

ESTTA Tracking number: **ESTTA817000**

Filing date: **04/26/2017**

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	University of Georgia Athletic Association, Inc.
Granted to Date of previous extension	04/26/2017
Address	Butts/Mehre Heritage Hall1 Selig Circle Athens, GA 30602 UNITED STATES

Attorney information	Richard J. Groos King & Spalding LLP 401 Congress Avenue, Suite 3200 Austin, TX 78701 UNITED STATES aotrademark@kslaw.com, rgroos@kslaw.com, shunter@kslaw.com, kpferter@kslaw.com Phone:5124572018
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### Applicant Information

Application No	87121045	Publication date	12/27/2016
Opposition Filing Date	04/26/2017	Opposition Period Ends	04/26/2017
Applicant	Traven, Regi Apt 5 BELLEVUE, WA 98004 UNITED STATES		

### 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: Caps; Coats; Dress shirts; Hats; Hoodedsweatshirts; Jackets; Jeans; Neckties; Polo shirts; Scarves; Shoes; Shorts; Socks; Sweat pants; T-shirts; Underwear; Vests


### Grounds for Opposition

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

### Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	3075673	Application Date	04/27/2004
Registration Date	04/04/2006	Foreign Priority	NONE

		Date	
Word Mark	DAWGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 1976/12/31 First Use In Commerce: 1976/12/31 DECALS, NOTEPAPER, NOTEBOOKS, PAPER FOLDERS; PRINTED BOOK- LETS, CATALOGS, NEWSLETTERS, AND BROCHURES ALL FEATURING COLLEGE FOOTBALL</p> <p>Class 021. First use: First Use: 1976/12/31 First Use In Commerce: 1976/12/31 Beverage glassware, earthenware, and plasticware, namely drinking glasses, mugs, coffee cups and shot glasses, coasters, and insulated beverage coolers</p> <p>Class 025. First use: First Use: 1976/12/31 First Use In Commerce: 1976/12/31 Clothing, namely boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties, and visors</p> <p>Class 028. First use: First Use: 1976/12/31 First Use In Commerce: 1976/12/31 TOYS, GAMES, AND SPORTING GOODS, NAMELY BOARD GAMES, STUFFED TOY ANIMALS, FOOTBALLS, BASKETBALLS, SOCCER BALLS, BASEBALLS, GOLF BALLS, GOLF BAGS, AND GOLF ACCESSORIES, NAMELY GOLF CLUB COVERS, GOLF CLUB HEAD COVERS, DIVOT RE- PAIR TOOLS, GOLF ACCESSORY POUCHES, GOLF BAG COVERS, GOLF BAG TAGS, GOLF BALL MARKERS, GOLF BALL RETRIEVERS, GOLF BALL SLEEVES, GOLF CLUB GRIPS, GOLF CLUB HEADS, GOLF CLUB INSERTS, GOLF CLUB SHAFTS, GOLF GLOVES, GOLF PUTTER COVERS, GOLF PUTTERS, GOLF TEE MARKERS, GOLF TEES, AND GOLF TOWEL CLIPS FOR ATTACHMENT TO GOLF BAGS; AND CHRISTMAS TREE ORNA- MENTS</p>		
U.S. Registration No.	3044738	Application Date	04/30/2004
Registration Date	01/17/2006	Foreign Priority Date	NONE

Word Mark	HOW 'BOUT THEM DAWGS
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1978/09/30 First Use In Commerce: 1978/09/30 Clothing, namely boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties, and visors

U.S. Registration No.	1945116	Application Date	06/16/1994
Registration Date	01/02/1996	Foreign Priority Date	NONE
Word Mark	DAWGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1976/00/00 First Use In Commerce: 1976/00/00 entertainment in the nature of footballgames		

U.S. Registration No.	3044695	Application Date	04/21/2004
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	HAIRY DAWG		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 025. First use: First Use: 1988/12/31 First Use In Commerce: 1988/12/31            (( Clothing, namely, boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweat-shirts, sweat suits, sweaters, T-shirts, ties, and visors ))</p> <p>Class 041. First use: First Use: 1988/12/31 First Use In Commerce: 1988/12/31            Education services, namely providing instruction at the college level, and entertainment services, namely organizing and conducting collegiate sporting events</p>

Attachments	78409055#TMSN.png( bytes ) 78411054#TMSN.png( bytes ) 78405825#TMSN.png( bytes ) Notice of Opposition.pdf(1319355 bytes )
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Signature	/Richard J. Groos/
Name	Richard J. Groos
Date	04/26/2017

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

In the matter of Application Serial No. 87/121,045

By Regi Traven for the Mark: U MY DAWG

Filed on July 29, 2016, Published in the *Official Gazette* on December 27, 2016

UNIVERSITY OF GEORGIA ATHLETIC  
ASSOCIATION, INC.,  
Opposer,

v.

