ESTTA Tracking number: **ESTTA779839**
Filing date: **10/31/2016**

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 parties oppose registration of the indicated application.

Opposers Information

Name	adidas AG
Granted to Date of previous extension	10/30/2016
Address	Adi-Dassler-Strasse 1 Herzogenaurach, 91074 GERMANY

Name	adidas America, Inc.
Granted to Date of previous extension	10/30/2016
Address	5055 N. Greeley Avenue Portland, OR 97217 UNITED STATES

Name	adidas International Marketing BV
Granted to Date of previous extension	10/30/2016
Address	Hoogoorddreef 9a Atlas Arena, Afrika Building Amsterdam, ZO 1101 BA NETHERLANDS

Attorney information	R. Charles Henn Jr. Kilpatrick Townsend & Stockton LLP 1100 Peachtree Street, N.E., Suite 2800 Atlanta, GA 30309 UNITED STATES chenn@ktslaw.com, chooker@ktslaw.com, nchollet@ktslaw.com, lwillis@ktslaw.com, tmadmin@ktslaw.com, lcrumbley@ktslaw.com, dcopland@ktslaw.com Phone:404-815-6500

Applicant Information

Application No	79172061	Publication date	05/03/2016
Opposition Filing Date	10/31/2016	Opposition Period Ends	10/30/2016
International Registration No.	1263774	International Registration Date	05/21/2015
Applicant	FUTBOL CLUB BARCELONA Avenida Aristides Maillol, s/n		

	SPAIN

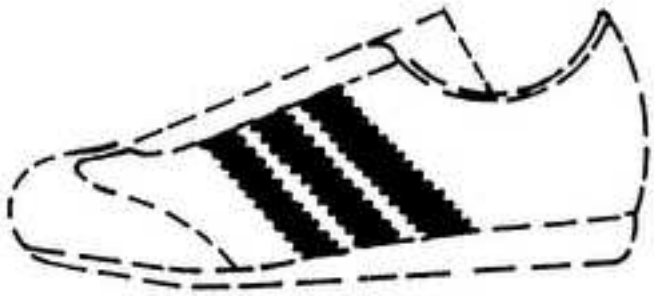
Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Shirts, tee-shirts, blouses, blousons, parkas, jackets, trousers, gloves, socks, stockings, underwear, pajamas, nightgowns, vests, cloaks, shawls, coats, scarves, jerseys, skirts, dresses, neckties, belts, suspenders, bathing suits; sportswear, namely, basketball jerseys, soccershorts and jerseys, cloth nappies, boasfor wearing around the neck, non-electric foot muffs and biretta, cloth bibs, half belts, ski gloves, skateboard gloves, riding gloves, pumps, stoles, brassieres, liveries, shirt fronts, pelisses, pelerines, slips, hosiery; caps, raincoats, anoraks; overalls; stoles; suits; chemises; footwear and headwear
Class 028. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Games, namely, board games; toys, namely, dolls, action figures; gymnastic and sporting articles, namely, gloves for goalkeepers, hockey golf gloves, footballs, soccer balls, basketballs, basketball nets, tennis balls, nets, rackets, racket covers, racket strings, racket pressesand uprights, soccer knee pads, leg pads, elbow pads and goal nets, head guardsfor karate; articles for hunting or fishing, namely, fishing poles, hunting blinds, hunting bows; decorations for Christmas trees; playing cards

Grounds for Opposition

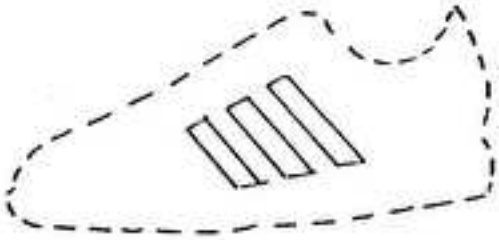
Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

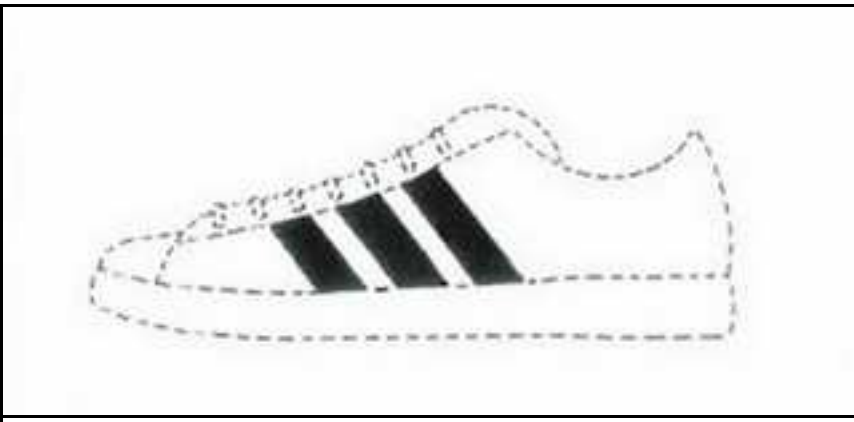
U.S. Registration No.	1815956	Application Date	03/16/1992
Registration Date	01/11/1994	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1952/00/00 First Use In Commerce: 1952/00/00 athletic footwear		

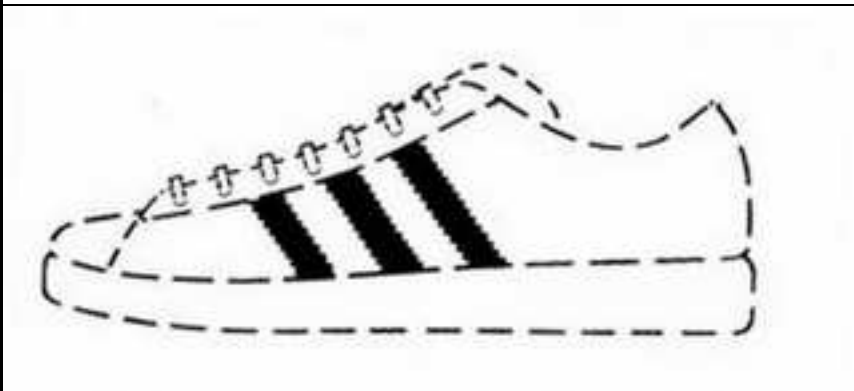
U.S. Registration No.	1833868	Application Date	04/07/1992
Registration Date	05/03/1994	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1949/00/00 First Use In Commerce: 1978/00/00 athletic footwear

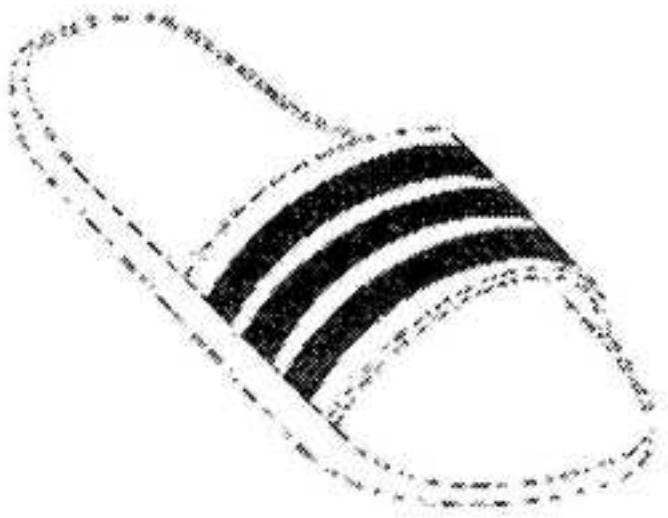
U.S. Registration No.	2278589	Application Date	03/07/1995
Registration Date	09/21/1999	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1952/00/00 First Use In Commerce: 1952/00/00 athletic and leisure footwear		

U.S. Registration No.	3029129	Application Date	12/29/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of three parallel stripes applied to footwear, the stripes are positioned on the footwear upper in the area between the laces and the sole. The dotted outline of the footwear is not claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1952/01/01 First Use In Commerce: 1952/01/01 Footwear

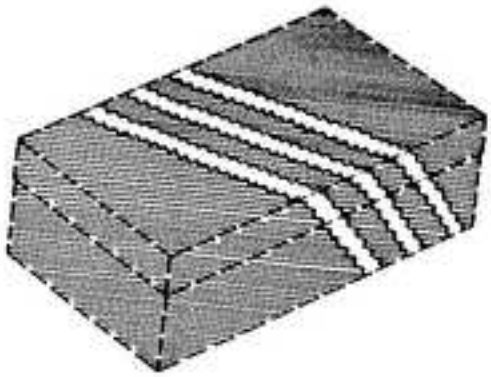
U.S. Registration No.	3029135	Application Date	12/29/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel stripes with serrated edges applied to footwear, the stripes are positioned on the footwear upper in the area between the laces and the sole. The dotted outline of the footwear is not claimed as part of the mark and is intended only to show the position of the mark.		
Goods/Services	Class 025. First use: First Use: 1952/01/01 First Use In Commerce: 1952/01/01 Footwear		

U.S. Registration No.	2909861	Application Date	07/28/2003
Registration Date	12/14/2004	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of three stripes positioned on the top part of a slide. The dotted outline of the slide is not claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1972/00/00 First Use In Commerce: 1972/00/00 Footwear, namely, slides

