

ESTTA Tracking number: **ESTTA871613**

Filing date: **01/17/2018**

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	Green Bay Packers, Inc.		
Entity	Corporation	Citizenship	Wisconsin
Address	1265 Lombardi Avenue Green Bay, WI 54304 UNITED STATES		

Attorney information	Anthony A. Tomaselli Quarles & Brady LLP 33 East Main Street, Suite 900 Madison, WI 53703 UNITED STATES Email: aat@quarles.com, anita.boor@quarles.com, bryce.loken@quarles.com, meme.hilley@quarles.com Phone: 608-251-5000		
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**Applicant Information**

Application No	87554702	Publication date	12/19/2017
Opposition Filing Date	01/17/2018	Opposition Period Ends	01/18/2018
Applicant	McClatchy U.S.A., Inc. 2100 Q Street Sacramento, CA 95816 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 041. First Use: 2016/08/17 First Use In Commerce: 2016/08/17 All goods and services in the class are opposed, namely: Entertainment services, namely, providing temporary use of non-downloadable documentary films featuring sports teams and human interest stories made available through video streaming via the Internet
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**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.	1802761	Application Date	10/09/1990
Registration Date	11/02/1993	Foreign Priority Date	NONE

Word Mark	TITLETOWN U.S.A.
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1990/11/01 First Use In Commerce: 1990/11/01 men's, women's and children's wearing apparel; namely, T-shirts, [ sweatshirts,] knit shirts, and caps


U.S. Registration No.	4287727	Application Date	11/30/2011
Registration Date	02/12/2013	Foreign Priority Date	NONE


Word Mark	TITLETOWN
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1993/01/11 First Use In Commerce: 1993/01/11 caps, shirts, and sweatshirts

U.S. Registration No.	4593153	Application Date	11/24/2010
Registration Date	08/26/2014	Foreign Priority Date	NONE

Word Mark	TITLETOWN
Design Mark	
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2010/06/28 First Use In Commerce: 2010/07/29 Arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; Hotel, bar and restaurant services

U.S. Registration	4593156	Application Date	11/29/2010
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No.			
Registration Date	08/26/2014	Foreign Priority Date	NONE
Word Mark	TITLETOWN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 2011/01/26 First Use In Commerce: 2011/01/26 Real estate development		

U.S. Registration No.	5266300	Application Date	06/23/2014
Registration Date	08/15/2017	Foreign Priority Date	NONE
Word Mark	TITLETOWN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 039. First use: First Use: 2016/12/11 First Use In Commerce: 2016/12/11 parking lot services; provision of car parking facilities		

U.S. Registration No.	4113947	Application Date	02/02/2011
Registration Date	03/20/2012	Foreign Priority Date	NONE
Word Mark	TITLETOWN TOWEL		

Design Mark	TITLETOWN TOWEL
Description of Mark	NONE
Goods/Services	Class 024. First use: First Use: 2011/01/27 First Use In Commerce: 2011/01/27 Towels

Attachments	85484279#TMSN.png( bytes ) 85184656#TMSN.png( bytes ) 85185938#TMSN.png( bytes ) 86317386#TMSN.png( bytes ) 85232189#TMSN.png( bytes ) Notice of Opposition.pdf(140609 bytes ) Exhibit A.pdf(270060 bytes ) Exhibit B.pdf(249649 bytes ) Exhibit C.pdf(371079 bytes ) Exhibit D.pdf(275955 bytes ) Exhibit E.pdf(261420 bytes ) Exhibit F.pdf(243415 bytes ) Exhibit G.pdf(4932235 bytes ) Exhibit H.pdf(5213689 bytes ) Exhibit I.pdf(4895617 bytes ) Exhibit J.pdf(392217 bytes )
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Signature	/Anthony A. Tomaselli/
Name	Anthony A. Tomaselli
Date	01/17/2018

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

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Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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**NOTICE OF OPPOSITION**

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Green Bay Packers, Inc. (“Opposer”) believes that it will be damaged by registration of the TITLETOWN, TX mark as applied for in Application Serial No. 87/554,702 (“Application”) by McClatchy U.S.A., Inc. (“Applicant”) and hereby opposes the same, pursuant to 15 U.S.C. § 1063(a).

The grounds for this Opposition are as follows:

1. Opposer is a corporation organized under the laws of Wisconsin, with its principal place of business located at 1265 Lombardi Avenue, Green Bay, WI 54304.
2. Opposer fields a professional football team, the Green Bay Packers (“Packers”), which plays in the National Football League (“NFL”).
3. The Packers are one of the oldest teams in the NFL and have won 13 league championships—more than any other team in the NFL.
4. The Packers appear on national television during the pre-season, regular season, and frequently in the post-season.

5. The Packers have an extremely loyal and geographically diverse fan base and command immense amounts of goodwill as a result.

### **Opposer's Common Law Marks**

6. Opposer is the owner of all rights, title, and interest in the mark TITLETOWN and variations thereof. These marks include TITLETOWN, TITLETOWN U.S.A., and TITLETOWN TOWEL (collectively, "TITLETOWN marks").

7. Since as early as the 1960s, Opposer has made widespread and continuous use of the TITLETOWN marks in connection with the Packers.

8. Opposer has used and is continuing to use the TITLETOWN marks in connection with: entertainment services related to football; video recordings and broadcast media related to football; digital content available via the Internet; news and commentary services related to football; education, training, entertainment, and cultural activities; and merchandise associated with the Packers' team, such as football related clothing and memorabilia.

9. Commencing long prior to the filing date of the Application and Applicant's date of alleged first use of the TITLETOWN, TX mark and continuing through the present, Opposer has used the TITLETOWN marks in United States interstate commerce for entertainment services related to football, for video recordings and broadcast media related to football, on merchandise associated with the Packers' team, such as clothing and memorabilia, and for real estate development.

10. Since first adopting and using the TITLETOWN marks, Opposer has made a substantial investment in advertising and promoting the TITLETOWN mark in association with the Packers' entertainment initiatives. For example, the Packers recently completed Titledown—a \$65 million 45-acre real-estate development project, adjacent to the Packers' football stadium

in Green Bay, Wisconsin, that features a full-sized football field that displays the Titledown logo mid-field and the TITLETOWN mark in the end zone. Titledown also includes a public plaza, park, hotel, brewery and restaurant, and a health clinic. In addition, the Packers have announced expansion plans for Titledown to include new residences and retail space and TitledownTech—a technology and innovation center in partnership with Microsoft.

11. By virtue of Opposer’s long, continuous, and exclusive use of the TITLETOWN mark and extensive advertising and promotion of goods and services under the TITLETOWN mark, purchasers, potential purchasers, and the general public have come to widely recognize the TITLETOWN mark as being associated with a single source, and further recognize the single source as Opposer.

12. Opposer’s TITLETOWN mark is distinctive with regard to entertainment services related to football, video recordings and broadcast media related to football, news and commentary services related to football, merchandise associated with the Packers’ football team, and real estate development.

**Opposer’s Registered Marks**

13. Opposer is the owner of all rights, title, and interest in, and will rely herein upon, the following federal registrations:

<b>Mark</b>	<b>Reg. No.</b>	<b>Issue Date</b>	<b>Goods &amp; Services</b>	<b>First Use</b>
TITLETOWN U.S.A.	1,802,761	Nov. 02, 1993	Class 25: men's, women's and children's wearing apparel; namely, T-shirts, [ sweatshirts, ] knit shirts, and caps	Nov. 01, 1990
TITLETOWN	4,287,727	Feb. 12, 2013	Class 25: caps, shirts, and sweatshirts	Jan. 11, 1993

TITLETOWN	4,593,153	Aug. 26, 2014	Class 43: Arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; Hotel, bar and restaurant services	Jun. 28, 2010
TITLETOWN	4,593,156	Aug. 26, 2014	Class 37: Real estate development	Jan. 26, 2011
TITLETOWN	5,266,300	Aug. 15, 2017	Class 39: parking lot services; provision of car parking facilities	Dec. 11, 2016
TITLETOWN TOWEL	4,113,947	Mar. 20, 2012	Class 24: Towels	Jan. 27, 2011

- a. Captured information from the TESS and TSDR electronic databases of the U.S. Patent & Trademark Office (“USPTO”) showing the current status and title of U.S. Registration No. 1,802,761 for TITLETOWN U.S.A. are collectively attached as **Exhibit A**. Said registration is valid and subsisting, and is *prima facie* evidence of Opposer’s exclusive right to use the TITLETOWN U.S.A. mark in commerce in connection with the goods and services specified in the registration. This registration also has achieved incontestable status.
  
- b. Captured information from the TESS and TSDR electronic databases of the USPTO showing the current status and title of U.S. Registration No. 4,287,727 for TITLETOWN are collectively attached as **Exhibit B**. Said registration is valid and subsisting, and is *prima facie* evidence of Opposer’s exclusive right to use the TITLETOWN mark in commerce in connection with the goods and services specified in the registration.
  
- c. Captured information from the TESS and TSDR electronic databases of the USPTO showing the current status and title of U.S. Registration No. 4,593,153 for TITLETOWN are collectively attached as **Exhibit C**. Said



registration is valid and subsisting, and is *prima facie* evidence of Opposer's exclusive right to use the TITLETOWN mark in commerce in connection with the goods and services specified in the registration.

- d. Captured information from the TESS and TSDR electronic databases of the USPTO showing the current status and title of U.S. Registration No. 4,593,156 for TITLETOWN are collectively attached as **Exhibit D**. Said registration is valid and subsisting, and is *prima facie* evidence of Opposer's exclusive right to use the TITLETOWN mark in commerce in connection with the goods and services specified in the registration.
- e. Captured information from the TESS and TSDR electronic databases of the USPTO showing the current status and title of U.S. Registration No. 5,266,300 for TITLETOWN are collectively attached as **Exhibit E**. Said registration is valid and subsisting, and is *prima facie* evidence of Opposer's exclusive right to use the TITLETOWN mark in commerce in connection with the goods and services specified in the registration.
- f. Captured information from the TESS and TSDR electronic databases of the USPTO showing the current status and title of U.S. Registration No. 4,113,947 for TITLETOWN TOWEL are collectively attached as **Exhibit F**. Said registration is valid and subsisting, and is *prima facie* evidence of Opposer's exclusive right to use the TITLETOWN TOWEL mark in commerce in connection with the goods and services specified in the registration. This registration also has achieved incontestable status.

14. Since its initial use of its registered and common law TITLETOWN marks, Opposer has made substantial investments in the advertising and promoting of its goods and services under its TITLETOWN marks.

15. Opposer has advertised, promoted, offered, and rendered Opposer's goods and services in connection with its TITLETOWN marks to the public through channels of trade in commerce.

16. Opposer's customers and the public in general have come to know and recognize Opposer's registered and common law TITLETOWN marks and associate the same with Opposer and/or the goods and services offered, sold, and rendered by Opposer.

17. Opposer has established goodwill in connection with the sales of its goods and services in connection with its TITLETOWN marks.

18. Accordingly, Opposer's TITLETOWN marks are distinctive and have acquired secondary meaning.

19. Opposer also has several pending federal applications for TITLETOWN on a variety of goods and services, including:

<b>Mark</b>	<b>Application Serial No.</b>	<b>File Date</b>	<b>Goods &amp; Services</b>
TITLETOWN	86/332,543	Jul. 09, 2014	Class 41: providing recreation facilities

TITLETOWN	86/332,538	Jul. 09, 2014	Class 35: Advertising of commercial or residential real estate; Event planning and management for marketing, branding, promoting or advertising the goods and services of others; Managing and operating resort hotels and business conference centers of others; Negotiation and renegotiation for others of leases and subleases and real estate purchase agreements; Providing real estate leads for prospective purchasers; Real estate advertising services; Real estate sales management; administrative management of a football-related museum; Business management for others, namely, business management of a football-related museum
TITLETOWN	86/511,439	Jan. 22, 2015	Class 36: Arranging of leases and rental agreements for real estate; Assessment and management of real estate; Leasing of real estate; Real estate acquisition services; Real estate management services; Real estate services, namely, rental, brokerage, leasing and management of commercial property, offices and office space
TITLETOWN	87/399,819	Apr. 05, 2017	Class 43: Hotel services
TITLETOWN	87/435,684	May 03, 2017	Class 36: Venture capital funding services to emerging and start-up companies; capital investment; incubation services, namely, rental of office space to freelancers, start-ups, existing businesses and non-profits
TITLETOWN	87/435,675	May 03, 2017	Class 44: Medical clinic services; medical services in the fields of orthopedic care and sports medicine
TITLETOWNTECH	87/651,115	Oct. 18, 2017	Class 36: venture capital funding services to emerging and start-up companies; capital investment; incubation services, namely, rental of office space to freelancers, start-ups, existing businesses and non-profits

20. Should any of these pending federal applications mature into registrations during the pendency of this proceeding, Opposer intends to also rely upon each matured registration.

### **Opposers' Distinctive Family of Marks**

21. Opposer's TITLETOWN marks are part of a family of marks because they all share the same common "TITLETOWN" prefix, which is the distinguishing element of the marks.

22. Opposer's customers, fans, and the relevant purchasing public in general have come to know and recognize the TITLETOWN prefix and associate the same with Opposer and/or the goods and services offered, sold, and rendered by Opposer.