TRAVEN, REGI,  
Applicant.

Opposition No. \_\_\_\_\_

**NOTICE OF OPPOSITION**

University of Georgia Athletic Association, Inc., (“Opposer”), a Georgia corporation having a principal place of business at Butts-Mehre Heritage Hall, 1 Selig Circle, Athens, Georgia 30602, believes that it will be damaged by registration of the mark “U MY DAWG” as shown in Application Serial No. 87/121,045 (the “Application”) for the goods “Caps; Coats; Dress shirts; Hats; Hooded sweatshirts; Jackets; Jeans; Neckties; Polo shirts; Scarves; Shoes; Shorts; Socks; Sweat pants; T-shirts; Underwear; Vests” in International Classes 25 (“Applicant’s Goods”) and hereby opposes the same.

As the grounds of Opposition, Opposer alleges that:

1. Since long prior to the filing of Applicant’s Application, Opposer, its predecessors and affiliates, including The University of Georgia (the “University”), and its licensees (collectively, “Opposer’s Affiliates and Licensees”) have used in interstate commerce several marks that include the terms “DAWG,” “DAWGS,” and “DOGS” for and in connection with the University’s athletic department, educational services, and related goods, including various

apparel items (collectively, these marks are referred to herein as the “DAWG Marks”).

2. Opposer is the owner of, among others, incontestable registrations for the trademarks “DAWGS” (United States Registration No. 3,075,673) covering “Clothing, namely, boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties and visors” in International Class 25, “HOW ‘BOUT THEM DAWGS” (United States Registration No. 3,044,738) for “Clothing, namely, boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties and visors” in International Class 25, “DAWG” (United States Registration No. 1,945,116) for “Entertainment in the nature of football games” in International Class 41, and “HAIRY DAWG” (United States Registration No. 3,044,695) for “Education services, namely providing instruction at the college level, and entertainment services, namely organizing and conducting collegiate sporting events” in International Class 41. Printouts of the TSDR database information for these registrations are attached as **Exhibit A**.

3. Opposer also has valuable common law rights in its DAWG Marks.

4. Regi Traven (“Applicant”) filed the Application on July 29, 2016, on the basis of Section 1(b) of the Trademark Act, 15 U.S.C. § 1051(b). The Application is therefore based on Applicant’s intent to use Applicant’s alleged mark in commerce and does not claim a date of first use.

5. Upon information and belief, Applicant has not used his alleged mark prior to the filing date of the Application, namely July 29, 2016.

6. Opposer and Opposer's Affiliates and Licensees have used Opposer's DAWG Marks for and in connection with various goods and services in interstate commerce in and throughout the United States continuously and extensively since at least as early as December 31, 1929.

7. By virtue of its promotional and advertising activities and the excellence of its goods and services, Opposer has gained a valuable reputation for its DAWG Marks and has created, in the minds of the relevant public, an exclusive association between the DAWG Marks and Opposer's goods and services. As a result, Opposer's DAWG Marks are of great value to Opposer, the University, and Opposer's Affiliates and Licensees in connection with the offering of Opposer's goods and services.

8. Since at least as early as 1988, Opposer has licensed, and currently is licensing, to numerous entities the right to use Opposer's DAWG Marks for and in connection with a wide variety of goods and services, including without limitation apparel and accessories. Such use by Opposer's licensees has inured and inures to the benefit of Opposer.

9. As a result of long, widespread, and extensive use by Opposer and Opposer's Affiliates and Licensees of Opposer's DAWG Marks, including without limitation Opposer's marks "DAWG," "DAWGS," "HOW 'BOUT THEM DAWGS," and "HAIRY DAWG," in and throughout the United States, Opposer's DAWG Marks have acquired a significant degree of fame among members of the general public and have become famous marks, as that term is used in Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c). Upon information and belief, Opposer's DAWG Marks became famous marks long before the filing date of Applicant's Application.