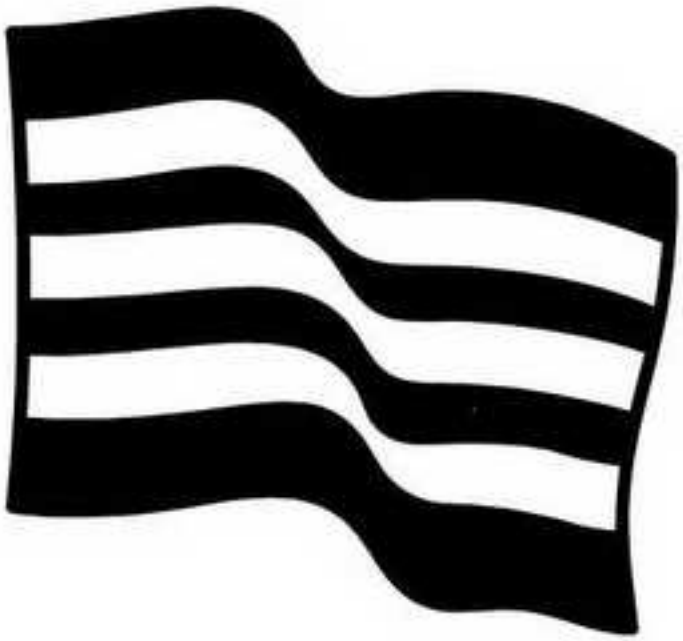
U.S. Registration No.	2999646	Application Date	07/28/2003
Registration Date	09/27/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1972/00/00 First Use In Commerce: 1972/00/00 Footwear, namely, slides		

U.S. Registration No.	961353	Application Date	05/01/1970
Registration Date	06/19/1973	Foreign Priority Date	NONE
Word Mark	NONE		

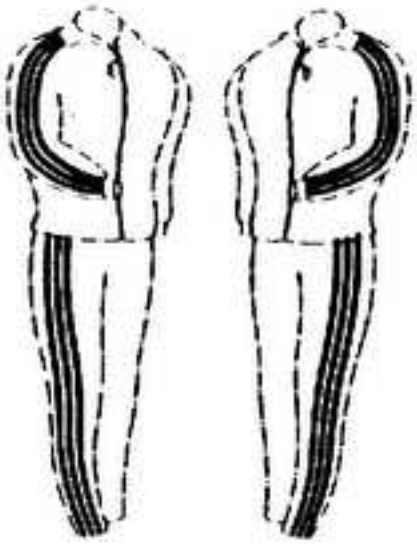
Design Mark	
Description of Mark	THE MARK COMPRISES THREE WHITE STRIPES EXTENDING ACROSS THE BLUE BACKGROUND OF THE BOX CONTAINER AND THE OUTLINE OF THECONTAINER BOX IS MADE TO APPEAR IN BROKEN LINES.
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 GENERAL PURPOSE SPORT SHOESSPECIAL PURPOSE ATHLETIC SHOES

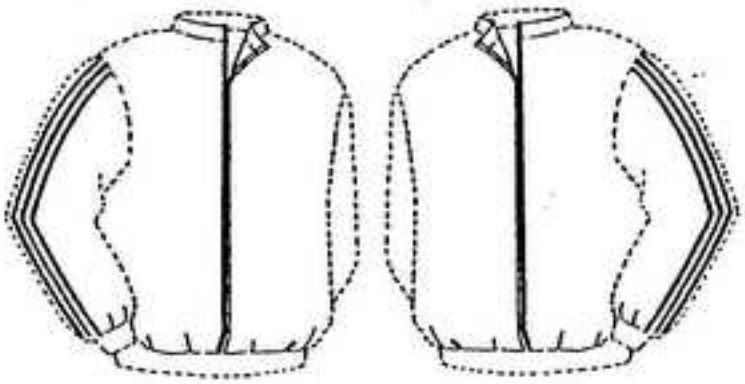
U.S. Registration No.	3063742	Application Date	03/21/2005
Registration Date	02/28/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2004/01/15 First Use In Commerce: 2004/01/15 Pants, shorts, skorts, footwear, shirts, vests, socks, jackets, sweaters, head-wear, visors, pullovers, rainsuits		

U.S. Registration	3063745	Application Date	03/21/2005

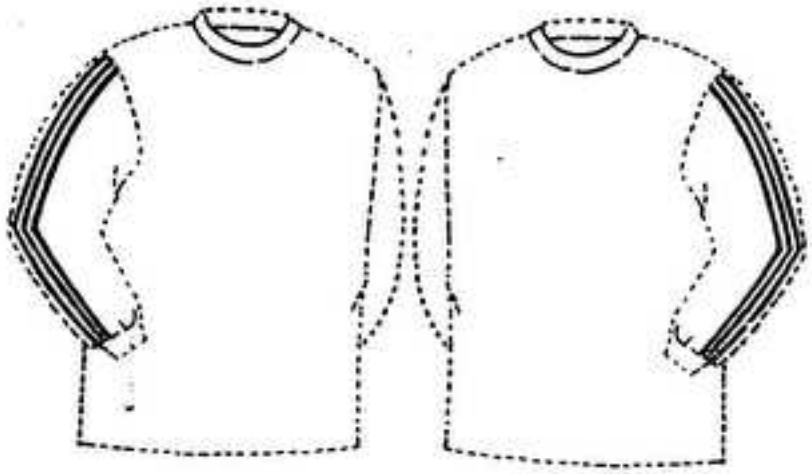
No.			
Registration Date	02/28/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2004/01/15 First Use In Commerce: 2004/01/15 Pants, shorts, skorts, footwear, shirts, vests, socks, jackets, sweaters, head-wear, visors, pullovers, rainsuits		

U.S. Registration No.	870136	Application Date	07/11/1968
Registration Date	05/27/1969	Foreign Priority Date	NONE
Word Mark	NONE		

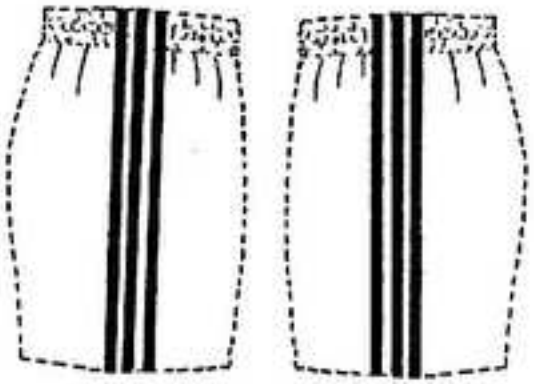
Design Mark	
Description of Mark	THE MARK CONSISTS OF THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH SLEEVE OF THE TRAINING SUIT AND ALONG THE LENGTH OF EACH LEG OF THE TROUSERS, THE BANDS ON THE SLEEVES BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SLEEVE AND THE BANDS ON THE LEGS OF THE TROUSERS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE TROUSER LEGS.
Goods/Services	Class 025. First use: First Use: 1967/02/00 First Use In Commerce: 1967/08/03 ATHLETIC TRAINING SUITS

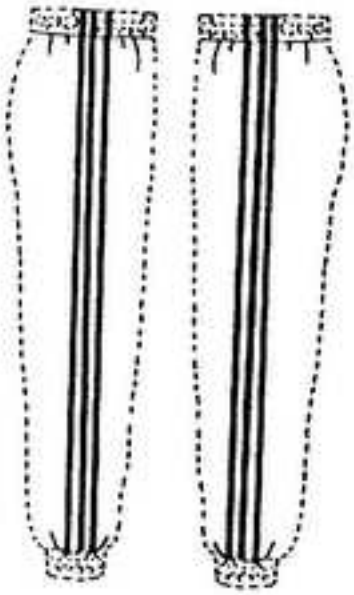
U.S. Registration No.	2016963	Application Date	03/28/1995
Registration Date	11/19/1996	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel bands positioned along the length of each sleeve of a jacket. The dotted outline ofa jacket is not part of the mark but		

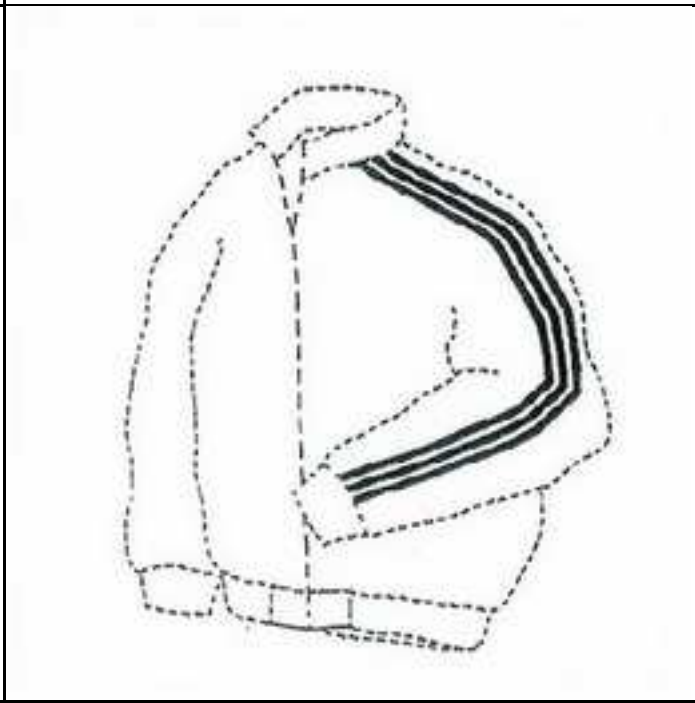
	ismerely intended to show the position ofthe mark.
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely jackets