23. Opposer has established goodwill in connection with the sales of its goods and services in connection with its family of TITLETOWN marks.

24. Accordingly, Opposer's family of TITLETOWN marks is distinctive and has acquired secondary meaning.

### **Opposers' Marks' Famousness**

25. Opposer has used, promoted, and advertised its TITLETOWN marks in connection with the Packers' football team and on an ever-expanding range of goods and services since the 1960s.

26. Opposer's long-standing use of its TITLETOWN marks has made the TITLETOWN marks famous and exclusively associated with the Opposer in the mind of the consuming public.

27. Opposer's association with TITLETOWN is documented in third-party media accounts. For example, a newspaper ran a "TITLETOWN U.S.A. '61" "special edition" highlighting the Packers' championship season. In December of 1996, ESPN ran a nationally televised program titled "Inside Titledown USA" which documented the Packers' ascension and

reign as Titledown USA. Moreover, a random sampling of third-party news articles demonstrates the continuing associations of the Packers and TITLETOWN in the media.

28. A recent survey concluded the term TITLETOWN is known to virtually the entire population of consumers surveyed and a substantial majority of those who are aware of the term TITLETOWN, associate it specifically with the Green Bay Packers.

29. The USPTO has denied at least three applications to register TITLETOWN related marks because “‘Titledown’ is a term that is used to identify the Green Bay Packers. Therefore, Registration is refused because the applied-for mark consists of or includes matter which may falsely suggest a connection with the GREEN BAY PACKERS. Although the GREEN BAY PACKERS are not connected with the goods and/or services provided by applicant under the applied-for mark, the GREEN BAY PACKERS are so famous that consumers would presume a connection.” (**Exhibit G**, Application Serial No. 77/491,519, 09/20/2008 Office Action; **Exhibit H**, Application Serial No. 77/505,293, 09/20/2008 Office Action; **Exhibit I**, Application Serial No. 77/515,965, 09/21/2008 Office Action).

30. Accordingly, prior to Applicant’s filing date, Opposer’s TITLETOWN mark and/or common law and registered family of TITLETOWN marks have achieved widespread recognition with the general public to be connected exclusively with the goods and services offered by Opposer, making the TITLETOWN marks and family of TITLETOWN marks famous as understood by Trademark Act Section 43(c), 15 U.S.C. § 1125(c).

#### **Applicant’s Previous Application**

31. Upon information and belief, on August 19, 2016, Applicant McClatchy U.S.A., Inc. filed an application for registration of TITLETOWN, TX. Said application was given Serial No. 87/145,061 by the USPTO.

32. Captured information from the TESS and TSDR electronic databases of the USPTO for U.S. Application Serial No. 87/145,061 for TITLETOWN, TX are collectively attached as **Exhibit J**.

33. As filed, the goods and services recited in Application Serial No. 87/145,061 were:

Class 38: Providing non-downloadable documentary films featuring sports teams and human interest stories through video streaming via the Internet

34. As filed, the date of first use alleged in Application Serial No. 87/145,061 was August 17, 2016.

35. On December 14, 2016, the USPTO mailed an Office Action informing Applicant that Opposer's prior-filed pending application—U.S. Application Serial No. 86/332,543 for TITLETOWN—preceded Applicant's filing date and that Applicant's mark might be refused for registration because of a likelihood of confusion between the two marks:

The filing date of pending U.S. Application Serial No. 86332543 precedes applicant's filing date. See attached referenced application. If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks. See 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 et seq. Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

36. On July 12, 2017, the USPTO issued a Notice of Abandonment for Application Serial No. 87/145,061 because Applicant did not submit a response to the December 14, 2016 Office Action within the 6-month response period.

### **Applicant's Mark and Application**

37. Upon information and belief, on August 3, 2017, McClatchy U.S.A., Inc. filed another application for registration of the alleged TITLETOWN, TX mark. Said application was given Serial No. 87/554,702 by the USPTO and is the subject of this Opposition.

38. Upon information and belief, Applicant McClatchy U.S.A., Inc. is a corporation organized under the laws of Delaware with its principal place of business located at 2100 Q Street, Sacramento, California 95816.

39. Upon information and belief, the TITLETOWN, TX mark of Application Serial No. 87/554,702 was published for Opposition in the *Official Gazette* on December 19, 2017.

40. As published for Opposition, the goods and services recited in Application Serial No. 87/554,702 are:

Class 41: Entertainment services, namely, providing temporary use of non-downloadable documentary films featuring sports teams and human interest stories made available through video streaming via the Internet

41. Upon information and belief, Applicant uses the TITLETOWN, TX mark of Application Serial No. 87/554,702 on football related documentaries available publicly for streaming via the Internet.

42. As published for Opposition, the date of first use alleged in Application Serial No. 87/554,702 is August 17, 2016.

### **FIRST GROUND OF OPPOSITION PRIORITY AND LIKLIHOOD OF CONFUSION**

43. Opposer repeats, re-alleges, and incorporates by reference paragraphs 1-42 above.

44. Applicant's TITLETOWN, TX mark so resembles Opposer's common law and registered family of TITLETOWN marks that, when applied to the proposed goods and/or services of Applicant, use and registration of Applicant's TITLETOWN, TX mark would be

likely to cause confusion, mistake, and/or deception as to the source or origin of Applicant's goods and services in violation of Trademark Section 2(d), 15 U.S.C. § 1052(d).

45. The goods and services identified in the Application are so similar and/or so closely related to the goods and services offered by Opposer under its common law and registered family of TITLETOWN marks that the public is likely to be confused, to be deceived, and to erroneously believe that Applicant's goods and/or services are produced and/or rendered by, emanate from, or are in some way associated with Opposer, or that Applicant is in some way connected with, sponsored by, endorsed by, or affiliated with Opposer.

46. Likelihood of confusion is enhanced by the fact that Opposer's common law and registered family of TITLETOWN marks are strong, well-known, and entitled to broad scope of protection.

47. Likelihood of confusion is enhanced by the fact that the goods and services in the Application are likely to be offered through the same channels of trade as to the same classes of prospective purchasers or consumers as the goods and services offered by Opposer under its common law and registered family of TITLETOWN marks.

48. Likelihood of confusion is enhanced by the fact that the services identified in the Application are likely to be advertised and promoted in the same or similar types of media, trade shows, and channels of trade as the goods and services offered by Opposer under its common law and registered family of TITLETOWN marks.

49. Applicant is not affiliated with, connected with, or endorsed or sponsored by Opposer. Opposer has not approved or authorized Applicant to register or use the TITLETOWN, TX mark in United States commerce with regard to the goods and services identified in Applicant's Application Serial No. 87/554,702.



50. Applicant's use and registration of its TITLETOWN, TX mark will injure and damage Opposer and the goodwill and reputation of Opposer's common law and registered family of TITLETOWN marks.

51. Applicant's use and registration of its TITLETOWN, TX mark is likely to cause confusion, mistake, and deception in the minds of the public and will cause damage and injury to both Opposer and the public. Therefore, the alleged TITLETOWN, TX mark, as set forth in Applicant's Application Serial No. 87/554,702, should be denied registration, inter alia, under 15 U.S.C. § 1052(d).

**SECOND GROUND OF OPPOSITION**  
**DILUTION**

52. Opposer repeats, re-alleges, and incorporates by reference paragraphs 1-51 above.

53. Opposer has used its common law and registered TITLETOWN marks for such a period of time and has invested such extensive resources promoting and advertising its goods and services with its TITLETOWN marks, that Opposer's TITLETOWN marks and/or Opposer's family of TITLETOWN marks have achieved widespread renown with the general public and are thus famous as understood by Trademark Act Section 43(c), 15 U.S.C. § 1125(c).

54. Applicant's TITLETOWN, TX mark is a nearly identical imitation of, and so resembles Opposer's famous TITLETOWN marks and/or Opposer's family of TITLETOWN marks as to be likely to dilute the distinctive quality of Opposer's famous TITLETOWN marks and/or family of TITLETOWN marks, in violation of Trademark Act Section 43(c), 15 U.S.C. § 1125(c).

55. Opposer, upon information and belief, avers that it will be damaged by the registration by Applicant of the alleged TITLETOWN, TX mark, as set forth in Applicant's

Application Serial No. 87/554,702, in that the mark is likely to dilute the distinctive quality of Opposer's famous TITLETOWN marks and/or family of TITLETOWN marks.

**PRAYER FOR RELIEF**

WHEREFORE, Opposer files this Notice of Opposition and requests that this Opposition be sustained and that the Board deny Applicant's registration for the TITLETOWN, TX mark as set forth in Application Serial No. 87/554,702.

The required filing fee for this Opposition is being submitted herewith through ESTTA. The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 17-0055.

Dated this 17th day of January, 2018.

Respectfully submitted,

/Anthony A. Tomaselli/

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Applicant.

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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**EXHIBIT A TO NOTICE OF OPPOSITION**

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**Trademarks > Trademark Electronic Search System (TESS)**

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- ( Use the "Back" button of the Internet Browser to return to TESS)

# Typed Drawing

**Word Mark** TITLETOWN U.S.A.

**Goods and Services** IC 025. US 022 039. G & S: men's, women's and children's wearing apparel; namely, T-shirts, [ sweatshirts, ] knit shirts, and caps. FIRST USE: 19901101. FIRST USE IN COMMERCE: 19901101

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 74104760

**Filing Date** October 9, 1990

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** July 2, 1991

**Registration Number** 1802761

**Registration Date** November 2, 1993

**Owner** (REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54307

**Attorney of Record** Anastasia Danias

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "U.S.A." APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20131105.

**Renewal** 2ND RENEWAL 20131105

**Live/Dead Indicator** LIVE

- [TESS HOME](#)
- [NEW USER](#)
- [STRUCTURED](#)
- [FREE FORM](#)
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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)** [?](#)

<a href="#">SEARCH</a>	<a href="#">MULTI-SEARCH</a> <a href="#">?</a>
US Serial, Registration, or Reference No.	1802761
<a href="#">Status</a>	<a href="#">Documents</a>

Status results found

<a href="#">STATUS</a>	<a href="#">DOCUMENTS</a>	<a href="#">MAINTENANCE</a> <a href="#">?</a>	<a href="#">Download</a> ▲	<a href="#">Print Preview</a>
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**Generated on:** This page was generated by TSDR on 2018-01-11 13:38:30 EST

**Mark:** TITLETOWN U.S.A. No Image exists for this case.

**US Serial Number:** 74104760 **Application Filing Date:** Oct. 09, 1990

**US Registration Number:** 1802761 **Registration Date:** Nov. 02, 1993

**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:** Nov. 05, 2013

**Publication Date:** Jul. 02, 1991 **Notice of Allowance Date:** Sep. 24, 1991

▼ **Mark Information**

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**Mark Literal Elements:** TITLETOWN U.S.A.

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Disclaimer:** "U.S.A."

▼ **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:** men's, women's and children's wearing apparel; namely, T-shirts, [ sweatshirts, ] knit shirts, and caps

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 01, 1990

Use in Commerce: Nov. 01, 1990

### ▼ Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	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: Green Bay Packers, Inc.

Owner Address: 1265 Lombardi Avenue  
Green Bay, WISCONSIN UNITED STATES 54307

Legal Entity Type: CORPORATION

State or Country Where  
Organized: WISCONSIN

### ▼ Attorney/Correspondence Information

#### Attorney of Record

Attorney Name: Anastasia Danias

#### Correspondent

Correspondent Name/Address: Anastasia Danias  
National Football League  
345 Park Avenue  
NEW YORK, NEW YORK UNITED STATES 10154

Phone: 212-450-2000

#### Domestic Representative - Not Found

### ▼ Prosecution History

Date	Description	Proceeding Number
Nov. 05, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Nov. 05, 2013	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76985
Nov. 05, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Oct. 31, 2013	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76985
Nov. 05, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Oct. 31, 2013	TEAS SECTION 8 & 9 RECEIVED	
Sep. 13, 2007	CASE FILE IN TICRS	
Oct. 02, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Oct. 02, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 17, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 17, 2003	PAPER RECEIVED	

Feb. 23, 2000	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 29, 1999	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 02, 1993	REGISTERED-PRINCIPAL REGISTER	
Aug. 07, 1993	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 28, 1993	ASSIGNED TO EXAMINER	69773
Jan. 04, 1993	NON-FINAL ACTION MAILED	
Nov. 03, 1992	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Oct. 19, 1992	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 07, 1992	ASSIGNED TO EXAMINER	69773
Oct. 01, 1992	STATEMENT OF USE PROCESSING COMPLETE	
Sep. 11, 1992	USE AMENDMENT FILED	
Apr. 01, 1992	EXTENSION 1 GRANTED	
Mar. 18, 1992	EXTENSION 1 FILED	
Sep. 24, 1991	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 02, 1991	PUBLISHED FOR OPPOSITION	
Jun. 01, 1991	NOTICE OF PUBLICATION	
Feb. 20, 1991	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 12, 1991	EXAMINER'S AMENDMENT MAILED	
Feb. 05, 1991	ASSIGNED TO EXAMINER	69773