10. The trademark proposed for registration by Applicant, namely, “U MY DAWG,” is likely to cause dilution by blurring and dilution by tarnishment of Opposer’s DAWGS Marks, and also reduces the capacity of the famous DAWGS Marks to identify the goods of Opposer.

11. Applicant’s alleged mark “U MY DAWG” is confusingly similar to Opposer’s DAWGS mark in appearance, sound, connotation, and commercial impression. Upon information and belief, Applicant’s proposed mark is intended to be used in connection with apparel items that are identical, similar and/or related to or within the zone of natural expansion as compared with the goods in connection with which Opposer has used its DAWGS Marks and which are sold to substantially the same class of customers through the same channels of trade.

12. Upon information and belief, Applicant is unable to establish, with respect to Opposer’s use of its DAWG Marks, priority of use or priority of rights in the United States in connection with Applicant’s alleged mark.

13. Upon information and belief, Applicant’s alleged mark, when used in connection with Applicant’s Goods, would so resemble Opposer’s DAWG Marks as to be likely to cause confusion or mistake, or to deceive with respect to the source or origin of Applicant’s Goods.

14. Upon information and belief, Applicant’s alleged mark, when used in connection with Applicant’s Goods, is likely to falsely suggest a connection, affiliation, endorsement, sponsorship or association with Opposer, the University, and/or Opposer’s Affiliates and Licensees.

15. Intended or current use by Applicant of the alleged mark “U MY DAWG” would be and/or is without Opposer's consent or permission.



16. Furthermore, any defect, objection or fault found with Applicant's Goods offered and sold under Applicant's alleged mark would be likely to reflect upon and seriously injure the reputation that Opposer has established for its goods and services offered under its DAWGS Marks. Registration therefore should be refused under 15 U.S.C. § 1052(d).

17. If Applicant is granted the registration herein opposed, it would thereby obtain at least a *prima facie* exclusive right to the use of its alleged mark. Such registration would be inconsistent with and detrimental to Opposer's prior, established, and superior rights in Opposer's DAWG Marks and would be a source of damage and injury to Opposer.

WHEREFORE, University of Georgia Athletic Association, Inc., prays that Application Serial No. 87/121,045 be rejected, and that registration of the mark therein be refused and that the opposition be sustained in favor of Opposer.

Respectfully submitted,

Dated: April 26, 2017

By: /s/Sheri M. Hunter

Richard J. Groos  
Sheri M. Hunter  
KING & SPALDING LLP  
401 Congress Ave., Suite 3200  
Austin, TX 78701  
T: +1 512 457 2000  
F: +1 512 457 2100

ATTORNEYS FOR OPPOSER

# **EXHIBIT A**

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TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

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SEARCH

MULTI-SEARCH



US Serial, Registration, or Reference No. ▾

3075673

Status

Documents

Status results found

STATUS

DOCUMENTS

MAINTENANCE



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Print Preview

Generated on: This page was generated by TSDR on 2017-04-26 14:28:51 EDT

Mark: DAWGS

DAWGS

US Serial Number: 78409055

Application Filing Date: Apr. 27, 2004

US Registration Number: 3075673

Registration Date: Apr. 04, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status  
Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 16, 2016

Publication Date: Oct. 25, 2005

▼ [Mark Information](#)

▲ Collapse All

Mark Literal Elements: DAWGS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ [Related Properties Information](#)Claimed Ownership of US  
Registrations: 1945116▼ [Goods and Services](#)

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: DECALS, NOTEBOOK, NOTEBOOKS, PAPER FOLDERS; PRINTED BOOKLETS, CATALOGS, NEWSLETTERS, AND BROCHURES  
ALL FEATURING COLLEGE FOOTBALL

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 1976

Use in Commerce: Dec. 31, 1976

For: Beverage glassware, earthenware, and plasticware, namely drinking glasses, mugs, coffee cups and shot glasses, coasters, and insulated beverage coolers.