U.S. Registration No.	2058619	Application Date	03/28/1995
Registration Date	05/06/1997	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel bands positioned along the length of each sleeve of a shirt. The dotted outline ofa shirt is not part of the mark but is merely intended to show the position of the mark.		
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely shirts		

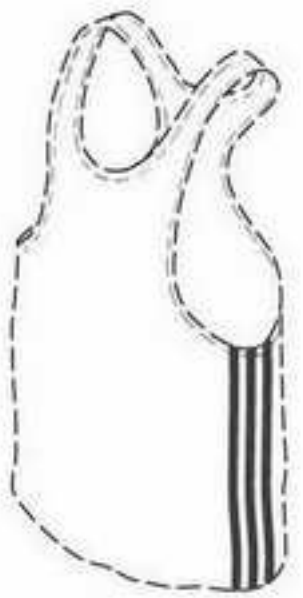
U.S. Registration No.	2278591	Application Date	03/28/1995
Registration Date	09/21/1999	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists three parallel bands extending along the length of each leg of the shorts, the bands being of contrasting color to that of the remainder of the shorts. The dotted lines are not a part of the mark and only used to indicate position.
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely, shorts

U.S. Registration No.	2284308	Application Date	03/28/1995
Registration Date	10/12/1999	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists three parallel bands extending along the length of each leg of the pants, the bands being of contrasting color to that of the remainder of the pants. The dotted lines are not a part of the mark and only used to indicate position.		
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely pants		

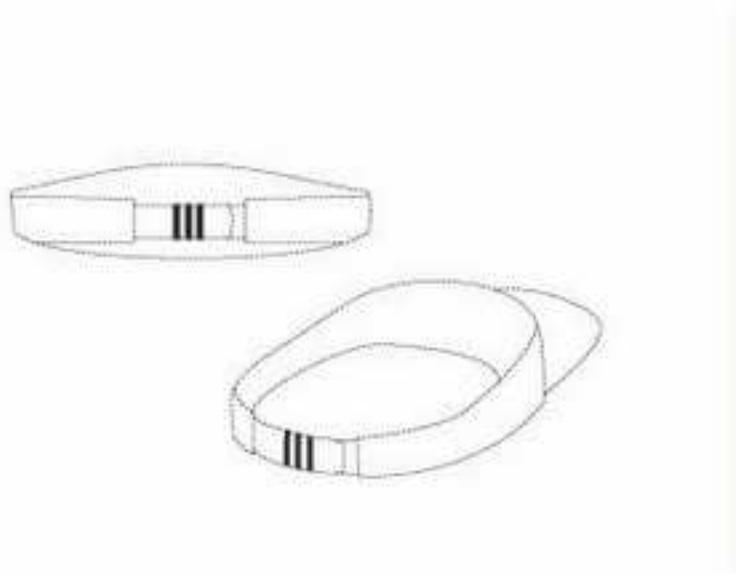
U.S. Registration No.	3029127	Application Date	12/29/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel stripes running along the sleeve of a shirt, t-shirt, sweatshirt, jacket or coat. The dotted outline of the garment is notclaimed as part of the mark and is intended only to show the position of the mark.		
Goods/Services	Class 025. First use: First Use: 1967/02/03 First Use In Commerce: 1967/08/03 Clothing, namely, T-Shirts, sweatshirts, jackets and coats		

U.S. Registration No.	3087329	Application Date	12/29/2004
Registration Date	05/02/2006	Foreign Priority Date	NONE
Word Mark	NONE		

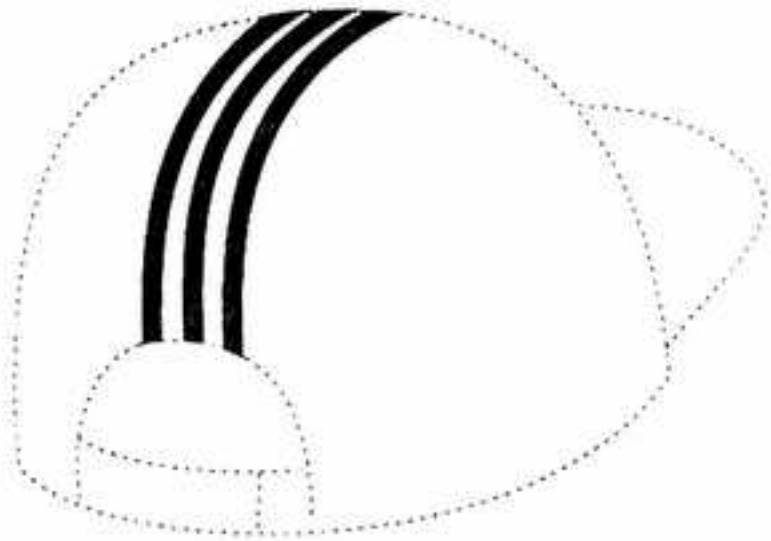
Design Mark	
Description of Mark	The mark consists of three parallel stripes running along the side of a shirt, t-shirt, sweatshirt, vest, jacket or coat. The dotted outline of the garment isnot claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1967/02/03 First Use In Commerce: 1967/08/03 Clothing, namely, shirts, t-shirts, sweatshirts, vests, jackets and coats

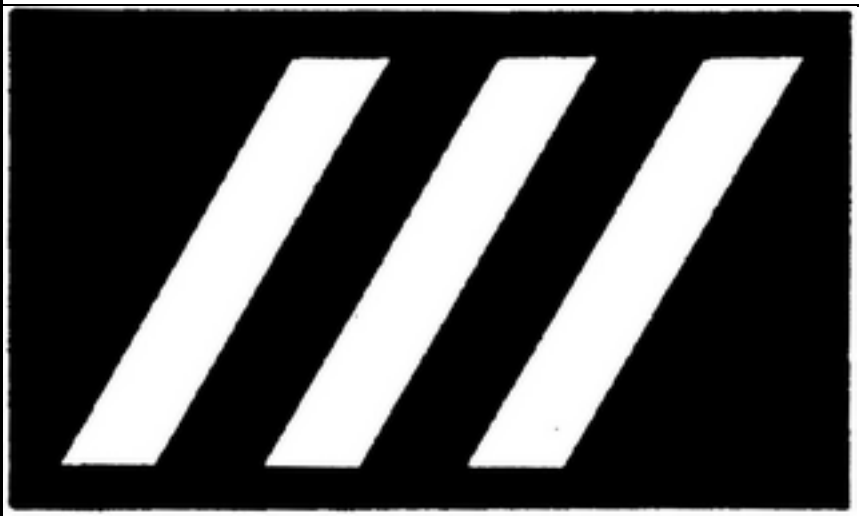
U.S. Registration No.	3183656	Application Date	01/30/2006
Registration Date	12/12/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel stripes extending around the headwear.		

Goods/Services	Class 025. First use: First Use: 1993/05/00 First Use In Commerce: 1994/01/00 Headwear

U.S. Registration No.	3183663	Application Date	01/30/2006
Registration Date	12/12/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel stripes on a size adjusting bar at the rearof the headwear. The dotted outline ofthe visor is not claimed as part of themark and is intended only to show the position of the mark		
Goods/Services	Class 025. First use: First Use: 1998/08/00 First Use In Commerce: 1999/03/00 Headwear		

U.S. Registration No.	3236505	Application Date	01/30/2006
Registration Date	05/01/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of three parallel stripes extending from the rear of the headwear to the top of the headwear. The dotted outline of the hat, brim and strap are not claimed as part of the mark and is intended only to show the position of-the mark.
Goods/Services	Class 025. First use: First Use: 1993/05/00 First Use In Commerce: 1994/01/00 Headwear

U.S. Registration No.	4910643	Application Date	02/04/2014
Registration Date	03/08/2016	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three diagonal quadrilaterals positioned parallel to each other upon a contrasting background. Theshaded rectangle is not a feature of the mark.		
Goods/Services	Class 018. First use: First Use: 0 First Use In Commerce: 0 Articles made of leather and imitation leather, namely backpacks, bags for general and sports use, carry-all bags, athletic bags, duffle bags, shoulder bags, sling bags, handbags, purses, tote bags, waist packs, overnight bags, knap-		

	sacks, shoe bags and beach bags, wallets and key cases Class 025. First use: First Use: 0 First Use In Commerce: 0 Clothing, namely, shirts, T-shirts, sweatshirts, jerseys, pullovers, tops, vests, sweaters, pants, shorts, bottoms, jackets, coats, dresses, skirts, skorts, under-wear, bras, socks, tights, scarves, gloves, belts, wristbands, tracksuits, training suits, warm-up suits, athletic uniforms, swimwear, footwear, athletic footwear, boots, sandals, slides, caps, hats, visors, headbands Class 028. First use: First Use: 0 First Use In Commerce: 0 Athletic sporting goods, namely, shinguards, soccer gloves, goalkeepers' gloves, knee pads and knee guards for athleticuse, leg guards; Balls for sports, soccer balls, basketballs, playground balls

