

ESTTA Tracking number: **ESTTA764263**

Filing date: **08/12/2016**

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	Essilor of America, Inc.
Granted to Date of previous extension	08/14/2016
Address	13515 N. Stemmons Frwy. Dallas, TX 75234 UNITED STATES

Attorney information	Kay Lyn Schwartz Gardere Wynne Sewell LLP 1601 Elm Street, Suite 3000 Dallas, TX 75201 UNITED STATES ip@gardere.com, kschwartz@gardere.com, jfulmer@gardere.com Phone:2149994487
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### Applicant Information

Application No	86570909	Publication date	02/16/2016
Opposition Filing Date	08/12/2016	Opposition Period Ends	08/14/2016
Applicant	SVS Vision, Inc. 140 Macomb Mt Clemens, MN 48043 UNITED STATES		

### Goods/Services Affected by Opposition

Class 009. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Anti-reflective lenses; Eyeglass lenses; Lenses for sunglasses; Ophthalmic lenses; Optical lenses; Sunglass lenses

### 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. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	CRIZAL SUNSHIELD		
Goods/Services	lenses/coatings		

Attachments	EOA - Notice of Opposition-Sunshield.pdf(96642 bytes )
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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	/Jason R. Fulmer/
Name	Jason R. Fulmer
Date	08/12/2016



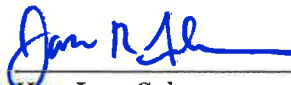
3. Essilor will rely upon its rights in and usage of the SUNSHIELD Marks throughout the United States.

4. The mark sought to be registered by Applicant in Application Serial No. 86/570,909 is confusingly similar to Essilor's SUNSHIELD Marks, as to be likely, when associated with the goods of Applicant, to cause confusion, to cause mistake or to deceive, thereby to Essilor's damage.

**WHEREFORE**, Essilor prays that Applicant be required to answer this Notice of Opposition; that the mark made the subject of U.S. Application Serial No. 86/570,909 be refused registration; and that Opposer be awarded such other and further relief as may be deemed to be just and proper.

Respectfully submitted,

Date: 8-12-16



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Ray Lyn Schwartz  
Jason R. Fulmer  
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ATTORNEYS FOR OPPOSER

**CERTIFICATE OF SERVICE**

The undersigned certifies that the foregoing *Notice of Opposition* was served in accordance with 37 C.F.R. 2.101 upon Applicant at the correspondence address of record as indicated below on August 12, 2016:

Rebecca Cassell  
Myers & Myers PLLC  
915 N. Michigan Ave.  
Howell, MI 48843-3110  
ATTORNEYS FOR APPLICANT  
SVS VISION, INC.

*[via U.S. mail]*



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Jason R. Fulmer  
Kay Lyn Schwartz