Insulated Beverage Coolers	
International Class(es): 021 - Primary Class	U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Dec. 31, 1976	Use in Commerce: Dec. 31, 1976

For: Clothing, namely boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties, and visors	
International Class(es): 025 - Primary Class	U.S Class(es): 022, 039
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Dec. 31, 1976	Use in Commerce: Dec. 31, 1976

For: TOYS, GAMES, AND SPORTING GOODS, NAMELY BOARD GAMES, STUFFED TOY ANIMALS, FOOTBALLS, BASKETBALLS, SOCCER BALLS, BASEBALLS, GOLF BALLS, GOLF BAGS, AND GOLF ACCESSORIES, NAMELY GOLF CLUB COVERS, GOLF CLUB HEAD COVERS, DIVOT REPAIR TOOLS, GOLF ACCESSORY POUCHES, GOLF BAG COVERS, GOLF BAG TAGS, GOLF BALL MARKERS, GOLF BALL RETRIEVERS, GOLF BALL SLEEVES, GOLF CLUB GRIPS, GOLF CLUB HEADS, GOLF CLUB INSERTS, GOLF CLUB SHAFTS, GOLF GLOVES, GOLF PUTTER COVERS, GOLF PUTTERS, GOLF TEE MARKERS, GOLF TEES, AND GOLF TOWEL CLIPS FOR ATTACHMENT TO GOLF BAGS; AND CHRISTMAS TREE ORNAMENTS	
International Class(es): 028 - Primary Class	U.S Class(es): 022, 023, 038, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Dec. 31, 1976	Use in Commerce: Dec. 31, 1976

▼ Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

▼ Current Owner(s) Information

Owner Name: University of Georgia Athletic Association, Inc.	
Owner Address: Butts/Mehre Heritage Hall 1 Selig Circle Athens, GEORGIA UNITED STATES 30602	
Legal Entity Type: NON-PROFIT CORPORATION	State or Country Where Organized: GEORGIA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jim Aronowitz	Docket Number: 02137.104001
Attorney Primary Email Address: ja@fermatapartners.com	Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jim Aronowitz Fermata Partners, LLC 1440 Dutch Valley Place, Suite 101 ATLANTA, GEORGIA UNITED STATES 30324	
Phone: 404.996.1966	Fax: 404.572.5134
Correspondent e-mail: ja@fermatapartners.com	Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Apr. 16, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 16, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Apr. 16, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Apr. 16, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985

Feb. 09, 2016	TEAS SECTION 8 & 9 RECEIVED	
Apr. 04, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 17, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 17, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 73376 ACK.	
Apr. 17, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Mar. 26, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jul. 11, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 04, 2006	REGISTERED-PRINCIPAL REGISTER	
Feb. 17, 2006	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Nov. 22, 2005	EXTENSION OF TIME TO OPPOSE RECEIVED	
Oct. 25, 2005	PUBLISHED FOR OPPOSITION	
Oct. 05, 2005	NOTICE OF PUBLICATION	
Jul. 20, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jul. 15, 2005	ASSIGNED TO LIE	70138
Jul. 14, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 10, 2005	AMENDMENT FROM APPLICANT ENTERED	69350
May 17, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	69350
May 17, 2005	PAPER RECEIVED	
Nov. 15, 2004	NON-FINAL ACTION E-MAILED	6325
Nov. 15, 2004	NON-FINAL ACTION WRITTEN	78067
Nov. 15, 2004	ASSIGNED TO EXAMINER	78067
May 05, 2004	NEW APPLICATION ENTERED IN TRAM	
<b>▼ Maintenance Filings or Post Registration Information</b>		
Affidavit of Continued Use: Section 8 - Accepted		
Affidavit of Incontestability: Section 15 - Accepted		
Renewal Date: Apr. 04, 2016		
<b>▼ TM Staff and Location Information</b>		
TM Staff Information - None		
File Location		
Current Location: GENERIC WEB UPDATE		Date in Location: Apr. 16, 2016
<b>▲ Assignment Abstract Of Title Information - None recorded</b>		
<b>▼ Proceedings - Click to Load</b>		

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PATENT AND TRADEMARK OFFICE

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[Information Quality Guidelines](#)

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[USA.gov](#)  
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SEARCH	MULTI-SEARCH	?
US Serial, Registration, or Reference No. <input type="text" value="3044738"/>		
		<a href="#">Status</a> <a href="#">Documents</a>

Status results found

STATUS	DOCUMENTS	MAINTENANCE	?	Download	Print Preview
Generated on: This page was generated by TSDR on 2017-04-26 14:56:37 EDT					
Mark: HOW 'BOUT THEM DAWGS					
					