U.S. Registration No.	1674229	Application Date	01/29/1990
Registration Date	02/04/1992	Foreign Priority Date	NONE
Word Mark	THE BRAND WITH THE 3 STRIPES		
Design Mark	THE BRAND WITH THE 3 STRIPES		
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1968/01/00 First Use In Commerce: 1968/01/00 [sport bags for general use and cross-country back-packs] Class 025. First use: First Use: 1968/01/00 First Use In Commerce: 1968/01/00 [sport and leisure wear; namely, shorts, pants, shirts, T-shirts, jerseys, tights, socks, gloves, jackets, swimwear, sweaters, caps and hats, pull-overs, warm-up suits, rain suits, ski suits, jumpsuits,] boots, slippers, sandals; shoes, boots and after ski boots for hiking andtrekking, athletic shoes and general-purpose sports shoes Class 028. First use: First Use: 1968/01/00 First Use In Commerce: 1968/01/00 [sports balls, rackets for tennis, squash or shuttlecock; ice and rollerskates, skis and ski equipment; namely, cross-country skibindings and parts thereof, cross-country skiing overshoes, racket covers, hand-paddles and kickboards]		

Attachments	74255912#TMSN.png(bytes) 74263512#TMSN.png(bytes) 74644822#TMSN.png(bytes) 78539629#TMSN.png(bytes) 78539734#TMSN.png(bytes) 76535511#TMSN.png(bytes) 76535367#TMSN.png(bytes) 72358532#TMSN.png(bytes) 78591687#TMSN.png(bytes) 78591755#TMSN.png(bytes) 72302478#TMSN.png(bytes) 74653296#TMSN.png(bytes) 74653301#TMSN.png(bytes) 74653303#TMSN.png(bytes) 74653302#TMSN.png(bytes) 78539470#TMSN.png(bytes)

	78539504#TMSN.png(bytes) 78802316#TMSN.png(bytes) 78802551#TMSN.png(bytes) 78802476#TMSN.png(bytes) 79148498#TMSN.png(bytes) 74023435#TMSN.png(bytes) Notice of Opposition 79172061 adidas v Futbol Club Barcelona.pdf(1673645 bytes)

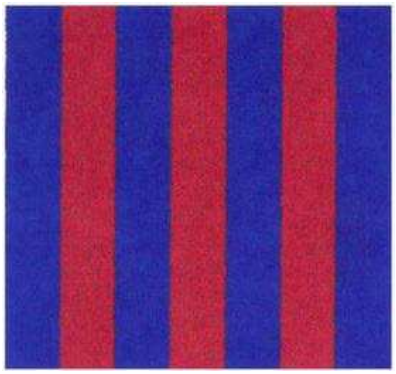
Certificate of Service

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	/Nichole Davis Chollet/
Name	Nichole Davis Chollet
Date	10/31/2016

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

In the Matter of Serial No. 79/172,061
Mark: (Design only)



Filing Date: May 21, 2015
Publication Date: May 3, 2016

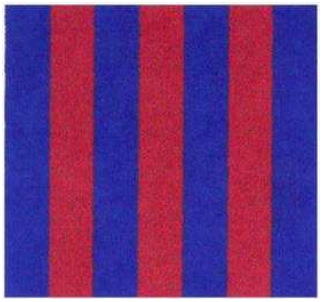
adidas AG, adidas America, Inc. and adidas International Marketing BV, Opposers, v. Futbol Club Barcelona, Applicant.	Opposition No. _____

NOTICE OF OPPOSITION

Opposers are adidas AG, a joint stock company organized under the laws of the Federal Republic of Germany with a principal place of business at Adi-Dassler-Strasse 1, Herzogenaurach, 91074, Federal Republic of Germany, adidas America Inc., a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 5055 N. Greeley Avenue, Portland, Oregon 97217 and adidas International Marketing B.V., a

private limited liability company organized under the laws of the Netherlands with a principal place of business at Atlas Arena Offices, Afrika Building, Hoogoorddreef 9-A, 1101 BA Amsterdam Zuidoost, Netherlands (collectively, "Opposers").

Opposers believe that they will be damaged by the issuance of registration for the trademark shown below ("Applicant's Mark"), in connection with the specified Class 25 and Class 28 goods, as shown in Application Serial No. 79/172,061 (the "Application") owned by Futbol Club Barcelona ("Applicant").



As grounds for this opposition, Opposers allege as follows, with knowledge concerning their own acts, and on information and belief as to all other matters:

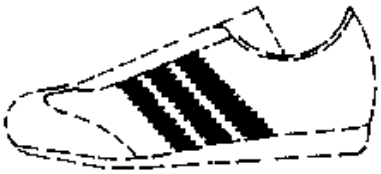
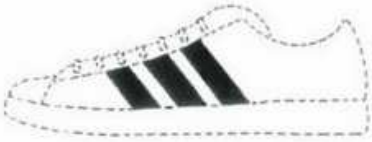
The Famous Three-Stripe Mark

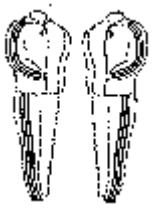
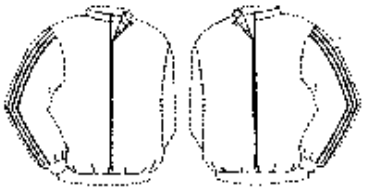
1. adidas is currently, and for years has been, one of the world's leading manufacturers of athletic footwear, sportswear, and sporting equipment. Over sixty years ago, adidas first placed three parallel stripes on its athletic shoes (the "Three-Stripe Mark"), and the Three-Stripe Mark came to signify the quality and reputation of adidas footwear to the sporting world early in the company's history.

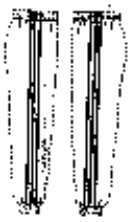
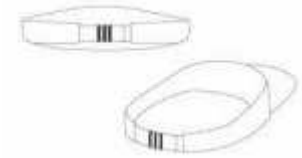
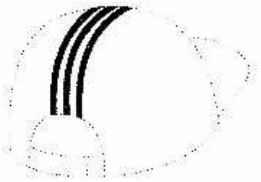
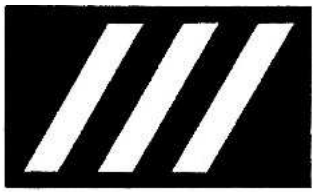
2. At least as early as 1952, adidas began using the Three-Stripe Mark on footwear sold in the United States and worldwide. The Three-Stripe Mark quickly came to signify the quality and reputation of adidas footwear.

3. As early as 1967, adidas began using the Three-Stripe Mark on apparel sold in the United States and worldwide.

4. adidas owns numerous federal trademark registrations for its Three-Stripe Mark for footwear and apparel, including those shown below:

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
	1,815,956	March 16, 1992 January 11, 1994	Class 25: Athletic footwear.
	1,833,868	April 7, 1992 May 3, 1994	Class 25: Athletic footwear.
	2,278,589	March 7, 1995 September 21, 1999	Class 25: Athletic and leisure footwear.
	3,029,129	December 29, 2004 December 13, 2005	Class 25: Footwear.
	3,029,135	December 29, 2004 December 13, 2005	Class 25: Footwear.
	2,909,861	July 28, 2003 December 14, 2004	Class 25: Footwear, namely, slides.
	2,999,646	July 28, 2003 September 27, 2005	Class 25: Footwear, namely, slides.

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
	0,961,353	May 1, 1970 June 19, 1973	Class 25: Special purpose athletic shoes. Class 25: General purpose sport shoes.
	3,063,742	March 21, 2005 February 28, 2006	Class 25: Pants, shorts, skorts, footwear, shirts, vests, socks, jackets, sweaters, headwear, visors, pullovers, rainsuits.
	3,063,745	March 21, 2005 February 28, 2006	Class 25: Pants, shorts, skorts, footwear, shirts, vests, socks, jackets, sweaters, headwear, visors, pullovers, rainsuits.
	0,870,136	July 11, 1968 May 27, 1969	Class 25: Athletic training suits.
	2,016,963	March 28, 1995 November 19, 1996	Class 25: Sports and leisure wear, namely jackets.
	2,058,619	March 28, 1995 November 19, 1996	Class 25: Sports and leisure wear, namely shirts.
	2,278,591	March 28, 1995 September 21, 1999	Class 25: Sports and leisure wear, namely, shorts.

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
	2,284,308	March 28, 1995 October 12, 1999	Class 25: Sports and leisure wear, namely pants.
	3,029,127	December 29, 2004 December 13, 2005	Class 25: Clothing, namely, T-Shirts, sweatshirts, jackets and coats.
	3,087,329	December 29, 2004 May 2, 2006	Class 25: Clothing, namely, shirts, t-shirts, sweatshirts, vests, jackets and coats.
	3,183,656	January 30, 2006 December 12, 2006	Class 25: Headwear.
	3,183,663	January 30, 2006 December 12, 2006	Class 25: Headwear.
	3,236,505	January 30, 2006 May 1, 2007	Class 25: Headwear.
	4,910,643	February 4, 2014 March 8, 2016	Class 18: Articles made of leather and imitation leather, namely backpacks, bags for general and sports use, carry-all bags, athletic

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
			bags, duffle bags, shoulder bags, sling bags, handbags, purses, tote bags, waist packs, overnight bags, knapsacks, shoe bags and beach bags, wallets and key cases. Class 25: Clothing, namely, shirts, T-shirts, sweatshirts, jerseys, pullovers, tops, vests, sweaters, pants, shorts, bottoms, jackets, coats, dresses, skirts, skorts, underwear, bras, socks, tights, scarves, gloves, belts, wristbands, tracksuits, training suits, warm-up suits, athletic uniforms, swimwear, footwear, athletic footwear, boots, sandals, slides, caps, hats, visors, headbands. Class 28: Athletic sporting goods, namely, shinguards, soccer gloves, goalkeepers' gloves, knee pads and knee guards for athletic use, leg guards; Balls for sports, soccer balls, basketballs, playground balls.
THE BRAND WITH THE 3 STRIPES	1,674,229	January 29, 1990 February 4, 1992	Class 25: Boots, slippers, sandals; shoes, boots and after ski boots for hiking and trekking, athletic shoes and general-purpose sports shoes.

