear » LMK-TWO-HY-KIT

Quick Find

Use keywords to find the product you are looking for.
Advanced Search

Manufacturers

Please Select

Categories

- NEW Product Specials
- Clearance >
- Accessories >
- Apparel >
- Bags & Cases >
- Batteries >
- Batteries & Chargers >
- Cables >
- Camera Support >
- Carts & Crates >
- Control Consoles >
- Dimmers & Effects >
- Dollies & Track >
- Electrical >
- Expendables >
- Fluorescents >
- Generators >
- Grip Gear >
- HMI Lights >
- Jibs >
- Kits >
- Lamps (Bulbs) >
- LED Lights >
- Desisti LED
- Elation
- Elloy LED >



LiteGear LED LiteMat 2 S2 Complete Unit Kit, HYBRID 21" x 21" **MSRP: \$1,649.99**
Our Price: \$1,425.99

Add to Cart

Building on the success of the original LiteMat, with its thin and ultra lightweight housing, soft color-correct Hybrid (bi-color) output, and convenient mounting options, the S2 LiteMat takes lighting to the next level. The new S2 LiteMat is nearly 40% brighter than the original LiteMat, has better color quality, and a widely extended Kelvin range all without an increase in power draw. In addition, overall CRI increased to 95+ with a matching TLCI of more than 95 as well. With all of these tremendous advancements, S2 LiteMat remains compatible with all existing LiteDimmers, LitePower supplies, and cables.

S2 LiteMat is a unique and lightweight LED lighting fixture system designed for cinema, television, and HD video. Born out of the need for a Color-Correct light source that is both lightweight yet durable, high quality yet economical, and simple yet cleverly fashioned, the system takes an unusual approach to lighting. By providing evenly spaced, Color-Correct LEDs spread out over a large area, S2 LiteMat creates soft light without requiring diffusion. This "soft-



Manufacturer Info

LITEGEAR

Other products

Shopping Cart

0 items

What's New?

NEW Kino Diva-Lite \$2,205.99

Notifications

Notify me to LiteGear
 LiteMat 2 Complete
 HYBRID 2

Share Product

Share

Reviews

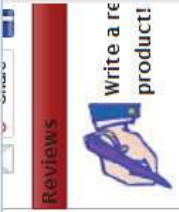
Cart Contents

Checkout

- Desisti LED
- Elation
- Fiilex LED->
- LiteGear
- Manfrotto->
- Showline
- AAdynTech LED->
- American DJ
- ARRI LED->
- DedoLight LED
- Cineo Lighting
- Kino Flo LED->
- Litepanels LED->
- Lowel LED
- Mole Richardson LED
- Philips LED
- Rosco Litepad
- Ushio-Zylylight LED
- Light Banks->
- Make Up->
- Overheads->
- Quartz Lights->
- Repair Parts->
- Studio Lighting->
- Tents/Canopies->
- Vintage, Classic, Props Archive
- Information
- Shipping & Returns
- Privacy Notice
- Conditions of Use
- Contact Us



ingning-by providing every space, color correct LEDs spread out over a large area, S2 LiteMat creates soft light without requiring diffusion. This "soft-through-pixelization" method allows the unit to achieve surprisingly bright light levels while remaining under 1 in. (25 mm) thick in size and just 2.2 lb (1 kg) in weight. LiteDimmer Micro Hybrid and LiteMount (pictured) coming Fall 2016.



LiteMat can be used anytime that soft and controllable light is required. As a key light, you can easily mount the unit on a "baby" stand or attach it to an elevator wall with adhesive Velcro®. Because it's lightweight, LiteMat makes a great handheld fill light or can easily be mounted overhead.



The number one request from existing LiteMat users was a widened Kelvin temperature range. After years of working on the new Cinema emitters (CineMitters) we were able to push the lower CCT to 2600 degrees allowing for candle-light or deep-tungsten output while increasing the CRI to a staggering 95+ average. That's nearly indistinguishable from incandescent sources! On the cool side, the CCT was pushed up to 6000 degrees to better balance for overcast sky or cool white fluorescents. This Kelvin extension still achieved a CRI increase to 95+ and provides beautiful, full-spectrum daylight.

Includes:

LiteMat™:
 (1) LiteMat™ 2, Hybrid (LM-TWO-HY-MAT) 21"W x 21" H 3.5LBS

LiteMat™ Accessories:

- (1) LiteMat™ 2 PolySkirt™ (LMA-TWO-SKIRT)
- (1) LiteMat™ 2 Diffuser, Quarter "Grid" (LMA-TWO-DIFF-Q)
- (1) LiteMat™ 2 Diffuser, Half "Grid" (LMA-TWO-DIFF-H)
- (1) LiteMat™ 2 Diffuser, Full "Magic Cloth" (LMA-TWO-DIFF-F)
- (1) LiteMat™ 2 Parasquare® Louver (LMA-TWO-LC-GRID)
- (1) LiteMat™ 2 Center Mount, Short (LMA-MOUNT-S)
- (1) LiteMat™ 2 KitBag™ (LMA-TWO-BAG)

LiteDimmer™:

- (1) LiteDimmer™ Pro Hybrid (LD-PRO-HYBRID)

LitePower™:

- (1) LitePower™ Supply, 8A (PS-12V-8A-F-UL)

Additional Gear:

- (1) Hybrid Extension, 12 Feet (CA-PH3-EXT-12F-FLAT-B)

Shipping Info:

Approximate Dimensions: 24x24x5

Approximate Weight: 13.00 lbs.

Exhibit 15



Search

Get the app Sign up Log in



the_asc

Follow

841 likes

10w



ambient skylight adjustable up to 15,000K.

mhcox Love me some magic cloth nachodueme I ask for how many Kw each space light. Thanks

woodsjj Each space light is 6k colorfulweapon_aks This is key to the whole thing kids.

thekirby What is your opinion on the magic cloth? I haven't used it yet but I've read a lot on it

the_asc @thekirby Magic cloth aka Chimera cloth is the diffusion I use most it's thick. Comparable to white duvetine, which was my go-to for a few years, but it became yellow quickly so I abandoned it. Chimera/Magic cloth lasts much longer. We carry every rag size in all grid cloth densities and also Magic. It's hard to beat. @davidkleinasc

Log in to like or comment