US Serial Number: 78411054		Application Filing Date: Apr. 30, 2004			
US Registration Number: 3044738		Registration Date: Jan. 17, 2006			
Register: Principal					
Mark Type: Trademark					
TM5 Common Status Descriptor:		 LIVE/REGISTRATION/Issued and Active			
The trademark application has been registered with the Office.					
Status: The registration has been renewed.					
Status Date: Jan. 03, 2016					
Publication Date: Oct. 25, 2005					
▼ Mark Information <a href="#">Collapse All</a>					
Mark Literal Elements: HOW 'BOUT THEM DAWGS					
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.					
Mark Drawing Type: 4 - STANDARD CHARACTER MARK					
▼ Related Properties Information					
Claimed Ownership of US Registrations: 1249346, 1945116					
▼ Goods and Services					
Note: The following symbols indicate that the registrant/owner has amended the goods/services: • Brackets [.] indicate deleted goods/services; • Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and • Asterisks *..* identify additional (new) wording in the goods/services.					
For: Clothing, namely boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties, and visors					
International Class(es): 025 - Primary Class		U.S Class(es): 022, 039			
Class Status: ACTIVE					
Basis: 1(a)					
First Use: Sep. 30, 1978		Use in Commerce: Sep. 30, 1978			
▼ Basis Information (Case Level)					
Filed Use: Yes		Currently Use: Yes		Amended Use: No	
Filed ITU: No		Currently ITU: No		Amended ITU: No	
Filed 44D: No		Currently 44D: No		Amended 44D: No	

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

**▼ Current Owner(s) Information****Owner Name:** University of Georgia Athletic Association, Inc.**Owner Address:** Butts/Mehre Heritage Hall  
1 Selig Circle  
Athens, GEORGIA UNITED STATES 30602**Legal Entity Type:** NON-PROFIT CORPORATION**State or Country Where  
Organized:** GEORGIA**▼ Attorney/Correspondence Information****Attorney of Record****Attorney Name:** Jim Aronowitz**Docket Number:** 53318.100001**Attorney Primary Email  
Address:** ja@fermatapartners.com**Attorney Email Authorized:** Yes**Correspondent****Correspondent  
Name/Address:** Jim Aronowitz  
Fermata Partners, LLC  
Suite 101  
1440 Dutch Valley Place  
ATLANTA, GEORGIA UNITED STATES 30324**Phone:** 404-537-5934**Fax:** 404.572.5134**Correspondent e-mail:** ja@fermatapartners.com**Correspondent e-mail  
Authorized:** Yes**Domestic Representative - Not Found****▼ Prosecution History**

Date	Description	Proceeding Number
Jan. 04, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 03, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Jan. 03, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Jan. 03, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
Oct. 26, 2015	TEAS SECTION 8 & 9 RECEIVED	
Dec. 17, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Dec. 17, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Dec. 17, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Nov. 04, 2011	TEAS SECTION 8 & 15 RECEIVED	
Jul. 11, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 17, 2006	REGISTERED-PRINCIPAL REGISTER	
Oct. 25, 2005	PUBLISHED FOR OPPOSITION	
Oct. 05, 2005	NOTICE OF PUBLICATION	
Jul. 20, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jul. 15, 2005	ASSIGNED TO LIE	70138
Jul. 14, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 10, 2005	AMENDMENT FROM APPLICANT ENTERED	69350
May 19, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	69350
May 19, 2005	PAPER RECEIVED	
Nov. 15, 2004	NON-FINAL ACTION E-MAILED	6325
Nov. 15, 2004	NON-FINAL ACTION WRITTEN	78067
Nov. 15, 2004	ASSIGNED TO EXAMINER	78067
May 06, 2004	NEW APPLICATION ENTERED IN TRAM	

**▼ Maintenance Filings or Post Registration Information****Affidavit of Continued Use:** Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 17, 2016

▼ **TM Staff and Location Information**

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jan. 03, 2016

▲ **Assignment Abstract Of Title Information - None recorded**

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TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

[Trademark Status & Document Retrieval \(TSDR\)](#) ?

