

ESTTA Tracking number: **ESTTA853942**

Filing date: **10/23/2017**

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	Shamrock Foods Company
Granted to Date of previous extension	10/22/2017
Address	3900 E. Camelback Road Phoenix, AZ 85018 UNITED STATES

Attorney information	Amanda J. Katzenstein Polsinelli PC Three Embarcadero Center Suite 2400 San Francisco, CA 94111 UNITED STATES Email: uspt@polsinelli.com, AKatzenstein@Polsinelli.com, jwillard@polsinelli.com, docketing@polsinelli.com Phone: 415.248.2169
----------------------	--

Applicant Information

Application No	87285671	Publication date	04/25/2017
Opposition Filing Date	10/23/2017	Opposition Period Ends	10/22/2017
Applicant	Brick & Mortar Distribution, LLC 10900 B Stonelake Blvd. #102 Austin, TX 75230 UNITED STATES		

Goods/Services Affected by Opposition


Class 005. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Dietary and nutritional supplements
Class 032. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Sports drinks, namely, recovery drinks

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
--------------------------------------	----------------------------

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3670760	Application Date	09/11/2008
Registration Date	08/18/2009	Foreign Priority Date	NONE

Word Mark	ROCKIN' REFUEL
Design Mark	
Description of Mark	NONE
Goods/Services	Class 029. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 Dairy products, namely, milk and milk based beverages, flavored milk and flavored milk-based beverages, all protein enriched

U.S. Application No.	87394094	Application Date	03/31/2017
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	ROCKIN' REFUEL PROTEIN
Design Mark	
Description of Mark	NONE
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Dairy products, namely, milk and milk based beverages, flavored milk and flavored milk-based beverages, all protein enriched

Attachments	77567929#TMSN.png(bytes) 87394094#TMSN.png(bytes) Notice of Opposition R3FUEL.pdf(41913 bytes) Exhibits A and B.pdf(564333 bytes)
-------------	--

Signature	/Amanda J. Katzenstein/
Name	Amanda J. Katzenstein
Date	10/23/2017

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

IN THE MATTER OF APPLICATION

Mark : R3FUEL
Applicant : Brick & Mortar Distribution, LLC
Serial No. : 87/285,671
Filed : December 30, 2016
Published in the
Official Gazette : April 25, 2017

SHAMROCK FOODS COMPANY)
)
 Opposer,)
) Opposition No. _____
v.)
)
BRICK & MORTAR DISTRIBUTION, LLC)
)
 Applicant.)

NOTICE OF OPPOSITION

Opposer Shamrock Foods Company, and its predecessors, successors, subsidiaries, and affiliated companies or divisions, (collectively, “Opposer”), believes that it will be damaged by the registration of the R3FUEL trademark, Application Serial No. 87/285,671 (the “Application”), by Brick & Mortar Distribution, LLC (“Applicant”) and opposes registration of this mark on the following grounds:

1. In its Application Serial No. 87/285,671, Applicant is seeking to obtain registration on the Principal Register of the mark R3FUEL as a trademark for use in connection with “Dietary and nutritional supplements” in International Class 5 and “Sports drinks, namely, recovery drinks” in International Class 32 (hereinafter, “Applicant’s Products”).

2. For more than eight years, Opposer has continuously used its ROCKIN’ REFUEL trademark and variations thereof on a variety of protein enriched beverages. Opposer currently

uses the ROCKIN' REFUEL trademark on numerous such chocolate, vanilla and strawberry flavored protein milk and milk-based beverages for muscle recovery and muscle building, as well as low calorie and younger athlete needs ("Opposer's Products").

3. Opposer owns the following non-exhaustive list of registrations and applications on the Principal Register of the United States Patent and Trademark Office for its ROCKIN' REFUEL trademarks and variations thereof:

U.S. Serial or Reg. No.	Trademark	Goods
3,670,760	ROCKIN' REFUEL	Dairy products, namely, milk and milk based beverages, flavored milk and flavored milk-based beverages, all protein enriched (in International Class 29)
87/394,094	ROCKIN' REFUEL PROTEIN	Dairy products, namely, milk and milk based beverages, flavored milk and flavored milk-based beverages, all protein enriched (in International Class 29)

The foregoing registration is hereinafter referred as to "Opposer's Mark," and it has become incontestable. Copies of Opposer's Registration and Application, and printouts from the United States Patent and Trademark Office database showing the current title and status of such registration and application, are attached hereto as Exhibits A and B. Opposer has used Opposer's Mark in connection with various protein enriched beverages since long before Applicant filed the Application.