Copies of the Certificates of Registration for each of these marks are attached collectively as **Exhibit 1**.

5. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 870,136, 961,353, 1,674,229, 1,815,956, 1,833,868, 2,016,963, 2,058,619, 2,278,589, 2,278,591, 2,284,308, 2,909,861, 2,999,646, 3,029,127, 3,029,129, 3,029,135, 3,063,742, 3,063,745, 3,087,329, 3,183,656 and 3,183,663, rendering such registrations incontestable.

6. The Three-Stripe Mark is well-known and famous and has been for many years. adidas's Three-Stripe Mark is particularly well known among professional soccer players, fans and consumers of soccer apparel. For example, adidas sponsors internationally famous soccer players, including David Beckham, Lionel Messi, Paul Pogba, Mesut Ozil and Gareth Bale. In addition to its extensive sponsorship and advertising, adidas has an extensive collection of soccer-related footwear, apparel and sporting goods, which prominently feature the Three-Stripe Mark, including the examples depicted below:

7. adidas also has used the Three-Stripe Mark in connection with its frequent sponsorship of other athletic tournaments and organizations, professional athletes and collegiate sports teams. For example, adidas has had longstanding relationships with the University of California at Los Angeles, the University of Nebraska, the University of Louisville, Arizona State University, and the University of Miami. Among many others, adidas sponsors: (a) NFL stars Aaron Rodgers, DeMarco Murray, Jimmy Graham, Von Miller, Sammy Watkins, and Robert Griffin III; (b) NBA stars James Harden, Andrew Wiggins, Damian Lillard, Tim Duncan, and Derrick Rose; (c) baseball players Josh Harrison, Justin Upton, Kris Bryant, Carlos Gomez, and Melvin Upton Jr.; and (d) professional golfers Jason Day, Dustin Johnson and Sergio Garcia. For decades, adidas also

has sponsored the world-famous Boston Marathon, along with many other events, teams, and individuals.

8. adidas has also used the Three-Stripe Mark in connection with its frequent sponsorship of musical artists, including pop stars Katy Perry and Selena Gomez and iconic rappers B.o.B, Snoop Dogg, Pharrell Williams, and Kanye West.

9. The Three-Stripe Mark is nonfunctional, and the public recognizes and understands that the Three-Stripe Mark distinguishes and identifies adidas's merchandise. Unsolicited media coverage has referred to "the iconic adidas three stripes" (Brettman, Allan, "World Cup Brings New Shoes, Uniforms from Adidas, Nike," *The Oregonian*, February 17, 2014), adidas's "trademark three-stripe sneakers" (Brettman, Allan, "Adidas lifts 2012 forecast as sales in China soar in Q1," *The Oregonian*, May 1, 2012), "the adidas stripes" (Brettman, Allan, "A $35 Swoosh of Genius," *The Oregonian*, June 16, 2011), adidas's "ubiquitous three stripes" (Brettman, Allan, "Going 'All In' Against Nike," *The Oregonian*, March 15, 2011), the "trademark three-stripe logo" (Pennington, Bill, "Belts That Do More Than Hold Up Pants," *New York Times*, July 27, 2009), the "iconic three stripes" ("Game Time," *Footwear News*, June 16, 2008), the "signature three stripes" (Moore, Booth, "Ringing Endorsements; Form Follows Function with Much Olympic Wear, but Fashion and Funding are also at Play," *L.A. Times*, August 13, 2004), the "famous brand with the three stripes" (Whiting, Sam, "Must Have," *San Francisco Chronicle*, July 7, 2002), and the "legendary Adidas three stripes" ("Coty Inc.," *Brand Strategy*, September 27, 1999).

10. For decades, adidas extensively and continuously has used and promoted the Three-Stripe Mark in connection with footwear and apparel. In recent years, annual sales of products bearing the Three-Stripe Mark have totaled in the billions of dollars globally and in the

hundreds of millions of dollars within the United States. The Three-Stripe Mark has achieved international fame and tremendous public recognition.

11. Since introducing the Three-Stripe Mark, adidas has spent millions of dollars promoting the marks and products bearing the marks. For example, in March 2011, adidas launched an advertising campaign in the United States "featuring Chicago Bulls guard Derrick Rose, rapper B.o.B and pop singer Katy Perry, among others," that "highlights [adidas's] imprint on the world of sports, music and fashion," and "show[s] the breadth and depth of the Adidas brand." Similarly, adidas launched its "Sport 15" advertising campaign, which represents adidas's biggest ad spend in the United States. The campaign features soccer superstar Lionel Messi, Derrick Rose of the Chicago Bulls, and DeMarco Murray of the Philadelphia Eagles. As a result of adidas's continuous and exclusive use of the Three-Stripe Mark in connection with its products, the marks enjoy wide public acceptance and association with adidas, and have come to be recognized widely and favorably by the public as indicators of the origin of adidas's goods and services.

12. As a result of adidas's extensive use and promotion of the Three-Stripe Mark, adidas has built up and now owns extremely valuable goodwill that is symbolized by the marks. The purchasing public has come to associate the Three-Stripe Mark with adidas.

13. Notwithstanding Opposer's prior rights, and well after the Three-Stripe Mark became famous, Applicant filed the Application to register Applicant's Mark for "Paper; cardboard; goods made from paper, namely, boxes of paper, packing paper; goods made from cardboard, namely, boxes of cardboard, cardboard packaging; bookbinding materials; artists' materials, namely, artists' pens, artists' brushes, artists' pastels; paintbrushes; typewriters; office requisites, namely, adhesive tape dispensers, correcting fluid for type, finger-stalls, franking

machines, envelope sealing machines, punches, rubber bands, staplers; printed instructional or teaching materials in the fields of sports; printing type; printed magazines, books, pamphlets, catalogs, printed prospectus, newspapers, and printed periodicals, all in the fields of sports; placards of paper or cardboard; paper labels; posters; prints; photographs; stationery; plastic bags and film for packaging; adhesives for stationery or household purposes; printing blocks" in Class 16, "Shirts, tee-shirts, blouses, blousons, parkas, jackets, trousers, gloves, socks, stockings, underwear, pajamas, nightgowns, vests, cloaks, shawls, coats, scarves, jerseys, skirts, dresses, neckties, belts, suspenders, bathing suits; sportswear, namely, basketball jerseys, soccer shorts and jerseys, cloth nappies, boas for wearing around the neck, non-electric foot muffs and biretta, cloth bibs, half belts, ski gloves, skateboard gloves, riding gloves, pumps, stoles, brassieres, liveries, shirt fronts, pelisses, pelerines, slips, hosiery; caps, raincoats, anoraks; overalls; stoles; suits; chemises; footwear and headwear" in Class 25 and "Games, namely, board games; toys, namely, dolls, action figures; gymnastic and sporting articles, namely, gloves for goalkeepers, hockey golf gloves, footballs, soccer balls, basketballs, basketball nets, tennis balls, nets, rackets, racket covers, racket strings, racket presses and uprights, soccer knee pads, leg pads, elbow pads and goal nets, head guards for karate; articles for hunting or fishing, namely, fishing poles, hunting blinds, hunting bows; decorations for Christmas trees; playing cards" in Class 28, pursuant to Section 66(a).

14. The United States Patent and Trademark office published the Application for opposition on May 3, 2016 and Opposers timely filed extensions of time to oppose. Opposers are timely filing this Notice of Opposition.

15. There is no issue as to priority. Opposers began using the Three-Stripe Mark in commerce in connection with footwear, apparel, and related goods and services well prior to

Applicant's May 21, 2015 constructive priority date.

16. Consumers familiar with the footwear and apparel long associated with Opposers' Three-Stripe Mark are likely to assume that the Class 25 and Class 28 goods offered under Applicant's Mark originate from the same source, or that they are affiliated, connected, or associated with Opposers.

17. Applicant's Mark, as shown in the Application, incorporates parallel stripes in a manner confusingly similar to the Three-Stripe Mark in appearance and overall commercial impression.

18. The Class 25 and Class 28 goods identified in the Application are identical and/or closely related to the goods and services Opposers long have offered in connection with the Three-Stripe Mark.

19. Applicant's Mark so closely resembles the Three-Stripe Mark that the use of Applicant's Mark is likely to cause confusion, deception, or mistake as to the affiliation, connection, or association of Applicant with adidas, or the origin, sponsorship, or approval of Applicant's goods by adidas in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to adidas and the public. Further, any defect, objection, or fault found with Applicant's products marketed under Applicant's Mark necessarily would reflect on and seriously injure adidas's reputation.

20. Additionally, registration of Applicant's Mark is likely to dilute the distinctiveness of the Three-Stripe Mark by eroding consumers' exclusive identification of the Three-Stripe Mark with adidas, and otherwise lessening the capacity of the Three-Stripe Mark to identify and distinguish the goods of adidas, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

If Applicant is granted registration for the opposed Application, it would obtain a *prima facie* exclusive right to use Applicant's Mark. Such a registration would be a source of damage and injury to Opposers.