**▼ Maintenance Filings or Post Registration Information**

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

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

**Renewal Date:** Nov. 02, 2013

**▼ TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Nov. 05, 2013

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

**▼ Proceedings**

**Summary**

**Number of Proceedings:** 1

**▼ Type of Proceeding: Opposition**

[▲ Collapse All](#)

<b>Proceeding Number:</b> <a href="#">91195660</a>	<b>Filing Date:</b> Jul 14, 2010
<b>Status:</b> Terminated	<b>Status Date:</b> Oct 26, 2010
<b>Interlocutory Attorney:</b> GEORGE POLOGEORGIS	
<b>Defendant</b>	
<b>Name:</b> Brian Cox	
<b>Correspondent Address:</b> BRIAN COX 1889 MAVERICK TRL LAS CRUCES NM UNITED STATES , 88007-4523	
<b>Correspondent e-mail:</b> <a href="mailto:sportsaccs1@zianet.com">sportsaccs1@zianet.com</a>	

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
TITLE TOWN TALK SHOW	Abandoned - After Inter-Partes Decision	<a href="#">77877609</a>	
<b>Plaintiff(s)</b>			
<b>Name:</b>	Green Bay Packers, Inc.		
<b>Correspondent Address:</b>	ANTHONY A TOMASELLI QUARLES & BRADY LLP 33 E MAIN STREET, SUITE 900 MADISON WI UNITED STATES , 53703		
<b>Correspondent e-mail:</b>	<a href="mailto:tm-dept@quarles.com">tm-dept@quarles.com</a>		
<b>Associated marks</b>			
Mark	Application Status	Serial Number	Registration Number
TITLETOWN U.S.A.	Renewed	<a href="#">74104760</a>	<a href="#">1802761</a>
<b>Prosecution History</b>			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 14, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 14, 2010	Aug 23, 2010
3	PENDING, INSTITUTED	Jul 14, 2010	
4	NOTICE OF DEFAULT	Sep 09, 2010	
5	BOARD'S DECISION: SUSTAINED	Oct 26, 2010	
6	TERMINATED	Oct 26, 2010	

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[Organized Piracy](#)





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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

---

**EXHIBIT B TO NOTICE OF OPPOSITION**

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# TITLETOWN

<b>Word Mark</b>	<b>TITLETOWN</b>
<b>Goods and Services</b>	IC 025. US 022 039. G & S: caps, shirts, and sweatshirts. FIRST USE: 19930111. FIRST USE IN COMMERCE: 19930111
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85484279
<b>Filing Date</b>	November 30, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 27, 2012
<b>Registration Number</b>	4287727
<b>Registration Date</b>	February 12, 2013
<b>Owner</b>	(REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54307
<b>Attorney of Record</b>	Anthony A. Tomaselli
<b>Prior Registrations</b>	1802761
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	<b>LIVE</b>

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**Mark:** TITLETOWN

**TITLETOWN**

**US Serial Number:** 85484279

**Application Filing Date:** Nov. 30, 2011

**US Registration Number:** 4287727

**Registration Date:** Feb. 12, 2013

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Feb. 12, 2013

**Publication Date:** Nov. 27, 2012

**Mark Information**

[Collapse All](#)

**Mark Literal Elements:** TITLETOWN

**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:** [1802761](#)

**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.

<b>For:</b>	caps, shirts, and sweatshirts		
<b>International Class(es):</b>	025 - Primary Class	<b>U.S Class(es):</b>	022, 039
<b>Class Status:</b>	ACTIVE		
<b>Basis:</b>	1(a)		
<b>First Use:</b>	Jan. 11, 1993	<b>Use in Commerce:</b>	Jan. 11, 1993
<b>▼ Basis Information (Case Level)</b>			
<b>Filed Use:</b>	Yes	<b>Currently Use:</b>	Yes
<b>Filed ITU:</b>	No	<b>Currently ITU:</b>	No
<b>Filed 44D:</b>	No	<b>Currently 44D:</b>	No
<b>Filed 44E:</b>	No	<b>Currently 44E:</b>	No
<b>Filed 66A:</b>	No	<b>Currently 66A:</b>	No
<b>Filed No Basis:</b>	No	<b>Currently No Basis:</b>	No
<b>▼ Current Owner(s) Information</b>			
<b>Owner Name:</b>	Green Bay Packers, Inc.		
<b>Owner Address:</b>	1265 Lombardi Avenue Green Bay, WISCONSIN UNITED STATES 54307		
<b>Legal Entity Type:</b>	CORPORATION	<b>State or Country Where Organized:</b>	WISCONSIN
<b>▼ Attorney/Correspondence Information</b>			
<b>Attorney of Record</b>			
<b>Attorney Name:</b>	Anthony A. Tomaselli	<b>Docket Number:</b>	137173.00019
<b>Attorney Primary Email Address:</b>	tm-dept@quarles.com	<b>Attorney Email Authorized:</b>	No
<b>Correspondent</b>			
<b>Correspondent Name/Address:</b>	ANTHONY A. TOMASELLI QUARLES & BRADY LLP 33 E MAIN ST STE 900 MADISON, WISCONSIN UNITED STATES 53703-3095		
<b>Phone:</b>	608-251-5000	<b>Fax:</b>	608-251-9166
<b>Correspondent e-mail:</b>	tm-dept@quarles.com	<b>Correspondent e-mail Authorized:</b>	Yes
<b>Domestic Representative - Not Found</b>			
<b>▼ Prosecution History</b>			
<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>	
Feb. 12, 2013	REGISTERED-PRINCIPAL REGISTER		
Nov. 27, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED		
Nov. 27, 2012	PUBLISHED FOR OPPOSITION		
Nov. 07, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED		
Oct. 23, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171	
Oct. 23, 2012	ASSIGNED TO LIE	68171	
Oct. 09, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER		
Sep. 14, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889	
Sep. 13, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889	
Sep. 13, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED		

Mar. 13, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 13, 2012	NON-FINAL ACTION E-MAILED	6325
Mar. 13, 2012	NON-FINAL ACTION WRITTEN	80796
Mar. 13, 2012	ASSIGNED TO EXAMINER	80796
Dec. 07, 2011	NOTICE OF PSEUDO MARK MAILED	
Dec. 06, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 03, 2011	NEW APPLICATION ENTERED IN TRAM	

▼ **TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 12, 2013

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

▲ **Proceedings - None recorded**

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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

---

**EXHIBIT C TO NOTICE OF OPPOSITION**

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# TITLETOWN

<b>Word Mark</b>	<b>TITLETOWN</b>
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; Hotel, bar and restaurant services. FIRST USE: 20100628. FIRST USE IN COMMERCE: 20100729
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85184656
<b>Filing Date</b>	November 24, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 26, 2011
<b>Registration Number</b>	4593153
<b>Registration Date</b>	August 26, 2014
<b>Owner</b>	(REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54307
<b>Attorney of Record</b>	Bennett J. Berson
<b>Prior Registrations</b>	1802761

**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Trademark Status & Document Retrieval (TSDR) ?**

<b>SEARCH</b>	<b>MULTI-SEARCH ?</b>
US Serial, Registration, or Reference No.	4593153
<b>Status</b>	<b>Documents</b>

Status results found

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**Mark:** TITLETOWN

# TITLETOWN

**US Serial Number:** 85184656

**Application Filing Date:** Nov. 24, 2010

**US Registration Number:** 4593153

**Registration Date:** Aug. 26, 2014

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Cancellation/Invalidation Pending

This trademark application has been registered with the Office, but it is currently undergoing a challenge which may result in its removal from the registry.

**Status:** A cancellation proceeding is pending at the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

**Status Date:** Mar. 14, 2016

**Publication Date:** Apr. 26, 2011

**Notice of Allowance Date:** Jun. 21, 2011

**▼ Mark Information**

▲ Collapse All

**Mark Literal Elements:** TITLETOWN

**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:** 1802761

**▼ 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:** Arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; Hotel, bar and restaurant services

**International Class(es):** 043 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 28, 2010

**Use in Commerce:** Jul. 29, 2010

#### ▼ Basis Information (Case Level)

<b>Filed Use:</b>	No	<b>Currently Use:</b>	Yes	<b>Amended Use:</b>	No
<b>Filed ITU:</b>	Yes	<b>Currently ITU:</b>	No	<b>Amended ITU:</b>	No
<b>Filed 44D:</b>	No	<b>Currently 44D:</b>	No	<b>Amended 44D:</b>	No
<b>Filed 44E:</b>	No	<b>Currently 44E:</b>	No	<b>Amended 44E:</b>	No
<b>Filed 66A:</b>	No	<b>Currently 66A:</b>	No		
<b>Filed No Basis:</b>	No	<b>Currently No Basis:</b>	No		

#### ▼ Current Owner(s) Information

**Owner Name:** Green Bay Packers, Inc.

**Owner Address:** 1265 Lombardi Avenue  
Green Bay, WISCONSIN UNITED STATES 54307

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** WISCONSIN

#### ▼ Attorney/Correspondence Information

##### Attorney of Record

**Attorney Name:** Bennett J. Berson

**Docket Number:** 137173.00010

**Attorney Primary Email Address:** [tm-dept@quarles.com](mailto:tm-dept@quarles.com)

**Attorney Email Authorized:** Yes

##### Correspondent

**Correspondent Name/Address:** ANTHONY A TOMASELLI  
QUARLES & BRADY LLP  
33 E MAIN STREET  
SUITE 900  
MADISON, WISCONSIN UNITED STATES 53703

**Phone:** 608-251-5000

**Fax:** 608-251-9166

**Correspondent e-mail:** [tm-dept@quarles.com](mailto:tm-dept@quarles.com)

**Correspondent e-mail Authorized:** Yes

##### Domestic Representative - Not Found

#### ▼ Prosecution History

Date	Description	Proceeding Number
Mar. 14, 2016	CANCELLATION INSTITUTED NO. 999999	63295
Aug. 26, 2014	REGISTERED-PRINCIPAL REGISTER	
Jul. 23, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 22, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 01, 2014	STATEMENT OF USE PROCESSING COMPLETE	66230
Jun. 23, 2014	USE AMENDMENT FILED	66230
Jun. 23, 2014	TEAS STATEMENT OF USE RECEIVED	
Dec. 18, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	

Dec. 17, 2013	EXTENSION 5 GRANTED	66230
Dec. 12, 2013	EXTENSION 5 FILED	66230
Dec. 12, 2013	TEAS EXTENSION RECEIVED	
Jun. 06, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 05, 2013	EXTENSION 4 GRANTED	66230
Jun. 01, 2013	EXTENSION 4 FILED	66230
Jun. 01, 2013	TEAS EXTENSION RECEIVED	
Jan. 16, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 15, 2013	EXTENSION 3 GRANTED	66230
Dec. 20, 2012	EXTENSION 3 FILED	66230
Dec. 20, 2012	TEAS EXTENSION RECEIVED	
Jul. 12, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 11, 2012	EXTENSION 2 GRANTED	66230
Jun. 15, 2012	EXTENSION 2 FILED	66230
Jul. 11, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jun. 15, 2012	TEAS EXTENSION RECEIVED	
Dec. 22, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 20, 2011	EXTENSION 1 GRANTED	98765
Dec. 20, 2011	EXTENSION 1 FILED	98765
Dec. 20, 2011	TEAS EXTENSION RECEIVED	
Jun. 21, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 26, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2011	PUBLISHED FOR OPPOSITION	
Mar. 23, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Mar. 22, 2011	ASSIGNED TO LIE	68171
Mar. 04, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 04, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 04, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E- MAILED	6328
Mar. 04, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 04, 2011	EXAMINERS AMENDMENT -WRITTEN	83216
Mar. 04, 2011	ASSIGNED TO EXAMINER	83216
Dec. 01, 2010	NOTICE OF PSEUDO MARK MAILED	
Nov. 30, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 27, 2010	NEW APPLICATION ENTERED IN TRAM	

### ▼ TM Staff and Location Information

#### TM Staff Information - None

#### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 22, 2014

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



## Proceedings

### Summary

Number of Proceedings: 1

### ▼ Type of Proceeding: Cancellation

▲ Collapse All

Proceeding Number: [92063295](#)

Filing Date: Mar 10, 2016

Status: Pending

Status Date: Mar 10, 2016

Interlocutory Attorney: MARY CATHERINE FAINT

#### Defendant

Name: Green Bay Packers, Inc.