4. Opposer has expended substantial monies in marketing, advertising and promoting Opposer's Mark and, through such sales and advertising, has generated substantial goodwill and customer recognition in such mark.

5. Opposer has even devoted an entire website to Opposer's Mark, available at: <http://rockinrefuel.com/>.

6. Opposer has derived substantial revenues from its sales of Opposer's Products under Opposer's Mark.

7. As a result of the marketing and sales of Opposer's Products under Opposer's Mark for many years, and of the public's widespread use of Opposer's Products, such products have come to be, and now are, well and favorably known under Opposer's Mark as products of high quality and reliability. Opposer's Mark is distinctive of Opposer's Products, are well-known, and valuable goodwill has been built up in Opposer's Mark. Such goodwill has been built up long before the filing date of the R3FUEL trademark set forth in Application Serial No. 87/285,671.

8. Applicant's filing of the Application and/or any use by Applicant of the R3FUEL trademark is without the consent or permission of Opposer.

9. Applicant's filing of the Application and/or any use by Applicant of the R3FUEL trademark has been with knowledge of the extensive prior use by Opposer of Opposer's Mark.

10. Opposer has priority over Applicant because Opposer's use of Opposer's Mark and Opposer's filing and registration dates of Opposer's Mark long precede Applicant's filing date for the Application.

11. Applicant's Products are identical and/or closely related to Opposer's Products.

12. Applicant's Products would be sold in identical or similar channels of trade as Opposer's Products and would be purchased by the same or similar consumers.

13. Applicant's R3FUEL trademark is confusingly similar to Opposer's Mark, and the registration thereof by Applicant in connection with Applicant's Products is likely to cause confusion, mistake or deception that Applicant's Products are those of Opposer or are otherwise endorsed, sponsored, or approved by Opposer, or cause confusion, mistake or deception as to the affiliation, connection or association between Applicant and Opposer.

14. If Applicant is permitted to use and register the R3FUEL trademark in connection with Applicant's Products, confusion in trade resulting in irreparable damage and injury to Opposer would be caused by reason of the similarity between Applicant's R3FUEL trademark and Opposer's Mark. Persons familiar with Opposer's Mark would be likely to buy or use Applicant's Products believing that such products are manufactured by, provided by, endorsed by, or associated with Opposer, which is not the case. Furthermore, any defect, objection or fault found with Applicant's Products marketed under the R3FUEL trademark would necessarily reflect upon and seriously injure the reputation which Opposer has established for its products sold under Opposer's Mark.

15. If Applicant is granted registration for the R3FUEL trademark as shown in Application Serial No. 87/285,671, Applicant would thereby obtain a *prima facie* exclusive right to use such mark, and such registration would be the source of irreparable damage and injury to Opposer.

PRAYER FOR RELIEF

WHEREFORE, Opposer prays that Application Serial No. 87/285,671 be rejected in connection with "Dietary and nutritional supplements" in International Class 5 and "Sports

drinks, namely, recovery drinks” in International Class 32, that the mark therein sought for such products be denied and refused, and that the Board grant all further relief favorable to Opposer that is necessary and just in these circumstances.

Respectfully submitted,

Date: October 23, 2017

/Amanda J. Katzenstein/
Amanda J. Katzenstein

Polsinelli LLP
Three Embarcadero Center, Suite 2400
San Francisco, CA 94111
akatzenstein@polsinelli.com
Tel: (415) 248-2169
One of the Attorneys for Opposer

CERTIFICATE OF FILING

I hereby certify that this Notice of Opposition was filed electronically through the TTAB's ESTTA (Electronic System for Trademark Trials and Appeals) system, on October 23, 2017.