WHEREFORE, Opposers therefore request that this opposition be sustained and that the registration of Application Serial No. 79/172,061 be denied with respect to Applicant's Class 25 and Class 28 goods.

The Commissioner is authorized to charge Kilpatrick Townsend & Stockton LLP's Deposit Account No. 20-1430 if there is a deficiency in the enclosed filing fee. Please direct all correspondence regarding this proceeding to Nichole Chollet at the address and telephone number identified below.

DATED: October 31, 2016

Respectfully submitted,

KILPATRICK TOWNSEND & STOCKTON LLP

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Facsimile: (212) 775-8800

Attorneys for Opposers

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing Notice of Opposition was served on Applicant's Attorney of Record on October 31, 2016 via first class mail to:

Justin R. Young, Esq.
Dineff Trademark Law Limited
160 North Wacker Drive
Chicago, IL 60606

/s/ Louie W. Crumbley
Kilpatrick Townsend & Stockton LLP

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing Notice of Opposition is being filed electronically with the TTAB via ESTTA on this day, October 31, 2016.

/s/ Louie W. Crumbley
Kilpatrick Townsend & Stockton LLP

EXHIBIT 1

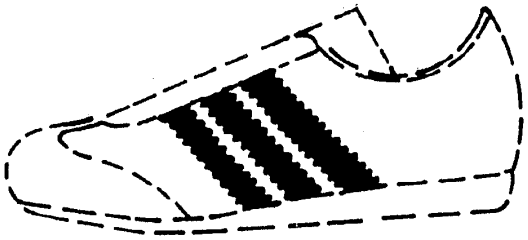
Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,815,956
Registered Jan. 11, 1994

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT STOCK COMPANY)
D-8522 HERZOGENAURACH, FED REP GERMANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1952; IN COMMERCE 0-0-1952.
SEC. 2(F).

SER. NO. 74-255,912, FILED 3-16-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,833,868
Registered May 3, 1994

TRADEMARK
PRINCIPAL REGISTER

ADIDAS AG (FED REP GERMANY JOINT STOCK COMPANY)
D-8522 HERZOGENAURACH, FED REP GERMANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1949; IN COMMERCE 0-0-1978.
SEC. 2(F).

SER. NO. 74-263,512, FILED 4-7-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

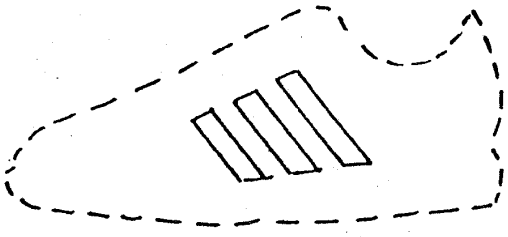
Prior U.S. Cls.: 22 and 39

Reg. No. 2,278,589

United States Patent and Trademark Office

Registered Sep. 21, 1999

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)
P.O. BOX 1120
HERZOGENAURACH
D-91072, FED REP GERMANY

FOR: ATHLETIC AND LEISURE FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39). FIRST USE 0-0-1952; IN COMMERCE 0-0-1952.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956, AND 1,833,868.

SEC. 2(F).

SER. NO. 74-644,822, FILED 3-7-1995.

CHARLES WEIGELL, EXAMINING ATTORNEY

Int. Cl.: 25

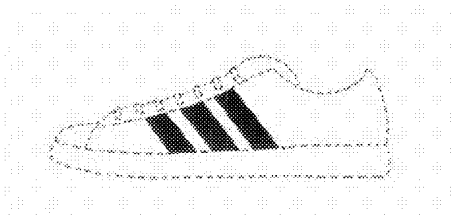
Prior U.S. Cls.: 22 and 39

Reg. No. 3,029,129

United States Patent and Trademark Office

Registered Dec. 13, 2005

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY AKTIENGESELLSCHAFT (AG))
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAURACH, FED REP GERMANY

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-1952; IN COMMERCE 1-1-1952.

THE MARK CONSISTS OF THREE PARALLEL STRIPES APPLIED TO FOOTWEAR, THE STRIPES ARE POSITIONED ON THE FOOTWEAR UPPER IN THE AREA BETWEEN THE LACES AND THE SOLE. THE DOTTED OUTLINE OF THE FOOTWEAR IS NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,629, FILED 12-29-2004.

ALINA MORRIS, EXAMINING ATTORNEY

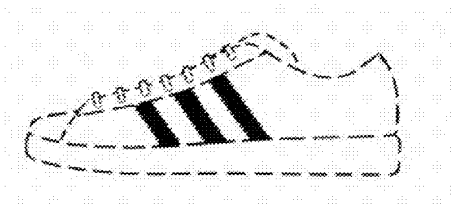
Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 3,029,135

United States Patent and Trademark Office **Registered Dec. 13, 2005**

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY AKTIENGESELLSCHAFT (AG))
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAURACH, FED REP GERMANY

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-1-1952; IN COMMERCE 1-1-1952.

THE MARK CONSISTS OF THREE PARALLEL STRIPES WITH SERRATED EDGES APPLIED TO FOOTWEAR, THE STRIPES ARE POSITIONED ON THE FOOTWEAR UPPER IN THE AREA BETWEEN THE LACES AND THE SOLE. THE DOTTED OUTLINE OF THE FOOTWEAR IS NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,734, FILED 12-29-2004.

ALINA MORRIS, EXAMINING ATTORNEY

Int. Cl.: 25

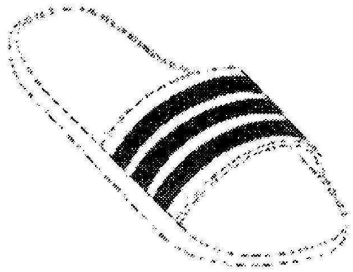
Prior U.S. Cls.: 22 and 39

Reg. No. 2,909,861

United States Patent and Trademark Office

Registered Dec. 14, 2004

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY JOINT STOCK COMPANY)
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAURACH, FED REP GERMANY

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND OTHERS.

THE MARK CONSISTS OF THREE STRIPES POSITIONED ON THE TOP PART OF A SLIDE. THE DOTTED OUTLINE OF THE SLIDE IS NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 76-535,511, FILED 7-28-2003.

NANCY CLARKE, EXAMINING ATTORNEY

Int. Cl.: 25

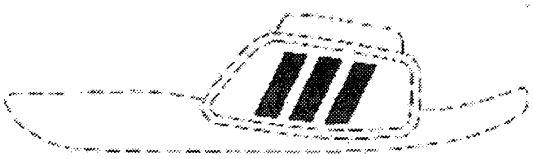
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,999,646

Registered Sep. 27, 2005

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY JOINT STOCK COMPANY)
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAURACH, FED REP GERMANY

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND OTHERS.

SEC. 2(F).

SER. NO. 76-535,367, FILED 7-28-2003.

KIM SAITO, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

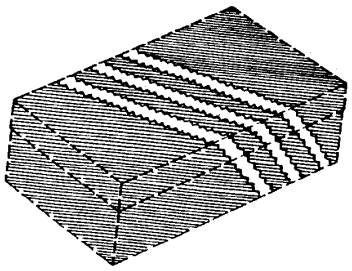
10 Year Renewal

Reg. No. 961,353

Registered June 19, 1973

Renewal Term Begins June 19, 1993

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT STOCK COMPANY)
ADI-DASSLER STRASSE 1-2
D-8522 HERZOGENAURACH, FED REP GERMANY, BY CHANGE OF NAME, AND MERGER WITH ADIDAS SPORTSCHUHFABRIKEN ADI DASSLER K. G. (FED REP GERMANY FIRM), NUREMBERG, FED REP GERMANY

OWNER OF U.S. REG. NOS. 631,812, 870,136 AND OTHERS.

THE MARK COMPRISES THREE WHITE STRIPES EXTENDING ACROSS THE BLUE BACKGROUND OF THE BOX CONTAINER AND THE OUTLINE OF THE CONTAINER BOX IS MADE TO APPEAR IN BROKEN LINES.

FOR: SPECIAL PURPOSE ATHLETIC SHOES, IN CLASS 22 (INT. CL. 25).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

FOR: GENERAL PURPOSE SPORT SHOES , IN CLASS 39 (INT. CL. 25).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

SER. NO. 72-358,532, FILED 5-1-1970.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on June 29, 1993.

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 25

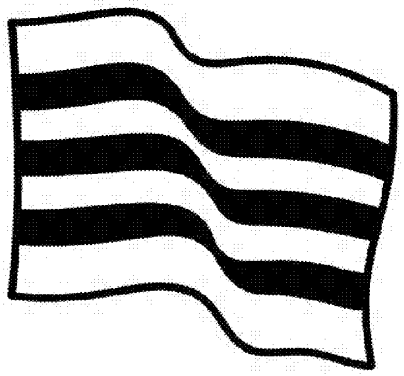
Prior U.S. Cls.: 22 and 39

Reg. No. 3,063,742

United States Patent and Trademark Office

Registered Feb. 28, 2006

TRADEMARK
PRINCIPAL REGISTER



ADIDAS INTERNATIONAL MARKETING B.V. (NETHERLANDS PRIVATE LIMITED LIABILITY COMPANY)

KONINGIN WILHELMINAPLEIN 30

1062 KR AMSTERDAM, NETHERLANDS

FOR: PANTS, SHORTS, SKORTS, FOOTWEAR, SHIRTS, VESTS, SOCKS, JACKETS, SWEATERS, HEADWEAR, VISORS, PULLOVERS, RAINSUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-15-2004; IN COMMERCE 1-15-2004.