Correspondent Address: ANTHONY A TOMASELLI  
 QUARLES & BRADY LLP  
 33 E MAIN STREET, SUITE 900  
 MADISON WI UNITED STATES , 53703

Correspondent e-mail: [bennett.berson@quarles.com](mailto:bennett.berson@quarles.com) , [anthony.tomaselli@quarles.com](mailto:anthony.tomaselli@quarles.com) , [martha.snyder@quarles.com](mailto:martha.snyder@quarles.com) , [trademarks@quarles.com](mailto:trademarks@quarles.com) , [aat@quarles.com](mailto:aat@quarles.com) , [anita.boor@quarles.com](mailto:anita.boor@quarles.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
TITLETOWN	Cancellation Pending	<a href="#">85184656</a>	<a href="#">4593153</a>

#### Plaintiff(s)

Name: Titledown Brewing Co., LLC

Correspondent Address: NICHOLAS A KEES  
 GODFREY & KAHN SC  
 833 EAST MICHIGAN STREET, SUITE 1800  
 MILWAUKEE WI UNITED STATES , 53202-5615

Correspondent e-mail: [docketing@gklaw.com](mailto:docketing@gklaw.com) , [nakees@gklaw.com](mailto:nakees@gklaw.com) , [alandsman@gklaw.com](mailto:alandsman@gklaw.com) , [jgregor@gklaw.com](mailto:jgregor@gklaw.com) , [apeterson@gklaw.com](mailto:apeterson@gklaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
TITLETOWN BREWING CO	Ex Parte Appeal Pending	<a href="#">86391059</a>	
TITLETOWN BREWING CO 1996	Ex Parte Appeal Pending	<a href="#">86391204</a>	

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 10, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 14, 2016	Apr 23, 2016
3	PENDING, INSTITUTED	Mar 14, 2016	
4	D APPEARANCE / POWER OF ATTORNEY	Apr 21, 2016	
5	CHANGE OF CORRESP ADDRESS	Apr 21, 2016	
6	STIP FOR EXT	Apr 21, 2016	
7	EXTENSION OF TIME GRANTED	Apr 21, 2016	
8	ANSWER	Jun 22, 2016	
9	D APPEARANCE / POWER OF ATTORNEY	Jul 21, 2016	
10	STIPULATED PROTECTIVE ORDER	Jul 29, 2016	
11	STIP NOTED AND APPROVED	Sep 01, 2016	
12	D MOT TO COMPEL DISCOVERY	Oct 07, 2016	
13	P APPEARANCE / POWER OF ATTORNEY	Oct 17, 2016	

14	D AMENDED MOTION TO COMPEL	Oct 17, 2016
15	P OPP/RESP TO MOTION	Oct 24, 2016
16	SUSP PEND DISP OF OUTSTNDNG MOT	Nov 02, 2016
17	D REPLY IN SUPPORT OF MOTION	Nov 08, 2016
18	PROCEEDINGS RESUMED	Jan 27, 2017
19	MOT TO AMEND REGISTRATION (FEE)	Apr 05, 2017
20	TRIAL DATES REMAIN AS SET	Apr 25, 2017
21	P OPP/RESP TO MOTION	Apr 25, 2017
22	CHANGE OF CORRESP ADDRESS	Apr 28, 2017
23	CHANGE OF CORRESP ADDRESS	May 03, 2017
24	TRIAL DATES REMAIN AS SET	Jun 01, 2017
25	P MOT FOR SUMMARY JUDGMENT	Jun 15, 2017
26	P MOT FOR SUMMARY JUDGMENT	Jun 15, 2017
27	P MOT FOR SUMMARY JUDGMENT	Jun 15, 2017
28	P MOT FOR SUMMARY JUDGMENT	Jun 15, 2017
29	Confidential Plaintiff's Summary Judgment	Jun 15, 2017
30	D MOT FOR EXT W/ CONSENT	Jun 23, 2017
31	SUSP PEND DISP OF OUTSTNDNG MOT	Jul 20, 2017
32	D OPP/RESP TO MOTION	Aug 16, 2017
33	D OPP/RESP TO MOTION	Aug 16, 2017
34	D OPP/RESP TO MOTION	Aug 16, 2017
35	D OPP/RESP TO MOTION	Aug 16, 2017
36	Confidential Defendant's Opposition/Response to Motion	Aug 16, 2017
37	Confidential Defendant's Opposition/Response to Motion	Aug 16, 2017
38	Confidential Defendant's Opposition/Response to Motion	Aug 16, 2017
39	Confidential Defendant's Opposition/Response to Motion	Aug 16, 2017
40	Confidential Defendant's Opposition/Response to Motion	Aug 16, 2017
41	PROC REMAIN SUSPENDED	Aug 26, 2017
42	Confidential Defendant's Opposition/Response to Motion	Aug 30, 2017
43	D OPP/RESP TO MOTION	Aug 30, 2017
44	D OPP/RESP TO MOTION	Aug 30, 2017
45	D OPP/RESP TO MOTION	Aug 30, 2017
46	D OPP/RESP TO MOTION	Aug 30, 2017
47	D OPP/RESP TO MOTION	Aug 30, 2017
48	P OPP/RESP TO MOTION	Sep 29, 2017
49	P OPP/RESP TO MOTION	Sep 29, 2017
50	Confidential Plaintiff's Opposition/Response to Motion	Sep 29, 2017

51	P OPP/RESP TO MOTION	Sep 29, 2017
52	D REPLY IN SUPPORT OF MOTION	Oct 19, 2017
53	Other Motions/Papers	Oct 19, 2017
54	D REPLY IN SUPPORT OF MOTION	Oct 19, 2017
55	CROSS-MOTIONS FOR SUMMARY JUDGEMENT DENIED	Jan 08, 2018

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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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**EXHIBIT D TO NOTICE OF OPPOSITION**

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# TITLETOWN

<b>Word Mark</b>	<b>TITLETOWN</b>
<b>Goods and Services</b>	IC 037. US 100 103 106. G & S: Real estate development. FIRST USE: 20110126. FIRST USE IN COMMERCE: 20110126
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85185938
<b>Filing Date</b>	November 29, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 26, 2011
<b>Registration Number</b>	4593156
<b>Registration Date</b>	August 26, 2014
<b>Owner</b>	(REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54307
<b>Attorney of Record</b>	Bennett J. Berson
<b>Prior Registrations</b>	1802761
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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Status results found

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**Mark:** TITLETOWN

# TITLETOWN

**US Serial Number:** 85185938

**Application Filing Date:** Nov. 29, 2010

**US Registration Number:** 4593156

**Registration Date:** Aug. 26, 2014

**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:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Aug. 26, 2014

**Publication Date:** Apr. 26, 2011

**Notice of Allowance Date:** Jun. 21, 2011

**▼ Mark Information**

[▲ Collapse All](#)

**Mark Literal Elements:** TITLETOWN

**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:** [1802761](#)

**▼ 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.

<b>For:</b>	Real estate development		
<b>International Class(es):</b>	037 - Primary Class	<b>U.S Class(es):</b>	100, 103, 106
<b>Class Status:</b>	ACTIVE		
<b>Basis:</b>	1(a)		
<b>First Use:</b>	Jan. 26, 2011	<b>Use in Commerce:</b>	Jan. 26, 2011
<b>▼ Basis Information (Case Level)</b>			
<b>Filed Use:</b>	No	<b>Currently Use:</b>	Yes
<b>Filed ITU:</b>	Yes	<b>Currently ITU:</b>	No
<b>Filed 44D:</b>	No	<b>Currently 44D:</b>	No
<b>Filed 44E:</b>	No	<b>Currently 44E:</b>	No
<b>Filed 66A:</b>	No	<b>Currently 66A:</b>	No
<b>Filed No Basis:</b>	No	<b>Currently No Basis:</b>	No
<b>▼ Current Owner(s) Information</b>			
<b>Owner Name:</b>	Green Bay Packers, Inc.		
<b>Owner Address:</b>	1265 Lombardi Avenue Green Bay, WISCONSIN UNITED STATES 54307		
<b>Legal Entity Type:</b>	CORPORATION	<b>State or Country Where Organized:</b>	WISCONSIN
<b>▼ Attorney/Correspondence Information</b>			
<b>Attorney of Record</b>			
<b>Attorney Name:</b>	Bennett J. Berson	<b>Docket Number:</b>	137173.00013
<b>Attorney Primary Email Address:</b>	tm-dept@quarles.com	<b>Attorney Email Authorized:</b>	Yes
<b>Correspondent</b>			
<b>Correspondent Name/Address:</b>	BENNETT J. BERSON QUARLES & BRADY LLP 33 E MAIN ST STE 900 MADISON, WISCONSIN UNITED STATES 53703-3095		
<b>Phone:</b>	608-251-5000	<b>Fax:</b>	608-251-9166
<b>Correspondent e-mail:</b>	tm-dept@quarles.com	<b>Correspondent e-mail Authorized:</b>	Yes
<b>Domestic Representative - Not Found</b>			
<b>▼ Prosecution History</b>			
<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>	
Aug. 26, 2014	REGISTERED-PRINCIPAL REGISTER		
Jul. 25, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED		
Jul. 24, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED		
Jul. 05, 2014	STATEMENT OF USE PROCESSING COMPLETE	66154	
Jun. 23, 2014	USE AMENDMENT FILED	66154	
Jun. 23, 2014	TEAS STATEMENT OF USE RECEIVED		
Dec. 20, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED		
Dec. 19, 2013	EXTENSION 5 GRANTED	66154	
Dec. 12, 2013	EXTENSION 5 FILED	66154	
Dec. 12, 2013	TEAS EXTENSION RECEIVED		

Jul. 03, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 02, 2013	EXTENSION 4 GRANTED	66154
Jun. 01, 2013	EXTENSION 4 FILED	66154
Jun. 28, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Jun. 01, 2013	TEAS EXTENSION RECEIVED	
Jan. 01, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 31, 2012	EXTENSION 3 GRANTED	76985
Dec. 20, 2012	EXTENSION 3 FILED	76985
Dec. 20, 2012	TEAS EXTENSION RECEIVED	
Jul. 12, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 11, 2012	EXTENSION 2 GRANTED	76985
Jun. 18, 2012	EXTENSION 2 FILED	76985
Jul. 11, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76985
Jun. 18, 2012	TEAS EXTENSION RECEIVED	
Dec. 22, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 20, 2011	EXTENSION 1 GRANTED	98765
Dec. 20, 2011	EXTENSION 1 FILED	98765
Dec. 20, 2011	TEAS EXTENSION RECEIVED	
Jun. 21, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 26, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2011	PUBLISHED FOR OPPOSITION	
Mar. 23, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Mar. 22, 2011	ASSIGNED TO LIE	68171
Mar. 04, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 04, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 04, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E- MAILED	6328
Mar. 04, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 04, 2011	EXAMINERS AMENDMENT -WRITTEN	83216
Mar. 04, 2011	ASSIGNED TO EXAMINER	83216
Dec. 04, 2010	NOTICE OF PSEUDO MARK MAILED	
Dec. 03, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 02, 2010	NEW APPLICATION ENTERED IN TRAM	
<b>▼ TM Staff and Location Information</b>		
<b>TM Staff Information - None</b>		
<b>File Location</b>		
<b>Current Location:</b>	PUBLICATION AND ISSUE SECTION	<b>Date in Location:</b> Jul. 24, 2014
<b>▲ Assignment Abstract Of Title Information - None recorded</b>		
<b>▲ Proceedings - None recorded</b>		

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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# TITLETOWN

<b>Word Mark</b>	<b>TITLETOWN</b>
<b>Goods and Services</b>	IC 039. US 100 105. G & S: parking lot services; provision of car parking facilities. FIRST USE: 20161211. FIRST USE IN COMMERCE: 20161211
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86317386
<b>Filing Date</b>	June 23, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 11, 2014
<b>Registration Number</b>	5266300
<b>Registration Date</b>	August 15, 2017
<b>Owner</b>	(REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54307
<b>Attorney of Record</b>	Bennett J. Berson
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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US Serial, Registration, or Reference No. 5266300 Status Documents

Status results found

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Mark: TITLETOWN

TITLETOWN

US Serial Number: 86317386

Application Filing Date: Jun. 23, 2014

US Registration Number: 5266300

Registration Date: Aug. 15, 2017

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: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 15, 2017

Publication Date: Nov. 11, 2014

Notice of Allowance Date: Jan. 06, 2015

Mark Information

Collapse All

Mark Literal Elements: TITLETOWN

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:

- 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: parking lot services; provision of car parking facilities

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

**Basis:** 1(a)**First Use:** Dec. 11, 2016**Use in Commerce:** Dec. 11, 2016**▼ Basis Information (Case Level)**

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

**▼ Current Owner(s) Information****Owner Name:** Green Bay Packers, Inc.**Owner Address:** 1265 Lombardi Avenue  
Green Bay, WISCONSIN UNITED STATES 54307**Legal Entity Type:** CORPORATION**State or Country Where  
Organized:** WISCONSIN**▼ Attorney/Correspondence Information****Attorney of Record****Attorney Name:** Bennett J. Berson**Docket Number:** 137173.00033**Attorney Primary Email  
Address:** [tm-dept@quarles.com](mailto:tm-dept@quarles.com)**Attorney Email Authorized:** Yes**Correspondent****Correspondent  
Name/Address:** BENNETT J. BERSON  
QUARLES & BRADY LLP  
33 E MAIN ST STE 900  
MADISON, WISCONSIN UNITED STATES 53703-3095**Phone:** (608) 251-5000**Fax:** (608) 251-9166**Correspondent e-mail:** [tm-dept@quarles.com](mailto:tm-dept@quarles.com)**Correspondent e-mail  
Authorized:** Yes**Domestic Representative - Not Found****▼ Prosecution History**