SEARCH	MULTI-SEARCH	?
US Serial, Registration, or Reference No. ▼ 1945116		
		Status Documents

Status results found

STATUS	DOCUMENTS	MAINTENANCE	?	Download	Print Preview
Generated on: This page was generated by TSDR on 2017-04-26 14:57:36 EDT					
Mark: DAWGS		No Image exists for this case.			
US Serial Number: 74538321		Application Filing Date: Jun. 16, 1994			
US Registration Number: 1945116		Registration Date: Jan. 02, 1996			
Register: Principal					
Mark Type: Service Mark					
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active			
		The trademark application has been registered with the Office.			
Status: The registration has been renewed.					
Status Date: Feb. 19, 2016					
Publication Date: Oct. 10, 1995					
▼ Mark Information <span>▲ Collapse All</span>					
Mark Literal Elements: DAWGS					
Standard Character Claim: No					
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)					
▼ Goods and Services					
Note: The following symbols indicate that the registrant/owner has amended the goods/services: <ul style="list-style-type: none"><li>• Brackets [.] indicate deleted goods/services;</li><li>• Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li><li>• Asterisks *,* identify additional (new) wording in the goods/services.</li></ul>					
For: entertainment in the nature of football games					
International Class(es): 041 - Primary Class		U.S Class(es): 100, 101, 107			
Class Status: ACTIVE					
Basis: 1(a)					
First Use: 1976		Use in Commerce: 1976			
▼ Basis Information (Case Level)					
Filed Use: Yes		Currently Use: Yes		Amended Use: No	
Filed ITU: No		Currently ITU: No		Amended ITU: No	
Filed 44D: No		Currently 44D: No		Amended 44D: No	
Filed 44E: No		Currently 44E: No		Amended 44E: No	
Filed 66A: No		Currently 66A: No			
Filed No Basis: No		Currently No Basis: No			

### ▼ Current Owner(s) Information

**Owner Name:** University of Georgia Athletic Association, Inc., The

**Owner Address:** Butts-Mehr Heritage Hall  
1 Selig Circle  
Athens, GEORGIA UNITED STATES 30602

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** GEORGIA

### ▼ Attorney/Correspondence Information

#### Attorney of Record

**Attorney Name:** Jim Aronowitz

**Docket Number:** 53318.100001

**Attorney Primary Email  
Address:** ja@fermatapartners.com

**Attorney Email Authorized:** Yes

#### Correspondent

**Correspondent  
Name/Address:** Jim Aronowitz  
Fermata Partners, LLC  
Suite 101  
1440 Dutch Valley Place  
ATLANTA, GEORGIA UNITED STATES 30324

**Phone:** 404-537-5934

**Correspondent e-mail:** ja@fermatapartners.com

**Correspondent e-mail  
Authorized:** Yes

#### Domestic Representative - Not Found

### ▼ Prosecution History

Date	Description	Proceeding Number
Feb. 19, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 19, 2016	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	66607
Feb. 19, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	66607
Feb. 19, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Dec. 07, 2015	TEAS SECTION 8 & 9 RECEIVED	
Sep. 10, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
Sep. 10, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 10, 2008	ASSIGNED TO PARALEGAL	61619
Jun. 15, 2007	CASE FILE IN TIGRS	
Jul. 11, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 01, 2006	ASSIGNED TO PARALEGAL	59136
Sep. 29, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Sep. 29, 2005	TEAS SECTION 8 & 9 RECEIVED	
Nov. 21, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 19, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 02, 1996	REGISTERED-PRINCIPAL REGISTER	
Oct. 10, 1995	PUBLISHED FOR OPPOSITION	
Sep. 08, 1995	NOTICE OF PUBLICATION	
Jun. 06, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 17, 1995	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 19, 1994	NON-FINAL ACTION MAILED	
Nov. 10, 1994	ASSIGNED TO EXAMINER	69775

### ▼ Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jan. 02, 2016

### ▼ TM Staff and Location Information

**TM Staff Information - None**

**File Location**

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 19, 2016

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[Trademark Status & Document Retrieval \(TSDR\)](#) ?

SEARCH	MULTI-SEARCH	?
US Serial, Registration, or Reference No. ▼ 3044695		
		Status Documents