SER. NO. 78-591,687, FILED 3-21-2005.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 25

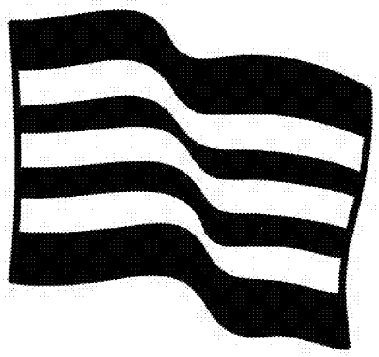
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,063,745

Registered Feb. 28, 2006

TRADEMARK
PRINCIPAL REGISTER



ADIDAS INTERNATIONAL MARKETING B.V. (NETHERLANDS PRIVATE LIMITED LIABILITY COMPANY)

KONINGIN WILHELMINAPLEIN 30

1062 KR AMSTERDAM, NETHERLANDS

FOR: PANTS, SHORTS, SKORTS, FOOTWEAR, SHIRTS, VESTS, SOCKS, JACKETS, SWEATERS, HEADWEAR, VISORS, PULLOVERS, RAINSUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-15-2004; IN COMMERCE 1-15-2004.

SER. NO. 78-591,755, FILED 3-21-2005.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 25

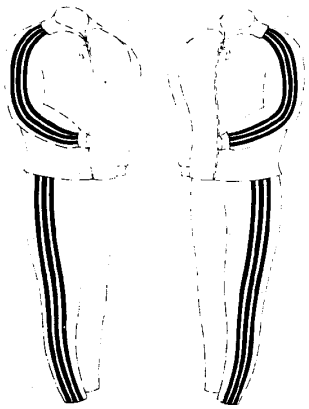
Prior U.S. Cl.: 39

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 870,136
Registered May 27, 1969
Renewal Approved Apr. 2, 1990

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)
HERZOGENAURACH, FED REP GERMANY, BY MERGER WITH AND CHANGE OF NAME FROM ADIDAS-SPORTSCHUHFABRIKEN ADI DASSLER K.G. (FED REP GERMANY FIRM), HERZOGENAURACH, NEAR NUREMBERG, FED REP GERMANY

OWNER OF U.S. REG. NOS. 631,812, 738,673 AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH SLEEVE OF THE TRAINING SUIT AND ALONG THE LENGTH OF EACH LEG OF THE TROUSERS, THE BANDS ON THE SLEEVES BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SLEEVE AND THE BANDS ON THE LEGS OF THE TROUSERS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE TROUSER LEGS.

FOR: ATHLETIC TRAINING SUITS, IN CLASS 39 (INT. CL. 25).

FIRST USE 2-0-1967; IN COMMERCE 8-3-1967.

SER. NO. 72-302,478, FILED 7-11-1968.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on May 15, 1990.

Int. Cl.: 25

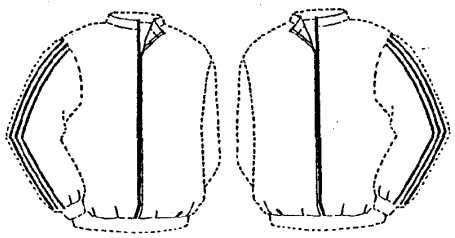
Prior U.S. Cls.: 22 and 39

Reg. No. 2,016,963

United States Patent and Trademark Office

Registered Nov. 19, 1996

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)
P.O. BOX 1120
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NO. 870,136.

THE MARK CONSISTS OF THREE PARALLEL BANDS POSITIONED ALONG THE LENGTH OF EACH SLEEVE OF A JACKET. THE DOTTED OUTLINE OF A JACKET IS NOT PART OF THE MARK BUT IS MERELY INTENDED TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 74-653,296, FILED 3-28-1995.

ANIL V. GEORGE, EXAMINING ATTORNEY

Int. Cl.: 25

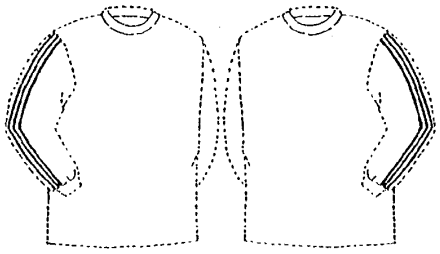
Prior U.S. Cls.: 22 and 39

Reg. No. 2,058,619

United States Patent and Trademark Office

Registered May 6, 1997

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)
P.O. BOX 1120
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.
OWNER OF U.S. REG. NO. 870,136.

THE MARK CONSISTS OF THREE PARALLEL BANDS POSITIONED ALONG THE LENGTH OF EACH SLEEVE OF A SHIRT. THE DOTTED OUTLINE OF A SHIRT IS NOT PART OF THE MARK BUT IS MERELY INTENDED TO SHOW THE POSITION OF THE MARK.
SEC. 2(F).

SER. NO. 74-653,301, FILED 3-28-1995.

ANIL V. GEORGE, EXAMINING ATTORNEY

Int. Cl.: 25

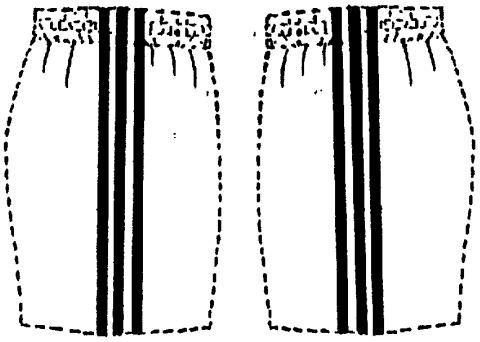
Prior U.S. Cls.: 22 and 39

Reg. No. 2,278,591

United States Patent and Trademark Office

Registered Sep. 21, 1999

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)
P.O. BOX 1120
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY, SHORTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956, AND 1,833,868.

THE MARK CONSISTS THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH LEG OF THE SHORTS, THE BANDS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SHORTS. THE DOTTED LINES ARE NOT A PART OF THE MARK AND ONLY USED TO INDICATE POSITION.
SEC. 2(F).

SER. NO. 74-653,303, FILED 3-28-1995.

RUDY R. SINGLETON, EXAMINING ATTORNEY

Int. Cl.: 25

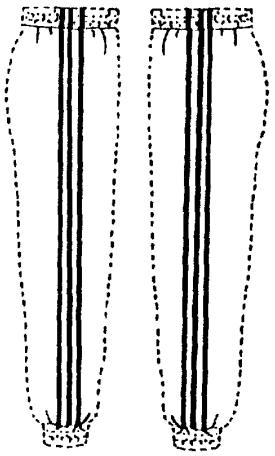
Prior U.S. Cls.: 22 and 39

Reg. No. 2,284,308

United States Patent and Trademark Office

Registered Oct. 12, 1999

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY JOINT STOCK COMPANY)
P.O. BOX 1120
HERZOGENAURACH, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY PANTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956, AND 1,833,868.

THE MARK CONSISTS THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH LEG OF THE PANTS, THE BANDS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE PANTS. THE DOTTED LINES ARE NOT A PART OF THE MARK AND ONLY USED TO INDICATE POSITION.

SEC. 2(F).

SER. NO. 74-653,302, FILED 3-28-1995.

RUDY R. SINGLETON, EXAMINING ATTORNEY

Int. Cl.: 25

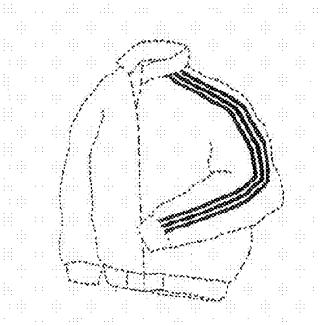
Prior U.S. Cls.: 22 and 39

Reg. No. 3,029,127

United States Patent and Trademark Office

Registered Dec. 13, 2005

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY AKTIENGESELLSCHAFT (AG))
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAURACH, FED REP GERMANY

FOR: CLOTHING, NAMELY, T-SHIRTS, SWEATSHIRTS, JACKETS AND COATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-3-1967; IN COMMERCE 8-3-1967.

OWNER OF U.S. REG. NOS. 870,136, 2,016,963, AND 2,058,619.

THE MARK CONSISTS OF THREE PARALLEL STRIPES RUNNING ALONG THE SLEEVE OF A SHIRT, T-SHIRT, SWEATSHIRT, JACKET OR COAT. THE DOTTED OUTLINE OF THE GARMENT IS NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,470, FILED 12-29-2004.

BARNEY CHARLON, EXAMINING ATTORNEY

Int. Cl.: 25

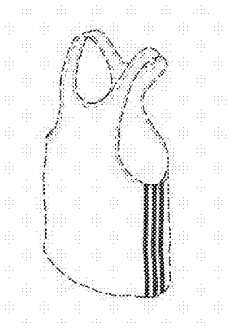
Prior U.S. Cls.: 22 and 39

Reg. No. 3,087,329

United States Patent and Trademark Office

Registered May 2, 2006

TRADEMARK
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY AKTIENGESELLSCHAFT (AG))
ADI-DASSLER STRASSE 1-2
D-91074 HERZOGENAURACH, FED REP GERMANY

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS, SWEATSHIRTS, VESTS, JACKETS AND COATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-3-1967; IN COMMERCE 8-3-1967.