Date	Description	Proceeding Number
Aug. 15, 2017	REGISTERED-PRINCIPAL REGISTER	
Jul. 08, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 07, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 27, 2017	STATEMENT OF USE PROCESSING COMPLETE	66154
May 26, 2017	USE AMENDMENT FILED	66154
May 26, 2017	TEAS STATEMENT OF USE RECEIVED	
Dec. 24, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 22, 2016	EXTENSION 4 GRANTED	98765
Dec. 22, 2016	EXTENSION 4 FILED	98765
Dec. 22, 2016	TEAS EXTENSION RECEIVED	
May 21, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 20, 2016	EXTENSION 3 GRANTED	66154



May 18, 2016	EXTENSION 3 FILED	66154
May 18, 2016	TEAS EXTENSION RECEIVED	
Jan. 22, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 21, 2016	EXTENSION 2 GRANTED	66154
Dec. 07, 2015	EXTENSION 2 FILED	66154
Jan. 17, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Dec. 07, 2015	TEAS EXTENSION RECEIVED	
Jul. 01, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 29, 2015	EXTENSION 1 GRANTED	98765
Jun. 29, 2015	EXTENSION 1 FILED	98765
Jun. 29, 2015	TEAS EXTENSION RECEIVED	
Jan. 06, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 11, 2014	PUBLISHED FOR OPPOSITION	
Oct. 22, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E- MAILED	
Sep. 29, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 29, 2014	ASSIGNED TO EXAMINER	76741
Jul. 01, 2014	NOTICE OF PSEUDO MARK E-MAILED	
Jun. 30, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 26, 2014	NEW APPLICATION ENTERED IN TRAM	

▼ **TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 07, 2017

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

▲ **Proceedings - None recorded**

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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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**EXHIBIT F TO NOTICE OF OPPOSITION**

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# TITLETOWN TOWEL

<b>Word Mark</b>	TITLETOWN TOWEL
<b>Goods and Services</b>	IC 024. US 042 050. G & S: Towels. FIRST USE: 20110127. FIRST USE IN COMMERCE: 20110127
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85232189
<b>Filing Date</b>	February 2, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	January 3, 2012
<b>Registration Number</b>	4113947
<b>Registration Date</b>	March 20, 2012
<b>Owner</b>	(REGISTRANT) Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue Green Bay WISCONSIN 54304
<b>Attorney of Record</b>	Nikki Hart
<b>Prior Registrations</b>	1802761
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TOWEL" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**Mark:** TITLETOWN TOWEL

TITLETOWN TOWEL

**US Serial Number:** 85232189

**Application Filing Date:** Feb. 02, 2011

**US Registration Number:** 4113947

**Registration Date:** Mar. 20, 2012

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Mar. 20, 2012

**Publication Date:** Jan. 03, 2012

**Mark Information**

[Collapse All](#)

**Mark Literal Elements:** TITLETOWN TOWEL

**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

**Disclaimer:** "TOWEL"

**Related Properties Information**

**Claimed Ownership of US Registrations:** [1802761](#)

**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:** Towels

**International Class(es):** 024 - Primary Class

**U.S Class(es):** 042, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 27, 2011

**Use in Commerce:** Jan. 27, 2011

#### ▼ Basis Information (Case Level)

<b>Filed Use:</b>	Yes	<b>Currently Use:</b>	Yes	<b>Amended Use:</b>	No
<b>Filed ITU:</b>	No	<b>Currently ITU:</b>	No	<b>Amended ITU:</b>	No
<b>Filed 44D:</b>	No	<b>Currently 44D:</b>	No	<b>Amended 44D:</b>	No
<b>Filed 44E:</b>	No	<b>Currently 44E:</b>	No	<b>Amended 44E:</b>	No
<b>Filed 66A:</b>	No	<b>Currently 66A:</b>	No		
<b>Filed No Basis:</b>	No	<b>Currently No Basis:</b>	No		

#### ▼ Current Owner(s) Information

**Owner Name:** Green Bay Packers, Inc.

**Owner Address:** 1265 Lombardi Avenue  
Green Bay, WISCONSIN UNITED STATES 54304

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** WISCONSIN

#### ▼ Attorney/Correspondence Information

##### Attorney of Record

**Attorney Name:** Nikki Hart

**Attorney Primary Email Address:** [trademarkmatters@nfl.com](mailto:trademarkmatters@nfl.com)

**Attorney Email Authorized:** No

##### Correspondent

**Correspondent Name/Address:** NIKKI HART  
NATIONAL FOOTBALL LEAGUE  
280 PARK AVE  
NEW YORK, NEW YORK UNITED STATES 10017

**Phone:** 212-450-2000

**Correspondent e-mail:** [trademarkmatters@nfl.com](mailto:trademarkmatters@nfl.com)

**Correspondent e-mail Authorized:** No

##### Domestic Representative - Not Found

#### ▼ Prosecution History

Date	Description	Proceeding Number
Mar. 20, 2012	REGISTERED-PRINCIPAL REGISTER	
Jan. 03, 2012	PUBLISHED FOR OPPOSITION	
Dec. 14, 2011	NOTICE OF PUBLICATION	
Nov. 25, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
Nov. 25, 2011	ASSIGNED TO LIE	76568
Nov. 02, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 01, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 01, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 01, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 03, 2011	NON-FINAL ACTION MAILED	
May 03, 2011	NON-FINAL ACTION WRITTEN	81878

May 03, 2011	ASSIGNED TO EXAMINER	81878
Feb. 08, 2011	NOTICE OF PSEUDO MARK MAILED	
Feb. 07, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 05, 2011	NEW APPLICATION ENTERED IN TRAM	

▼ **TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Mar. 20, 2012

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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**EXHIBIT G TO NOTICE OF OPPOSITION**

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**To:** Gonzalez, Chris ([CGonz68@hotmail.com](mailto:CGonz68@hotmail.com))  
**Subject:** TRADEMARK APPLICATION NO. 77491519 - TITLETOWN COMBAT CHA - N/A  
**Sent:** 9/20/2008 12:14:45 PM  
**Sent As:** ECOM103@USPTO.GOV

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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/491519

MARK: TITLETOWN COMBAT CHA

**\*77491519\***

CORRESPONDENT ADDRESS:  
GONZALEZ, CHRIS  
1133A BROADWAY AVE  
SHEBOYGAN, WI 53081-5822

RESPOND TO THIS ACTION:  
<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:  
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Gonzalez, Chris

CORRESPONDENT'S REFERENCE/DOCKET NO :  
N/A

CORRESPONDENT E-MAIL ADDRESS:  
CGonz68@hotmail.com

**OFFICE ACTION**

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: **9/20/2008**

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

**Trademark Act Section 2(d) – Likelihood of Confusion**

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 1,802,761. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

Regarding the issue of likelihood of confusion, all circumstances surrounding the sale of the goods and/or services are considered. These circumstances include the marketing channels, the identity of the prospective purchasers, and the degree of similarity between the marks and between the goods and/or services. *See Indus. Nucleonics Corp. v. Hinde*, 475 F.2d 1197, 177 USPQ 386 (C.C.P.A. 1973); TMEP §1207.01. In comparing the marks, similarity in any one of the elements of sound, appearance or meaning may be sufficient to find a likelihood of confusion. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re Lamson Oil Co.*, 6 USPQ2d 1041, 1043 (TTAB 1987); *see* TMEP §1207.01(b). In comparing the goods and/or services, it is necessary to show that they are related in some manner. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); TMEP §1207.01(a)(vi).

The goods and/or services of the parties need not be identical or directly competitive to find a likelihood of confusion. *See Safety-Kleen Corp. v. Dresser Indus., Inc.*, 518 F.2d 1399, 1404, 186 USPQ 476, 480 (C.C.P.A. 1975); TMEP §1207.01(a)(i). Rather, they need only be related in some manner, or the conditions surrounding their marketing are such that they would be encountered by the same purchasers under circumstances that would give rise to the mistaken belief that the goods and/or services come from a common source. *In re Total Quality Group, Inc.*, 51 USPQ2d 1474, 1476 (TTAB 1999); TMEP §1207.01(a)(i); *see, e.g., On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086-87, 56 USPQ2d 1471, 1475-76 (Fed. Cir. 2000); *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566-68, 223 USPQ 1289, 1290 (Fed. Cir. 1984).

Consumers are likely to be confused by the use of similar marks on or in connection with goods and with services featuring or related to those goods. TMEP §1207.01(a)(ii); *see In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988) (holding BIGG'S for retail grocery and general merchandise store services likely to be confused with BIGGS for furniture); *In re United Serv. Distribs., Inc.*, 229 USPQ 237

(TTAB 1986) (holding design for distributorship services in the field of health and beauty aids likely to be confused with design for skin cream); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (holding 21 CLUB for various items of men's, boys', girls' and women's clothing likely to be confused with THE "21" CLUB (stylized) for restaurant services and towels); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB 1985) (holding CAREER IMAGE (stylized) for retail women's clothing store services and clothing likely to be confused with CREST CAREER IMAGES (stylized) for uniforms); *Steelcase Inc. v. Steelcare Inc.*, 219 USPQ 433 (TTAB 1983) (holding STEELCARE INC. for refinishing of furniture, office furniture, and machinery likely to be confused with STEELCASE for office furniture and accessories); *Mack Trucks, Inc. v. Huskie Freightways, Inc.*, 177 USPQ 32 (TTAB 1972) (holding similar marks for trucking services and on motor trucks and buses likely to cause confusion).

Applicant seeks registration of the mark TITLETOWN COMBAT CHAMPIONSHIP for services identified as "organizing sporting events, namely, mixed martial arts." The mark TITLETOWN U.S.A. in Reg. No. 1,802,761 for goods identified as "men's, women's and children's wearing apparel; namely, t-shirts, sweatshirts, knit shirts, and caps" has been cited as a bar to registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). The marks create similar commercial impressions. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n*, 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (21 CLUB and "21" CLUB (stylized)); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii). In addition, the goods and services would be considered to be related. As evidenced by the attached print out from PACKERTIME.COM, sports teams and professional athletes market a wide variety of licensed products, such as t-shirts or jerseys under both sports teams' names and athletes' names. Therefore, consumers could reasonably believe that there was some sort of association of relationship between the Applicant's sports competitions and the goods in the cited registration. Inasmuch as the marks are similar and the goods and services are related, a likelihood of confusion exists.

Applicant should note the following additional ground for refusal.

**Trademark Act Section 2(a) – False Suggestion of a Connection**

As demonstrated by the attached print outs from AMAZON.COM; from *G Green Bay Packers*, available at SPORTSLINE.COM. from *City of Green Bay*, available at GREEN-BAY.WI.US; from GOOGLE BOOK SEARCH, available at BOOKS.GOOGLE.COM, from *Lambeau Field*, available at LAMBEAUFIELD.COM, from *NBC Sports*, available at NBCSPORTS.CM.SEENON.COM; from *The New York Times (Wednesday, September 17, 2008)*, available at NYTIMES.COM, from *NFL GameDay*, available at PACKERS.COM, from the *Pro Football Hall of Fame*, available at PROFOOTBALLHOF.COM, from *Sports Nicknames 20,000 Professionals Worldwide (McFarland & Co., Inc. 2001)*; from *Wisconsin Insurance News*, available at OCI.WI.GOV, and from *US Navy Today (June 26, 2008)*, available at NEWS.NAVY.MIL, "Tittletown" is a term that is used to identify the Green Bay Packers. Therefore, Registration is refused because the applied-for mark consists of or includes matter which may falsely suggest a connection with the GREEN BAY PACKERS. Although the GREEN BAY PACKERS are not connected with the goods and/or services provided by applicant under the applied-for mark, the GREEN BAY PACKERS are so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §§1203.03, 1203.03(e). *See generally Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Nuclear Research Corp.*, 16 USPQ2d 1316 (TTAB 1990); *Univ. of Ala. v. BAMA-Werke Curt Baumann*, 231 USPQ 408 (TTAB 1986); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity of another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

*In re Nuclear Research Corp.*, 16 USPQ2d 1316, 1317 (TTAB 1990); *In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429 (TTAB 1985); TMEP §1203.03(e).

A combination of terms that, independent of each other would not falsely suggest a connection with another person or institution, may do so

when combined. *See, e.g., In re U.S. Bicentennial Soc’y*, 197 USPQ 905, 907 (TTAB 1978) (finding that while “U.S.” alone and “BICENTENNIAL” alone may not imply involvement by the Federal Government in the sponsorship of applicant’s goods, the combination of these two terms is “too slick to pass as a legitimate trademark” and falsely suggests a connection).

The term at issue need not be the actual, legal name of the party falsely associated with applicant’s mark to be unregistrable. TMEP §1203.03(a); *see, e.g., Buffett v. Chi-Chi’s, Inc.*, 226 USPQ 428, 429 (TTAB 1985) (holding the wording MARGARITAVILLE to be the persona of singer Jimmy Buffett). The term must, however, be so uniquely and unmistakably associated with the named party as to constitute that party’s name or identity. TMEP §1203.03; *see, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett v. Chi-Chi’s, Inc.*, 226 USPQ at 429.

Where a term falsely suggests a connection with a person or institution in violation of Trademark Act Section 2(a), the phonetic equivalent of that term also violates Section 2(a). *See, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985) (“there can be no question . . . that ‘WESTPOINT’ written together as one word is the equivalent of ‘WEST POINT’ written as two words”).