Date: October 23, 2017

/Amanda J. Katzenstein/
Amanda J. Katzenstein

Polsinelli LLP
Three Embarcadero Center, Suite 2400
San Francisco, CA 94111
akatzenstein@polsinelli.com
Tel: (415) 248-2169
One of the Attorneys for Opposer

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true copy of the attached “NOTICE OF OPPOSITION” has been served upon Applicant by first class mail, postage prepaid, on October 23, 2017, with a copy to Applicant’s counsel of record, by first class mail, postage prepaid and e-mail, addressed to the following:

Brick & Mortar Distribution, LLC
10900 B Stonelake Blvd. #102
Austin, TEXAS 75230

S. Roxanne Edwards
roxanne.edwards@klemchuk.com
KLEMCHUK LLP
8150 N. CENTRAL EXPY, 10TH FLOOR
DALLAS, TEXAS 75206

Applicant

Attorneys for Applicant

/Amanda J. Katzenstein/
Amanda J. Katzenstein

Polsinelli LLP
Three Embarcadero Center, Suite 2400
San Francisco, CA 94111
akatzenstein@polsinelli.com
Tel: (415) 248-2169
One of the Attorneys for Opposer

EXHIBIT A

Int. Cl.: 29

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,670,760

Registered Aug. 18, 2009

**TRADEMARK
PRINCIPAL REGISTER**

ROCKIN' REFUEL

SHAMROCK FOODS COMPANY (ARIZONA
CORPORATION)
5080 N. 40TH STREET, SUITE 400
PHOENIX, AZ 85018

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: DAIRY PRODUCTS, NAMELY, MILK AND
MILK BASED BEVERAGES, FLAVORED MILK
AND FLAVORED MILK-BASED BEVERAGES, ALL
PROTEIN ENRICHED, IN CLASS 29 (U.S. CL. 46).

SN 77-567,929, FILED 9-11-2008.

FIRST USE 9-17-2008; IN COMMERCE 9-17-2008.

ROBIN CHOSID, EXAMINING ATTORNEY

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. 77567929 [Status](#) [Documents](#)

Status results found

STATUS	DOCUMENTS	MAINTENANCE
Generated on: This page was generated by TSDR on 2017-10-23 13:41:27 EDT		
Mark: ROCKIN' REFUEL		
ROCKIN' REFUEL		
US Serial Number:	77567929	Application Filing Date: Sep. 11, 2008
US Registration Number:	3670760	Registration Date: Aug. 18, 2009
Register:	Principal	
Mark Type:	Trademark	
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Office.	
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.	
Status Date:	Sep. 24, 2014	
Publication Date:	Feb. 03, 2009	Notice of Allowance Date: Apr. 28, 2009
Mark Information		
Related Properties Information		
Goods and Services		
Basis Information (Case Level)		
Current Owner(s) Information		
Owner Name:	Shamrock Foods Company	
Owner Address:	3900 E. Camelback Road, Suite 300 Phoenix, ARIZONA UNITED STATES 85018	
Legal Entity Type:	CORPORATION	State or Country Where Organized: ARIZONA
Attorney/Correspondence Information		
Prosecution History		
Maintenance Filings or Post Registration Information		
TM Staff and Location Information		
Assignment Abstract Of Title Information - Click to Load		
Proceedings - Click to Load		

[Download Adobe Reader](#)

If you are the applicant or the applicant's attorney and have questions about this file, please contact the Trademark Assistance Center

BROWSE BY TOPIC[Patents](#)
[Trademarks](#)
[Learning & Resources](#)
[About the USPTO](#)
[Glossary](#)
[Careers](#)
[Contact Us](#)**ABOUT THIS SITE**[Accessibility](#)
[Privacy Policy](#)
[Terms of Use](#)
[Security](#)
[Systems Status](#)
[Site Map](#)**USPTO BACKGROUND**[Federal Activity](#)
[Inventory Reform Act \(FAIR\)](#)
[USPTO Budget and Performance](#)
[Freedom of Information Act](#)
[Information Quality Guidelines](#)**FEDERAL GOVERNMENT**[Regulations.gov](#)
[StopFakes.gov](#)
[USA.gov](#)
[Department of Commerce](#)
[Strategy Targeting](#)
[Organized Privacy](#)

EXHIBIT B

Trademark/Service Mark Application, Principal Register

Serial Number: 87394094

Filing Date: 03/31/2017

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	87394094
MARK INFORMATION	
*MARK	ROCKIN' REFUEL PROTEIN
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	ROCKIN' REFUEL PROTEIN
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Shamrock Foods Company
*STREET	3900 E. Camelback Road, Suite 300
*CITY	Phoenix
*STATE (Required for U.S. applicants)	Arizona
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants)	85018
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Arizona
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	029
*IDENTIFICATION	Dairy products, namely, milk and milk based beverages, flavored milk and flavored milk-based beverages, all protein enriched.
FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of active prior U.S. Registration Number(s) 3670760.
ATTORNEY INFORMATION	
NAME	Andrea M. Porterfield