Status results found

STATUS	DOCUMENTS	MAINTENANCE	?	Download	Print Preview
Generated on: This page was generated by TSDR on 2017-04-26 14:58:17 EDT					
Mark: HAIRY DAWG					
HAIRY DAWG					
US Serial Number: 78405825		Application Filing Date: Apr. 21, 2004			
US Registration Number: 3044695		Registration Date: Jan. 17, 2006			
Register: Principal					
Mark Type: Trademark, Service Mark					
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active			
		The trademark application has been registered with the Office.			
Status: The registration has been renewed.					
Status Date: Jan. 28, 2016					
Publication Date: Oct. 25, 2005					
▼ Mark Information <a href="#">▲ Collapse All</a>					
Mark Literal Elements: HAIRY DAWG					
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.					
Mark Drawing Type: 4 - STANDARD CHARACTER MARK					
▼ Goods and Services					
Note: The following symbols indicate that the registrant/owner has amended the goods/services: <ul style="list-style-type: none"><li>• Brackets [...] indicate deleted goods/services;</li><li>• Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li><li>• Asterisks *..* identify additional (new) wording in the goods/services.</li></ul>					
For: (( Clothing, namely, boxer shorts, caps, coats, footwear, hats, infant wear, jackets, jerseys, pants, rainwear, shirts, shoes, shorts, sweatpants, sweatshirts, sweat suits, sweaters, T-shirts, ties, and visors ))					
International Class(es): 025 - Primary Class		U.S Class(es): 022, 039			
Class Status: ACTIVE					
Basis: 1(a)					
First Use: Dec. 31, 1988		Use in Commerce: Dec. 31, 1988			
For: Education services, namely providing instruction at the college level, and entertainment services, namely organizing and conducting collegiate sporting events					
International Class(es): 041 - Primary Class		U.S Class(es): 100, 101, 107			
Class Status: ACTIVE					
Basis: 1(a)					

First Use: Dec. 31, 1988

Use in Commerce: Dec. 31, 1988

## ▼ Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## ▼ Current Owner(s) Information

Owner Name: University of Georgia Athletic Association, Inc.

Owner Address: Butts/Mehre Heritage Hall  
1 Selig Circle  
Athens, GEORGIA UNITED STATES 30602

Legal Entity Type: NON-PROFIT CORPORATION

State or Country Where  
Organized: GEORGIA

## ▼ Attorney/Correspondence Information

## Attorney of Record

Attorney Name: Jim Aronowitz

Attorney Primary Email  
Address: ja@fermatapartners.com

Attorney Email Authorized: Yes

## Correspondent

Correspondent  
Name/Address: JIM ARONOWITZ  
FERMATA PARTNERS, LLC  
1440 DUTCH VALLEY PLACE  
SUITE 101  
ATLANTA, GEORGIA UNITED STATES 30324

Phone: 404-537-5934

Correspondent e-mail: ja@fermatapartners.com

Correspondent e-mail  
Authorized: Yes

## Domestic Representative - Not Found

## ▼ Prosecution History

Date	Description	Proceeding Number
Jan. 28, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 28, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Jan. 28, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	64591
Jan. 27, 2016	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Jan. 25, 2016	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	64591
Jan. 08, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Oct. 28, 2015	TEAS SECTION 8 & 9 RECEIVED	
Nov. 18, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Nov. 18, 2013	SEC. 15 ACKNOWLEDGEMENT - E-MAILED	
Oct. 29, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 08, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 08, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Jul. 17, 2012	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	75461
Jul. 25, 2013	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Jun. 26, 2013	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	75461
Jun. 25, 2013	PETITION TO DIRECTOR - GRANTED	80796
May 06, 2013	ASSIGNED TO PETITION STAFF	80796
Apr. 05, 2013	TEAS PETITION TO DIRECTOR RECEIVED	1111

Aug. 03, 2012	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	75461
Aug. 01, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jul. 17, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jul. 17, 2012	FAX RECEIVED	
Jul. 17, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 11, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 17, 2006	REGISTERED-PRINCIPAL REGISTER	
Oct. 25, 2005	PUBLISHED FOR OPPOSITION	
Oct. 05, 2005	NOTICE OF PUBLICATION	
Jul. 20, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jul. 15, 2005	ASSIGNED TO LIE	70138
Jul. 14, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 10, 2005	AMENDMENT FROM APPLICANT ENTERED	69350
May 17, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	69350
May 17, 2005	PAPER RECEIVED	
Nov. 15, 2004	NON-FINAL ACTION E-MAILED	6325
Nov. 15, 2004	NON-FINAL ACTION WRITTEN	78067
Nov. 15, 2004	ASSIGNED TO EXAMINER	78067
Apr. 30, 2004	NEW APPLICATION ENTERED IN TRAM	
<b>▼ Maintenance Filings or Post Registration Information</b>		
Affidavit of Continued Use: Section 8 - Accepted		
Affidavit of Incontestability: Section 15 - Accepted		
Renewal Date: Jan. 17, 2016		
<b>▼ TM Staff and Location Information</b>		
TM Staff Information - None		
File Location		
Current Location: GENERIC WEB UPDATE		Date in Location: Jan. 28, 2016
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