Dictionary definitions alone may be competent to demonstrate that the mark sought to be registered is the same as, or a close approximation of, the named person or institution. *See, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985) (holding that the wording WESTPOINT for various firearms falsely suggested a connection with the United States Military Academy, when the Board considered only dictionary definitions made of record).

The fact that applicant did not intend to adopt the name of, or trade upon the goodwill of, the named person or institution does not obviate a false connection refusal. Trademark Act Section 2(a) does not require such intent. TMEP §1203.03(e); *see, e.g., S & L Acquisition Co. v. Helene Arpels, Inc.*, 9 USPQ2d 1221 (TTAB 1987); *Consol. Natural Gas v. CNG Fuel Sys., Ltd.*, 228 USPQ 753 (TTAB 1985). However, evidence of such intent is highly probative that the public will make the intended false connection. *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); TMEP §1203.03(e).

If applicant’s goods and/or services are of a type that the named person or institution sells or uses, and the named party is sufficiently famous, then it may be inferred that purchasers of the goods and/or services would be misled into making a false connection of sponsorship, approval, support or the like with the named party. *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *In re Nat’l Intelligence Acad.*, 190 USPQ 570 (TTAB 1976).

The fact that purchasers would realize, at some point after purchase, that no connection exists between the listed goods and/or services and the person or institution falsely connected, is not relevant. The focus is on “the initial reaction or impact of the mark when viewed in conjunction with the applicable goods or services.” *In re Bicentennial Soc’y*, 197 USPQ 905, 906 (TTAB 1978) (quoting *In re Nat’l Intelligence Acad.*, 190 USPQ 570, 572 (TTAB 1976)).

**In the alternative, the following third refusal to register is now issued:**

**Trademark Act Section 2(e)(2) – Geographically Deceptive and Primarily Geographically Deceptively Misdescriptive**

Applicant seeks registration on the Principal Register of the mark TITLETOWN COMBAT for services identified as “Organizing sporting events, namely, Mixed Martial Arts.” As demonstrated by the attached print out of a GOOGLE.COM search of TITLETOWN “GREEN BAY” and from the *City of Green Bay*, available at GREEN-BAY.WI.US, “titletown” is a slang term for Green Bay, Wisconsin. Commonly used nicknames for geographic locations are generally treated as equivalent to the proper geographic name of the place identified. TMEP §1210.02(a); *see, e.g., In re Carolina Apparel*, 48 USPQ2d 1542, 1543 (TTAB 1998) (holding CAROLINA APPAREL primarily geographically descriptive of retail clothing store services where evidence showed that “Carolina” is used to indicate either the state of North Carolina or South Carolina); *In re Charles S. Loeb Pipes, Inc.*, 190 USPQ 238, 245 (TTAB 1976) (holding OLD DOMINION is “the accepted nickname for the State of Virginia”). Here, the record indicates that the Applicant is from Sheboygan, Wisconsin and the specimens indicate that the sports event is in Kimberly, Wisconsin. Therefore, the following refusal is now issued:

Registration is refused because the applied-for mark consists of or includes geographically deceptive and primarily geographically deceptively misdescriptive matter in relation to the identified goods and/or services. Trademark Act Sections 2(a) and 2(e)(3), 15 U.S.C. §1052(a), (e)(3); *see In re Les Halles De Paris J.V.*, 334 F.3d 1371, 67 USPQ2d 1539 (Fed. Cir. 2003); *In re Cal. Innovations Inc.*, 329 F.3d 1334, 66 USPQ2d 1853 (Fed. Cir. 2003), *In re Budge Mfg. Co.*, 857 F.2d 773, 8 USPQ2d 1259 (Fed. Cir. 1988); TMEP §§1210, 1210.01(b)-(c).

A mark is geographically deceptive and primarily geographically deceptively misdescriptive if the following is shown:

- (1) The primary significance of the mark is a generally known geographic place or location;
- (2) The goods and/or services for which applicant seeks registration do not originate in the geographic place identified in the mark;
- (3) Purchasers would be likely to make a goods-place or services-place association; that is, purchasers would be likely to believe that the

goods and/or services originate in the geographic place identified in the mark; and

- (4) The misrepresentation regarding the geographic origin of the goods and/or services is material to the purchaser's decision to buy the goods or use the services in question.

*In re Les Halles De Paris J.V.*, 334 F.3d 1371, 1373, 67 USPQ2d 1539, 1541 (Fed. Cir. 2003); *In re Cal. Innovations Inc.*, 329 F.3d 1334, 1341, 66 USPQ2d 1853, 1859 (Fed. Cir. 2003); TMEP §1210.01(b)-(c).

Geographically deceptive and primarily geographically deceptively misdescriptive matter need not be the entire mark, or even the dominant portion of the mark. See 15 U.S.C. §1052(a), (e)(3); TMEP §1210.06(b). A refusal under Trademark Act Section 2(a) or 2(e)(3) is appropriate if some portion of the applied-for mark is geographically deceptive and primarily geographically deceptively misdescriptive with respect to the goods and/or services in question. See e.g., *Am. Speech-Language-Hearing Ass'n v. Nat'l Hearing Aid Soc'y*, 224 USPQ 798, 808 (TTAB 1984); see TMEP §1210.06(b).

Evidence of services-place association must show more than that the geographic location in the mark is known for the performance of the services. Some additional reason is needed for a consumer to associate the services with the geographic location invoked by the mark. *In re Les Halles De Paris J.V.*, 334 F.3d 1371, 1373-74, 67 USPQ2d 1539, 1541-42 (Fed. Cir. 2003).

In addition, the misleading services-place association must be a material factor in the consumer's decision regarding the services. To show materiality, there must be some heightened association between the services and the geographic denotation; in other words, a showing of a very strong services-place association. *In re Les Halles De Paris*, 334 F.3d at 1373-74, 67 USPQ2d at 1541-42; *In re Consol. Specialty Rests., Inc.*, 71 USPQ2d 1921, 1928 (TTAB 2004); TMEP §1210.05(b)(ii).

For example, materiality may be shown for restaurant services if the evidence demonstrates that the geographic location is famous for providing the specialized culinary training exhibited by the chef, and this fact is advertised as a reason to choose this restaurant. Materiality may also be shown if the evidence demonstrates that the food was imported from the location identified in the mark and customers would patronize the restaurant because of this fact. *In re Les Halles De Paris*, 334 F.3d at 1374-75, 67 USPQ2d at 1541-42; TMEP §1210.05(b)(ii).

Applicant must provide a written statement explaining whether the services or any aspect of the services is, or will be, rendered in, or has any other connection with, the geographic place named in the mark. See 37 C.F.R. §2.61(b); TMEP §1210.03.

Applicant must respond to the requirement(s) set forth below.

#### **Identification of Services**

-  
The identification of services must be clarified because it is unacceptable as indefinite. See TMEP §1402.01. Applicant may adopt the following identification, if accurate: Organizing sporting events, namely, mixed martial arts competitions.

-  
Identifications of services can be amended only to clarify or limit the services; adding to or broadening the scope of the services is not permitted. 37 C.F.R. §2.71(a); see TMEP §§1402.06 *et seq.*, 1402.07. Therefore, applicant may not amend the identification to include services that are not within the scope of the services set forth in the present identification.

-  
-

#### **Disclaimer**

As evidenced by the attached print out from the *Compact Oxford English Dictionary*, available at ASKOXFORD.COM, "combat" is defined as "fighting" and "championship" is defined as a "sporting contest for the position of champion." Since Applicant's mixed martial arts competitions involve fighting and contests to determine a champion, Applicant must disclaim the descriptive wording "Combat Championship" apart from the mark as shown because it merely describes a quality, characteristic or feature of the services. See 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a).

The computerized printing format for the Office's *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP §1213.08(a)(i). The following is the standard format used by the Office:

No claim is made to the exclusive right to use "Combat Championship" apart from the mark as shown.

TMEP §1213.08(a)(i); see *In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

#### **Request for Information**

An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); *see In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

Therefore, applicant must submit samples of advertisements or promotional materials for the identified services. In addition, applicant must describe in detail the nature, purpose and channels of trade of the services.

If applicant has questions about its application or needs assistance in responding to this Office action, please telephone the assigned trademark examining attorney.

**TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE:** TEAS Plus applicants should submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) written responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of attorney; (6) amendments to allege use; (7) statements of use; (8) requests for extension of time to file a statement of use, and (9) requests to delete a §1(b) basis. If any of these documents are filed on paper, they must be accompanied by a \$50 per class fee. 37 C.F.R. §§2.6(a)(1)(iv) and 2.23(a)(i). Telephone responses will not incur an additional fee. **NOTE:** In addition to the above, applicant must also continue to accept correspondence from the Office via e-mail throughout the examination process in order to avoid the additional fee. 37 C.F.R. §2.23(a)(2).

/Susan A. Richards/  
Trademark Attorney  
Law Office 103  
(571) 272-8266

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If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

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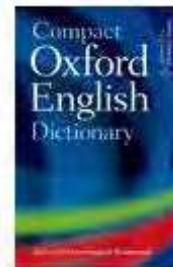
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### championship

• **noun** **1** a sporting contest for the position of champion. **2** the vigorous defence of a person or cause.

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No

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**Date Registered**

1993/11/02

**Type of Mark**

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Titletown Train Show 2008 is in the bag! Thanks to the early-March weather (and ...

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There's no way **Green Bay** fans are going to allow **TitleTown USA** to be pried from their frozen, dead hands.

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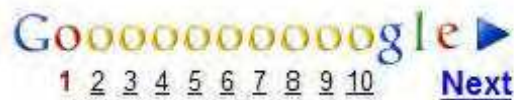
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## Green Bay won't give up TitleTown

ESPN.com

Updated: June 11, 2008, 1:13 PM ET

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### Submitted by Polish Packerfan45

Green Bay, Wis., was and still is TitleTown USA. This city thrives on ONE team, the Green Bay Packers, not like all those other cities like Boston and Chicago who have many teams.

Green Bay has one and it shines above all others. This team represents the hard workers of Green Bay and all of Wisconsin. People like Nitschke, Taylor, Hutson, Favre and Lombardi represented the toughness of this town.

Fans have showed up in some of the most horrible weather, like this past season against the Giants: minus 14 and people still had their shirts off rooting for the Pack. When we lost that game and Favre retired the people showed their emotions and Green Bay was silent.

If we were in a town like Cincinnati and they were in a game like that and lost, they would just shrug, but in Green Bay we all stand together and show support for our team.

Even kids show their support. We have a middle school

#### The nickname game

**scottwk1st:** Are you going to change The House that Ruth Built or The Green Monster? How about renaming Madison Square Garden to that place somewhere in New York City?

**italianfriend99:** You wouldn't call David Ortiz "Mr. October" or Sidney Crosby "The Great One." Why call ANY town other than Green Bay TitleTown?

**TorreroX:** The name TitleTown should be reserved for the city that created the name in the first place, Green Bay. ... What city should be called The Big Apple? New York City because the name was created for it.

**mabadaers:** We should have a

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Even kids show their support. we have a middle school named after Vince Lombardi, and kids at a school made their own Christmas song about the Pack. My son even told me the teachers and students watched Brett's retirement speech. You don't see that often.

We might only have one team and might be a small city, but we all have big hearts and love seeing our Pack win on Sundays, and when we lose we get mad and think about the next game.

The Packers might be the only thing Green Bay has going for it, but nobody can ever take away the Packers or TitleTown from us. GO PACK GO!

**Submitted by dlars5**

What does a team receive if they win the Super Bowl? That's right, they get the Lombardi Trophy.

Where did Vince Lombardi coach and win? That's right, Green Bay, Wis.

How can a city with only 100,000 people in northern Wisconsin support the most legendary football team in the nation? Clearly, Green Bay is simply TitleTown USA.

Green Bay doesn't have the flair of a Boston, New York, Dallas or L.A. team, but they have the "IT" factor. You and I both know it's there. We may not know or agree on what the "IT" factor is, but we both agree that "IT" is in Green Bay.

I know the Packers haven't won a title for a few years, but this shouldn't matter in this competition. This city has won its fair share in the past.

You need to realize that Green Bay is at a disadvantage compared to the other TitleTown favorites. Green Bay has football and football. Other cities have football, men's basketball, women's basketball, baseball, soccer, along with large DI sports teams (Green Bay does have a DI basketball team, but that's it).

Oh by the way, Brett Favre won the MVP title three years in a row.

**Submitted by powersuns**

Green Bay will always be TitleTown USA, just like Detroit will always be HockeyTown USA (ignoring my despal of the Red Wings).

Twelve NFL Titles for a team that since 1919 has thrived in a town with only a little over 100,000 residents.

**mgbadgers:** We should have a poll to determine which network is "The Worldwide Leader in Sports."

**shanman3400:** Green Bay is already TitleTown, just as Detroit is Hockeytown, Dallas is America's Team, Boston is Beantown, Philadelphia is The City of Brotherly Love.

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**ESPN**

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**Other Green Bay supporters**

**DaveT865:** The NFL Hall of Fame is in Canton, Ohio, but its heart is



269 consecutive sellouts even through two decades ('70s-'80s) when the team had a total of three winning seasons.

A waiting list of 76,000+ to get seats when only about 70 become available each year.

ESPN: Been a fan for over 20 years. You can come up with an original nickname that isn't already taken, right?