ATTORNEY DOCKET NUMBER	066185563963
FIRM NAME	Polsinelli PC
STREET	900 W. 48th Place, Suite 900
CITY	Kansas City
STATE	Missouri
COUNTRY	United States
ZIP/POSTAL CODE	64112
PHONE	8167531000
FAX	8167531536
EMAIL ADDRESS	uspt@polsinelli.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Kathryn T. Allen, Margaret Arcaro, Ari M. Bai, Corey M. Casey, Ana I. Christian, Brad Crawford, Rhiannon D'Agostin, Ronald M. Daignault, Todd A. Davidovits, Elton F. Dean, III, Mark T. Deming, Karen Dickinson, Brian B. Diekhoff, Derek D. Donahoe, Kate J. Doty, Gregory P. Durbin, Taryn A. Elliott, Jeffrey E. Fine, Timothy D. Fontes, Christopher L. Hines, Gary E. Hood, S. Wade Johnson, Amanda Katzenstein, J. Morgan Kirley, Anne L. Kleindienst, Gregory M. Kratofil, Jr., Todd M. Malynn, Joshua M. McCaig, Daniel P. Mullarkey, Tara A. Nealey, Michael D. Pegues, Jay E. Pietig, Nicole A. Poulos, Joshua Pranckun, Adam C. Rehm, Rebecca C. Riley-Vargas, Marcia J. Rodgers, Alyssa Sandrowitz, Ajay Sharma, Melvin J. Sims, Matthew J. Smith, Colby B. Springer, James M. Stipek, Richard P. Stitt, Lawrence A. Swain, Peter G. Thurlow, Matt Todd, , Milan Vinnola, Adam S. Weiss, Jason A. Wietjes, Michael A. Williamson, Spencer R. Wood, Patrick C. Woolley, and Timothy A. Worrall
CORRESPONDENCE INFORMATION	
NAME	Andrea M. Porterfield
FIRM NAME	Polsinelli PC
STREET	900 W. 48th Place, Suite 900
CITY	Kansas City
STATE	Missouri
COUNTRY	United States
ZIP/POSTAL CODE	64112
PHONE	8167531000
FAX	8167531536
*EMAIL ADDRESS	uspt@polsinelli.com;jwillard@polsinelli.com; akleindienst@polsinelli.com; aporterfield@polsinelli.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1

APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/Andrea M. Porterfield/
SIGNATORY'S NAME	Andrea M. Porterfield
SIGNATORY'S POSITION	Attorney of record, Missouri bar member
SIGNATORY'S PHONE NUMBER	8167531000
DATE SIGNED	03/31/2017

Trademark/Service Mark Application, Principal Register

Serial Number: 87394094

Filing Date: 03/31/2017

To the Commissioner for Trademarks:

MARK: ROCKIN' REFUEL PROTEIN (Standard Characters, see [mark](#))

The literal element of the mark consists of ROCKIN' REFUEL PROTEIN.

The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Shamrock Foods Company, a corporation of Arizona, having an address of
3900 E. Camelback Road, Suite 300
Phoenix, Arizona 85018
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 029: Dairy products, namely, milk and milk based beverages, flavored milk and flavored milk-based beverages, all protein enriched.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 3670760.

The applicant's current Attorney Information:

Andrea M. Porterfield and Kathryn T. Allen, Margaret Arcaro, Ari M. Bai, Corey M. Casey, Ana I. Christian, Brad Crawford, Rhiannon D'Agostin, Ronald M. Daignault, Todd A. Davidovits, Elton F. Dean, III, Mark T. Deming, Karen Dickinson, Brian B. Diekhoff, Derek D. Donahoe, Kate J. Doty, Gregory P. Durbin, Taryn A. Elliott, Jeffrey E. Fine, Timothy D. Fontes, Christopher L. Hines, Gary E. Hood, S. Wade Johnson, Amanda Katzenstein, J. Morgan Kirley, Anne L. Kleindienst, Gregory M. Kratofil, Jr., Todd M. Malynn, Joshua M. McCaig, Daniel P. Mullarkey, Tara A. Nealey, Michael D. Pegues, Jay E. Pietig, Nicole A. Poulos, Joshua Prankun, Adam C. Rehm, Rebecca C. Riley-Vargas, Marcia J. Rodgers, Alyssa Sandrowitz, Ajay Sharma, Melvin J. Sims, Matthew J. Smith, Colby B. Springer, James M. Stipek, Richard P. Stitt, Lawrence A. Swain, Peter G. Thurlow, Matt Todd, Milan Vinnola, Adam S. Weiss, Jason A. Wietjes, Michael A. Williamson, Spencer R. Wood, Patrick C. Woolley, and Timothy A. Worrall of Polsinelli PC 900 W. 48th Place, Suite 900

Kansas City, Missouri 64112

United States

8167531000(phone)

8167531536(fax)

uspt@polsinelli.com (authorized)

The attorney docket/reference number is 066185563963.

The applicant's current Correspondence Information:

Andrea M. Porterfield

Polsinelli PC

900 W. 48th Place, Suite 900

Kansas City, Missouri 64112

8167531000(phone)

8167531536(fax)

uspt@polsinelli.com;jwillard@polsinelli.com; akleindienst@polsinelli.com; aporterfield@polsinelli.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the

Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- The facts set forth in the application are true.

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- The facts set forth in the application are true.

To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.

To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Andrea M. Porterfield/ Date: 03/31/2017
Signatory's Name: Andrea M. Porterfield
Signatory's Position: Attorney of record, Missouri bar member
Payment Sale Number: 87394094
Payment Accounting Date: 04/03/2017

Serial Number: 87394094
Internet Transmission Date: Fri Mar 31 13:58:11 EDT 2017
TEAS Stamp: USPTO/BAS-XX.XX.XXX.XXX-2017033113581125
5718-87394094-580c555f9fe821dcfc467489d9
c41f0d903a79dfea603fb499de946519944d47d3
-DA-203-20170331135648168481

ROCKIN' REFUEL PROTEIN

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. 87394094 [Status](#) [Documents](#)

Status results found

STATUS	DOCUMENTS ?
Generated on: This page was generated by TSDR on 2017-10-23 13:43:22 EDT	
Mark: ROCKIN' REFUEL PROTEIN	
ROCKIN' REFUEL PROTEIN	
US Serial Number: 87394094	Application Filing Date: Mar. 31, 2017
Filed as TEAS RF: Yes	Currently TEAS RF: Yes
Register: Principal	
Mark Type: Trademark	
TMS Common Status Descriptor:	LIVE/APPLICATION/Published for Opposition
	A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.
Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.	
Status Date: Oct. 17, 2017	
Publication Date: Aug. 22, 2017	Notice of Allowance Date: Oct. 17, 2017
Mark Information Expand All	
Related Properties Information	
Goods and Services	
Basis Information (Case Level)	
Current Owner(s) Information	
Owner Name: Shamrock Foods Company	
Owner Address: 3900 E. Camelback Road, Suite 300 Phoenix, ARIZONA UNITED STATES 85018	
Legal Entity Type: CORPORATION	State or Country Where Organized: ARIZONA
Attorney/Correspondence Information	
Prosecution History	
TM Staff and Location Information	
Assignment Abstract Of Title Information - Click to Load	
Proceedings - Click to Load	

Download Adobe Reader

If you are the applicant or the applicant's attorney and have questions about this file, please contact the Trademark Assistance Center

BROWSE BY TOPIC

[Patents](#)
[Trademarks](#)
[Learning & Resources](#)
[About the USPTO](#)
[Glossary](#)
[Careers](#)
[Contact Us](#)

ABOUT THIS SITE

[Accessibility](#)
[Privacy Policy](#)
[Terms of Use](#)
[Security](#)
[Systems Status](#)
[Site Map](#)

USPTO BACKGROUND

[Federal Activity](#)
[Inventory Reform Act \(FAIR\)](#)
[USPTO Budget and Performance](#)
[Freedom of Information Act](#)
[Information Quality Guidelines](#)

FEDERAL GOVERNMENT

[Regulations.gov](#)
[StopFakes.gov](#)
[USA.gov](#)
[Department of Commerce](#)
[Strategy Targeting](#)
[Organized Piracy](#)