THE MARK CONSISTS OF THREE PARALLEL STRIPES RUNNING ALONG THE SIDE OF A SHIRT, T-SHIRT, SWEATSHIRT, VEST, JACKET OR COAT. THE DOTTED OUTLINE OF THE GARMENT IS NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,504, FILED 12-29-2004.

HOWARD SMIGA, EXAMINING ATTORNEY

Int. Cl.: 25

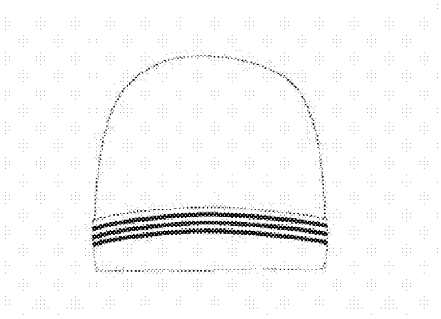
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,183,656

Registered Dec. 12, 2006

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT STOCK COMPANY)
ADI-DASSLER-STRASSE 1
HERZOGENAURACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-0-1993; IN COMMERCE 1-0-1994.

OWNER OF U.S. REG. NOS. 870,136, 2,999,646 AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL STRIPES EXTENDING AROUND THE HEADWEAR.

SEC. 2(F).

SER. NO. 78-802,316, FILED 1-30-2006.

ANDREA K. NADELMAN, EXAMINING ATTORNEY

Int. Cl.: 25

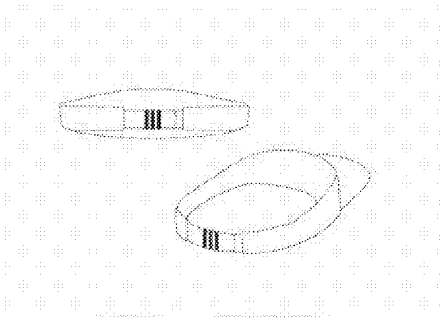
Prior U.S. Cls.: 22 and 39

Reg. No. 3,183,663

United States Patent and Trademark Office

Registered Dec. 12, 2006

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT STOCK COMPANY)

ADI-DASSLER-STRASSE 1

HERZOGENAURACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-0-1998; IN COMMERCE 3-0-1999.

OWNER OF U.S. REG. NOS. 2,284,308, 2,999,646 AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL STRIPES ON A SIZE ADJUSTING BAR AT THE REAR OF THE HEADWEAR. THE DOTTED OUTLINE OF THE VISOR IS NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK

SEC. 2(F).

SER. NO. 78-802,551, FILED 1-30-2006.

JEAN IM, EXAMINING ATTORNEY

Int. Cl.: 25

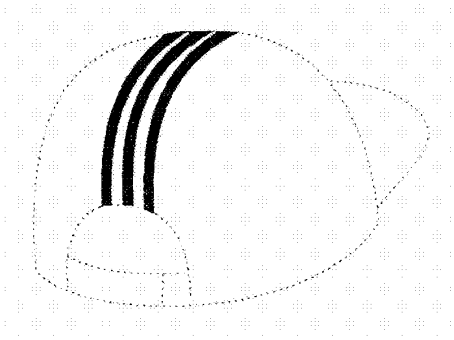
Prior U.S. Cls.: 22 and 39

Reg. No. 3,236,505

United States Patent and Trademark Office

Registered May 1, 2007

TRADEMARK
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT STOCK COMPANY)

ADI-DASSLER-STRASSE 1

HERZOGENAURACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-0-1993; IN COMMERCE 1-0-1994.

OWNER OF U.S. REG. NOS. 2,284,308, 2,999,646 AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL STRIPES EXTENDING FROM THE REAR OF THE HEADWEAR TO THE TOP OF THE HEADWEAR. THE DOTTED OUTLINE OF THE HAT, BRIM AND STRAP ARE NOT CLAIMED AS PART OF THE MARK AND IS INTENDED ONLY TO SHOW THE POSITION OF THE MARK.

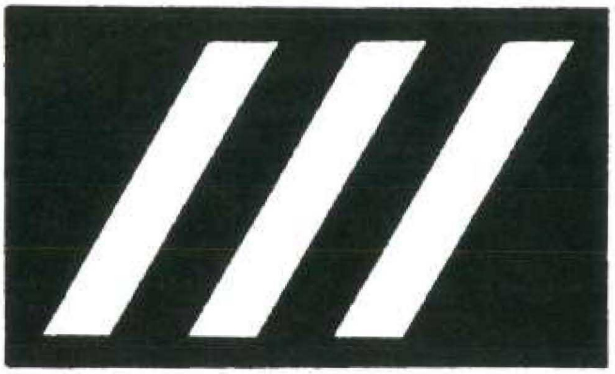
SEC. 2(F).

SER. NO. 78-802,476, FILED 1-30-2006.

KELLY MCCOY, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,910,643

Registered Mar. 8, 2016

Int. Cls.: 18, 25 and 28

TRADEMARK

PRINCIPAL REGISTER

ADIDAS AG (FED REP GERMANY AG)
ADI-DASSLER-STRASSE 1-2
91074 HERZOGENAURACH
FED REP GERMANY

FOR: ARTICLES MADE OF LEATHER AND IMITATION LEATHER, NAMELY BACKPACKS, BAGS FOR GENERAL AND SPORTS USE, CARRY-ALL BAGS, ATHLETIC BAGS, DUFFLE BAGS, SHOULDER BAGS, SLING BAGS, HANDBAGS, PURSES, TOTE BAGS, WAIST PACKS, OVERNIGHT BAGS, KNAPSACKS, SHOE BAGS AND BEACH BAGS, WALLETS AND KEY CASES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS, SWEATSHIRTS, JERSEYS, PULLOVERS, TOPS, VESTS, SWEATERS, PANTS, SHORTS, BOTTOMS, JACKETS, COATS, DRESSES, SKIRTS, SKORTS, UNDERWEAR, BRAS, SOCKS, TIGHTS, SCARVES, GLOVES, BELTS, WRISTBANDS, TRACKSUITS, TRAINING SUITS, WARM-UP SUITS, ATHLETIC UNIFORMS, SWIMWEAR, FOOTWEAR, ATHLETIC FOOTWEAR, BOOTS, SANDALS, SLIDES, CAPS, HATS, VISORS, HEADBANDS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FOR: ATHLETIC SPORTING GOODS, NAMELY, SHINGUARDS, SOCCER GLOVES, GOALKEEPERS' GLOVES, KNEE PADS AND KNEE GUARDS FOR ATHLETIC USE, LEG GUARDS; BALLS FOR SPORTS, SOCCER BALLS, BASKETBALLS, PLAYGROUND BALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

OWNER OF U.S. REG. NOS. 1,833,868, 2,179,796, AND 2,999,646.

OWNER OF INTERNATIONAL REGISTRATION 0300804 DATED 8-2-1965, EXPIRES 8-2-2025.

THE MARK CONSISTS OF THREE DIAGONAL QUADRILATERALS POSITIONED PARALLEL TO EACH OTHER UPON A CONTRASTING BACKGROUND. THE SHADED RECTANGLE IS NOT A FEATURE OF THE MARK.

SER. NO. 79-148,498, FILED 2-4-2014.

TAMARA HUDSON, EXAMINING ATTORNEY

Michelle K. Lee

Director of the United States
Patent and Trademark Office

Int. Cls.: 18, 25 and 28

Prior U.S. Cls.: 3, 22 and 39

Reg. No. 1,674,229

United States Patent and Trademark Office Registered Feb. 4, 1992

TRADEMARK
PRINCIPAL REGISTER

THE BRAND WITH THE THREE STRIPES

ADIDAS AG (FED REP GERMANY CORPORATION)
D-8522 HERZOGENAURACH, FED REP GERMANY

FOR: SPORT BAGS FOR GENERAL USE AND CROSS-COUNTRY BACK-PACKS, IN CLASS 18 (U.S. CL. 3).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

FOR: SPORT AND LEISURE WEAR; NAMELY, SHORTS, PANTS, SHIRTS, T-SHIRTS, JERSEYS, TIGHTS, SOCKS, GLOVES, JACKETS, SWIMWEAR, SWEATERS, CAPS AND HATS, PULL-OVERS, WARM-UP SUITS, RAIN SUITS, SKI SUITS, JUMPSUITS, BOOTS, SLIPPERS, SANDALS; SHOES, BOOTS AND AFTER SKI BOOTS FOR HIKING AND TREKKING, ATHLETIC SHOES AND GENERAL-PURPOSE SPORTS SHOES, IN CLASS 25 (U.S. CL. 39).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

FOR: SPORTS BALLS, RACKETS FOR TENNIS, SQUASH OR SHUTTLECOCK; ICE AND ROLLERSKATES, SKIS AND SKI EQUIPMENT; NAMELY, CROSS-COUNTRY SKIBINDINGS AND PARTS THEREOF, CROSS-COUNTRY SKIING OVERSHOES, RACKET COVERS, HAND-PADDLES AND KICKBOARDS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

OWNER OF U.S. REG. NOS. 641,906, 1,428,947 AND OTHERS.

SEC. 2(F).

SER. NO. 74-023,435, FILED 1-29-1990.

JANICE O'LEAR, EXAMINING ATTORNEY