**Submitted by BIGMIKE233124**

Imagine this: Sitting in Lambeau Field, playoff football, it's snowing and the place is overpacked with crazed fans.

The Packers with all their history trail by 14 points early in the first quarter. They come back to blow out the Seahawks and go to the championship game in "The Frozen Tundra of Lambeau Field."

That was the best experience of my life, and there is no atmosphere or place that would be closer to heaven.

**Submitted by packFan61564**

Using census numbers, it has become obvious people are moving out of New York, Los Angeles and Chicago to more appealing cities such as Tampa, Las Vegas and Dallas.

Let's start a contest with these cities to see which one really is "My Kind of Town."

More cars are being built in podunk towns throughout Kentucky and Tennessee than in Detroit. Let's start voting for the "REAL" Motor City.

Since Los Angeles has surpassed Chicago in population, should we strip Chicago of the title "Second City?"

After we steal every city's moniker we shouldn't stop there. Let's nominate our favorite country for "Next Superpower."

**Submitted by misspackerfan**

Through 17 weeks of heated competition, all NFL teams seek one goal and only one goal and that is the Lombardi Trophy.

Green Bay.

**owl 11:** How many of these cities are "towns?" Green Bay (population circa 100,000) truly shuts down on a Packer Sunday. Green Bay is, and always will be TitleTown USA.

**plhaskins:** Google "Titletown USA" and see what comes up. Even Wikipedia has it listed.

**Kathy M. Mobley:** Green Bay fans love their team, win or lose. A real fan supports the team at all times. Football is a way of life. Most towns do not know how to live that life.

**kbeck4:** We are filled with so much tradition and history, for example the Lambeau Leap.

**pam1331:** Where can you go in the nation and see a NFL stadium in the middle of a residential town that loves its players, coaches and fans like we do?

**419PHATTY:** We just lost Brett Favre and we will not let ESPN or anyone take TitleTown from our loved Green Bay Packers.



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The Lombardi Trophy is the coveted chalice that ALL NFL players and coaches strive for and anything else is looking toward the next season.

His legacy lives here and only here in a place that we all call TitleTown USA (Green Bay, Wis.).

So, look at it this way, "If it ain't broken, don't fix it."

**Submitted by paulb485**

I THINK it is kinda funny how everyone THINKS their town should be TitleTown USA because the 100,000+ residents (including myself) of Green Bay, Wis., KNOW we live in TitleTown USA.

If anyone doubts me, do a search key word "City of Green Bay seal." Let me know what it says underneath the city of Green Bay.

So no matter whom ESPN proclaims TitleTown USA, it doesn't count until it is on your city seal and off ours.

**Submitted by mcvean1680**

The nickname belongs to Green Bay.

What an amazing story: Small meatpacking company town turns a team into a legendary NFL franchise that transcends time and all of the crap that is happening in sports today.

Do not tarnish the glory of this small town. It may be one of the last good things left about sports in America.

**Submitted by azdbacksfan1**

Where did the namesake of TitleTown come from? Not Norman, Okla. Not San Francisco. Not New York. Not Chicago. Not Chapel Hill, N.C., or any other little "I dream of being a TitleTown" town.

It came from the Green Bay Packers. How can any other town/city be called TitleTown USA without thinking of Green Bay?

All the rest are wannabes.

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**saxydogq7** (3 months ago)

"TitleTown USA" should be given to some small town that no one's ever really heard of, a place who's highschool baseball team has been dominating for decades or something like that.



**kopernik1971** (3 months ago)

TitleTown should not be one team wonder. Every dog gets its day, so by having one team winning a title is not such a big deal. Want names, Papa Bear, Ditka, Sweetnes, MJ, Sayers, Butkus, Pipen, Jackson, Grange, Banks, Sosa, Thomas, Hull, Mikita just to name few. And fans, where else will you sell out games for a team that haven't won in 100 years. Without Papa Bear there is no NFL, without MJ and the Bulls in the 90's NBA would not be as big around the world as it is. Want history, how many original Pro teams are there in Chicago. TitleTown USA is Chicago, hands down.

### Inside ESPN.com



The SEC is who we thought it was. The Big 12 is a pretty big deal, too. The surprise? Take a wild trip to the Mountain West. **On the Mark**



We are the (your conference here) and we are ... oh, we're not holding back. Not many of you will be smiling over it. **College Football Nation**



One game. That's not a big lead for the Rays. So, why should the Red Sox worry heading to the Trop? One reason. **Pennant Pulse**



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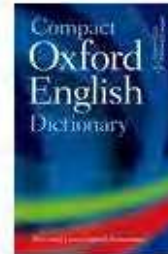
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## Compact Oxford English Dictionary

### combat

- **noun** fighting, especially between armed forces.
- **verb** (**combated** or **combatted**, **combating** or **combatting**) take action to reduce or prevent (something bad or undesirable).  
— ORIGIN from Latin *combattere* 'fight with'.



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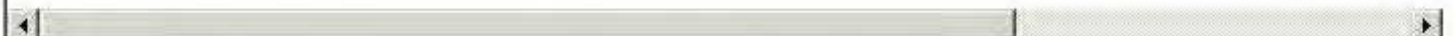
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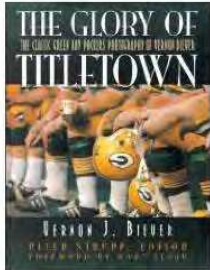
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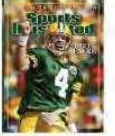
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## GREEN BAY PACKERS

Location: Green Bay, Wis. | Stadium: Lambeau Field (72,601) | President/CEO: Mark H. Murphy | GM: Ted Thompson  
Coach: Mike McCarthy | League Championships: 9 | Super Bowls: 3

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### Packers QB Rodgers says he's ready for spotlight post-Favre

May 22, 2008

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GREEN BAY, Wis. (AP) -Aaron Rodgers gets a daily reminder he doesn't need: Less than 10 feet from where he dresses is Brett Favre's old locker, nameplate intact, and complete with shoulder pads still sitting on the shelf.

"I know the pressure I'm under. I know who I'm following. I know that it's a tough situation and a lot of people are expecting me to fail outside of this locker room," Rodgers said Wednesday in his first football-related comments since he was anointed as Favre's successor in March. "I'm just trying to get the guys we've got here now to believe in me."

Rodgers led the Green Bay Packers' second practice and third organized team activity earlier Wednesday. The 24-year-old whose mom thinks he needs a haircut played the part to perfection.

At one point, he whipped a tight pass to top receiver Donald Driver, who broke out his big grin after the grab. Driver says the transition from No. 4 to No. 12 is seamless.

"No. 4, he's not here, but his spirit is here," Driver said. "Nothing's changing, we're not going to do anything different than what we would do if Brett was here. The play calling is going to stay the same. The cadence is going to stay the same. There's nothing different, you just see a different face, but you all move on."

And the Packers have, even if the three-time MVP Favre continues to make the occasional off-the-cuff remark about playing again.

Rodgers said he hasn't talked to Favre in the offseason, though the two have traded messages, and he's not on Favre watch, even if some Cheeseheads still believe their hero might return triumphantly to Tiletown after the Packers fell tantalizingly short of a Super Bowl appearance by losing in the NFC title game to the eventual champion New York Giants.

"I do hear about it second hand, but there's not much you can say about that," Rodgers said. "He obviously is retired, he probably still thinks he can play, but as a football team, I think we're moving on."

Rodgers also isn't taking Favre's mixed messages personally.

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"He still has a passion for the game," he said. "I've talked to a lot of retired guys who still feel like they can play and I'm sure he does, too. But that's just not something I worry about."

The story line will be there, though, all season with every pass, every snap.

"I know the comparisons, probably my entire career, as long as I'm a Packer and as long as I play in the NFL ... my connection will be the guy who followed Brett Favre," he said.

The Packers have told Rodgers unequivocally he'll be the starter even with highly touted rookie Brian Brohm being selected in the second round and Matt Flynn being taken in the seventh.

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The Associated Press News Service

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# City of Green Bay

*A city of celebrations*

## Mayors of Green Bay

James J. Schmitt (1958 - )

On April 1, 2003 Jim Schmitt became the 41st mayor of the City of Green Bay. Jim was born in Two Rivers, Wisconsin on June 7, 1958 to Jim and Mary (Gleichner) Schmitt. Jim is the fourth oldest in a family of four brothers and six sisters.



Mayor James J. Schmitt

Jim grew up in Two Rivers and attended grade school and Roncalli High School, graduating in 1976. He went on to St. Norbert College, graduating in 1980 with a BBA/Marketing. In 1979, he was a recipient of Who's Who in American Colleges and Universities.

Jim has always been an industrious individual. He began working for his father's lumber company at age 7, stamping literature and cleaning the bathrooms - all for 25 cents an hour. When the carnival came to Two Rivers, he worked for it; in grade school, he became an antiques dealer, going to auctions and reselling his purchases. At 16, he worked as a waiter and began selling and delivering lumber for his father's company. At 18, Jim purchased a house for \$11,500 and rented it out.

After graduating from St. Norbert College, Jim remained in Green Bay working for the Little Rapids Corporation, the KI Corporation, and Cellcom Inc. In 1993, Jim founded Famis Manufacturing, Inc. Famis Manufacturing is a paper and cotton converting company that manufactures and markets disposable products to health and beauty industries. Famis employs 20 people. In June of 2003, Jim sold the major portion of the business to concentrate on his duties as mayor.

Jim married Dona Degenhardt on May 26, 1990 in St. Lawrence Church, Stangleville. Together they had four daughters, Anna, Greta, Laura, and Eva. Eva died as an infant in 2002.

Dona juggles taking care of her family, first and foremost on her agenda, with volunteering as a teacher's helper at St. Thomas More School and Leopold School. She teaches religious education at St. Francis Xavier Cathedral and donates her time and talents as a hairdresser for Unity Hospice patients and the Norbertine priests at St. Norbert Abbey.

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Mayor Jim Schmitt participates in the remembrance of September 11th.

Under Jim's leadership, Green Bay, also known as Titledown U.S.A. will not only be known as the hometown of the Green Bay Packers but also as a community with a unique small town atmosphere that no other city can match. As mayor, the focus of his administration is on revitalizing the local economy, enhancing city neighborhoods, developing waterfront and growing existing businesses. As a former business owner, Jim knows how to live within a budget. As a father of three, he knows the challenges families face today. These values will guide Mayor Schmitt as he prepares yearly budgets that will hold the line on spending and lead Green Bay forward.

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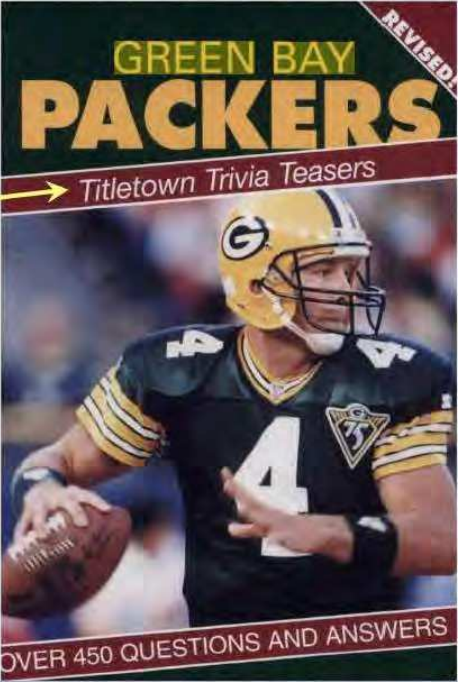
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Fourth edition, second printing, 2005  
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Test your knowledge of Packer trivia with this inquisitive book. There are 450 questions and answers on Green Bay Packer stats and history, ranging from freshman no-brainers to post-doc brain-benders.

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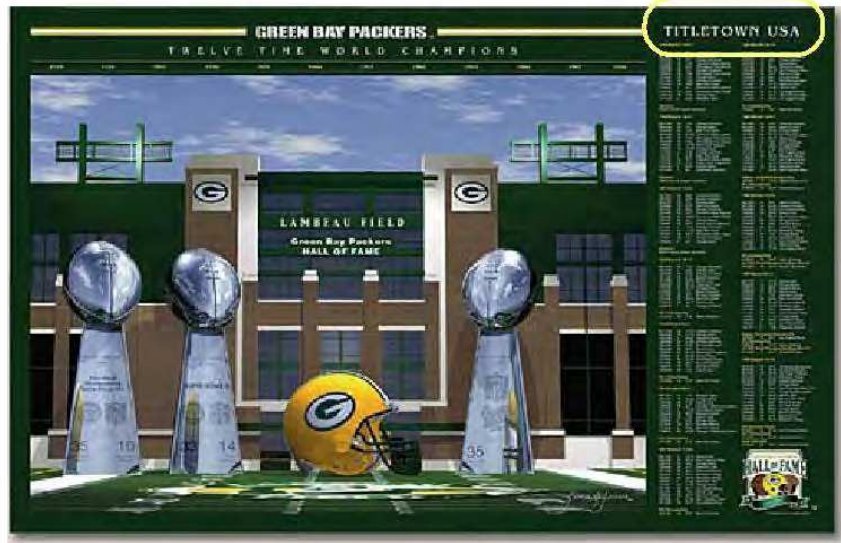
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## Green Bay Is Once Again Titled U.S.A.

By THOMAS GEORGE  
Published: January 27, 1997

The Lombardi Trophy goes back to Lombardi Avenue, back to Vince Lombardi country. It goes back to the Green Bay Packers.

Green Bay won Super Bowls I and II and then nothing in the Big Game, not even an appearance, for the next 28 in the series. Super Bowl XXXI proved the charm. Back to basics for the Packers. Back to glory.

Green Bay tonight showed the moxie, the courage and the spirit it had displayed all season. It raced ahead. It fell behind. And then it got up and put the New England Patriots on the ground for good, winning, 35-21, before 72,301 fans here in the Louisiana Superdome.

It was the 13th consecutive victory for the National Football Conference, a string dating back to San Francisco's victory over Miami in Super Bowl XIX.

The Packers played with a confidence and in some areas a dominance similar to that of the old Packer teams, the ones Vince Lombardi fashioned in the late 1960's, those bruising teams with the penchant for supreme execution. That is what the Green Bay offense did here today, relying primarily on the wonderful arm of quarterback Brett Favre and on the

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That was what marked the start of this Super Bowl, one big play after another, as the Patriots and the Packers played can-you-top-this football. After only a half, 41 points had been scored and three Super Bowl records had fallen.

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Titledown: Green Bay, Wis.

Jack Yuenger first coined Green Bay "Titledown" after the team's 1961 NFL championship, a 37-0 triumph over the New York Giants. Yuenger, *Green Bay Press-Gazette* advertising manager, printed the city's new nickname on celebratory signs for fan distribution. The '61 title, the Packers' sixth of an NFL-record 12 wo championships -- and first under Vince Lombardi -- was earned in Green Bay, the first championship game ever played in the city.

*Last Updated: 07/31/08*

Packers Fan Poll




How many interceptions will Charles Woodson have this season?

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**GREEN BAY PACKERS**

The Packers were formed in 1919 and joined the NFL in 1921. No team in NFL history has won more championships than the Packers which has earned Green Bay the moniker, "Titletown USA." Over the years, the Packers have twice strung together three straight league crowns (1929-31, and 1965-67). In all, the franchise has claimed a record 12 NFL championships including three Super Bowl titles.

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The incredible saga of the Green Bay Packers began in August 1919, when the Indian Packing Company agreed to sponsor a local pro football team under the direction of Earl (Curly) Lambeau. In 1921, the Packers were granted a membership in the new National Football League.

Today, they rank as the third oldest team in pro football. The long and storied history of the Green Bay team is one of struggle, until comparatively recently, for financial survival off the field and playing stability on the field. The Packers' record has been punctuated with periods of both the highest success and the deepest depths of defeat.



Many great football players have performed for the Green Bay team but two coaches, Lambeau and Vince Lombardi, rank as the most dominant figures in the Packers' epic. Between the two, Lambeau and Lombardi brought the Packers 11 NFL championships, including two record strings of three straight titles, the first in 1929, 1930 and 1931 and the second in 1965, 1966 and 1967. Those last three

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championships completed the Packers' dynasty years in the 1960s, which began with Green Bay also winning NFL championships in 1961 and 1962. During the late 1930s and early 1940s, the Lambeau-led Packers were annual championship contenders. They won four divisional crowns and NFL titles in 1936, 1939 and 1944.

Individually, Lambeau, Lombardi and 19 long-time Packers players are enshrined in the Pro Football Hall of Fame. Hall of Fame players from the early years include Don Hutson, history's first great pass receiver, Arnie Herber, Clarke Hinkle, Cal Hubbard, John (Blood) McNally, Mike Michalske and Tony Canadeo. The great Packers elevens of the 1960s produced Jim Taylor, Forrest Gregg, Bart Starr, Ray Nitschke, Herb Adderley, Willie Davis, Jim Ringo, Paul Hornung, Willie Wood and Henry Jordan for the Hall. More recent Packers who've earned election to the Hall of Fame include wide receiver James Lofton and defensive lineman Reggie White.

Green Bay, home of the Packers, is still a city of less than 100,000 and is viewed as sort of a sports "dinosaur" as the only remaining small city in the big-city world of major league professional sports franchises. Green Bay is unique in another way -- the team is the only community-owned non-profit organization in the NFL. From 1937-1994 the Packers played their home games in two cities. Five of their eight home games were played in Green Bay's Lambeau Field and the remaining three at Milwaukee County Stadium in Milwaukee. Today the Packers play exclusively in Lambeau Field.

The Packers first played on a couple of small fields in Green Bay and then in 6,000-seat City Stadium beginning in 1925. Eventually the City Stadium capacity reached 25,000. On September 29, 1957, the Packers dedicated a modern \$1,000,000 stadium with a 32,150-seat capacity. Subsequent expansions and renovations have brought the Green Bay facility, officially named Lambeau Field in 1965, to its current capacity.

Off the field, the Packers remain a financially sound and competitive and historically rich franchise. On the field the glory years are back. In 1996, the Packers returned to the top of the pro football world when they won Super Bowl XXXI.

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# SPORTS NICKNAMES

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*Jefferson, North Carolina, and London*

**Green, Dennis** (HC) Minnesota. *Midge*. By his older brother, Bobby, because he was the youngest (Telander, *Color*, p. 34).

**Green, Donnie** (OT) Buffalo, Detroit (1978). *Clyde* (Carroll, G., N., and T., *Total Football II*, p. 843).

**Green, Ernie G.** (WR) Indianapolis. *E.G.* (Roberts and W., *Sporting News NFL Register* 2000, p. 157). Likely his initials.

**Green, Gaston** (RB) LARams, LARaiders, Denver (1992). *Gas* or *G-Force*. By UCLA teammates (*Sports Illustrated*, 8/31/87, p. 64).

**Green, Hugh** (LB) Tampa Bay, Miami (1991). *The Big Green Machine*. While at the University of Pittsburgh (*Pro Football Monthly*, 4/81, p. 26).

**Green, Joe** (DB) NYGiants (1971). *Little Joe*. He was 5'11" and weighed 195 lbs. Not so little for a defensive back (Carroll, G., N., and T., *Total Football II*, p. 844).

**Green, Roy** (WR) St. Louis/Phoenix, Philadelphia (1992). *French Fries*. As in French-fry; by a friend because he can do everything (*Sports Illustrated*, 12/21/81, p. 73). I think someone was desperately trying to gain a McDonald's endorsement. *9-1-1*. "They call me 9-1-1 for emergency," said Green, referring to his QB duties (Kaegel, 8/26/85, p. 26). *Jet Stream*. By himself during the 1983 training camp when he was clocked faster than ever before (Sonderregger, *Jet Stream*, p. 14). *Diner*. By Jimmy (The Greek) Snyder because "He's open all the time" (Lamb, *Football Stars 1985*, p. 26).

**Green, Sammy** (LB) Seattle, Houston (1980). *Odd-Job* (A.P.B.A. *Football*).

**Green, Trent** (QB) Kansas City. *Robo QB*. It was pinned on him after a back injury while playing at Indiana University. "I couldn't bend at all," Green had said. "I got a lot of razzing last year because I kind of looked like a robot out there (Thomas, *Via Vianney*, p. 6C).

**Green, Willie** (WR) Denver, Detroit, Miami, Carolina, Tampa Bay (1999). *The Touchdown Machine* (Fowler, *Receiver*, 11/24/90).

**Green Bay Packers** (1922). "The Packers were organized in 1919, three years before the NFL was born, by George Calhoun and Curly Lambeau. The Indian Packing Co. provided the field, the equipment, and the name *Packers*" (Aversano, *Inside Out*, p. 20).

**Green Bay Packers** (1960s-1990s). *Titletown*. Due to the many titles they won in those two decades (Imrie, *Frozen*, 9/13/00).

**Green Bay Packers** (1960s). *The Green Bay Sweep*. The sweep with Paul Horning or Jim Taylor following the likes of Thurston and Jerry Kramer (Newhouse, *the Glory*, p. 155).

**Green Bay Packers** (1966). *The Million Dollar Babies* (Phillips and H., *Complete*, p. 155). *The Gold Dust Twins*. Packer rookies, Donny Anderson and Jim Grabowski, signed large contracts, \$715,000 and \$400,000, over a million dollars combined (Garrison and T., *Once a Cowboy*, p. 40).

**Green Bay Packers** (1978). *Gang Green*. The defense (Jenkins, *New Stars*, p. 33).

**Green Bay Packers** (1990s). *The Three Amigos*. By Packers teammates for Brett Favre, Frank Winter and Mark Chmura. They are good friends and hang out together (Favre with H., *Favre*, p. 176).

**Greene, Anthony** (DB) NYGiants (1991). *A.J.* Presumably his initials. His middle name is Jerome (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, Ed** (G-E) ChiCards (1926). *Babe* (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, George** (DB) Atlanta, Green Bay (1990). *Tiger* (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, Joe** (DT) Pittsburgh (1981). *Mean Joe*. He was an intense player (Hollander, *Football Handbook*, p. 272) at North Texas State (D. Smith, *Hall of Fame*, p. 178). Dallas rival Harvey Martin said, "Sportswriters say *Mean Joe* Greene acquired his nickname because of his college, North Texas State, *The Mean Greene*, but I know the *mean* stuck because of how he played" (Martin, *Texas Thunder*, p. 14). Greene said that he hated the nickname (Felsler, *NFL's Greatest*, p. 60).

**Greene, Kevin** (LB) Los Angeles, Pittsburgh, Carolina, San Francisco (1999). *Dr. Troglodyte*. By Ram teammates; one of his hobbies was cave climbing. A troglodyte is a cave dweller (CBS Sports, *San Francisco*, 10/16/88).

**Greenich, Harley** (B) ChiBears (1944). *Duke* (Carroll, G., N., and T., *Total Football II*, p. 847).

**Greenwood, L.C.** (DE) Pittsburgh (1981). *Hollywood Bags* (A.P.B.A. *Football*). *Daddy Bags* (Wielgus, W., and R., *A-Train*, p. 61).

**Greer, Al** (OE) Detroit (1963). *Jake* (Carroll, G., N., and T., *Total Football II*, p. 847).

**Gregory, Bill** (DE) NYGiants, Dallas. *Still Bill*. He gave it to himself (Stratton and K., *Cowboy Trivia*, pp. 58, 62).

**Grgich, Visco** (L-LB) San Francisco (1949). *Garbage* (Carroll, G., N., and T., *Total Football II*, p. 848).

**Grier, Roosevelt** (DT) Los Angeles, NYGiants. *Big Rosey*. He was 6'5" and 300 lbs. (Berke, *Lincoln Vol. 5*, p. 128). *The Jolly Giant*. He was carefree, fun-loving and had a sense of humor (Berke, *Lincoln Vol. 5*, p. 160).

**Griese, Bob** (QB) Miami (1980). *Straight Arrow*. By Miami teammates; he was penicillin and quiet (Phillips and H., *Complete*, p. 161).

**Griese, Brian** (QB) Denver. *Top Gun*. In his rookie season, it was pinned on him by his teammates (Weiner, *Quick Study*, p. 4C).

**Griffen, Harold** (C) Portsmouth (1932). *Tubby* (Carroll, G., N., and T., *Total Football II*, p. 848).

**Griffen, Jeff** (DB) St. Louis (1985). *Little Tatum*. By Card teammates; he reminded them of Jack "Assassin" Tatum (Tierney, *Griffen Win*, p. 48).

**Griffin, Archie** (RB) Cincinnati (1982). *Duckfoot*. By Ohio State teammates because of his running style. Coach Woody Hayes described his style as wide, splayed to the left. And the press talked about his bandy-legged brilliance. Griffin simply said, "I waddle" (*Sports Illustrated*, 9/8/75, p. 86).

**Griffin, Don** (DB) San Francisco, Cleveland, Philadelphia (1996). *The Quilt*. He was one of the 49ers' *Cover Brothers*. Tim McKyer was the *Blanket* (Criqui, *San Francisco*, 9/1/89).

**Griffith, Howard** (RB). *Big Money*. By his Broncos teammates after he signed a \$4.3 million contract with Denver in 1997 (Saunders, *Even More*, 1/19/99).

**Griffiths, Percy** (G) Canton (1921). *Red* (Carroll, G., N., and T., *Total Football II*, p. 850).

**Grigg, Cecil** (QB-HC) Canton, Rochester, NYGiants, Frankford (1927). *Tex*. He lived in Austin, Texas (Carroll, G., N., and T., *Total Football II*, p. 850). *Ranger* (Carroll, G., N., and T., *Total Football II*, p. 850).

**Grigg, Forrest, Jr.** (T) Buffalo, Chi-Rockets, Cleveland, Dallas (1952). *Chubby* (Kaegel, 10/24/83, p. 55). He was 6'2" and weighed an incredible 294 lbs. (Carroll, G., N., and T., *Total Football II*, p. 850).

**Griggs, Anthony** (LB) Philadelphia, Cleveland (1988). *Alien*. At Ohio State, he said he was from the planet Funk and was borrowing Anthony Grigg's body (*Sporting News*, 11/28/81, p. 8).

**Grimes, Randy** (OL) Tampa Bay (1992). *Bubba* (Ford, *Buccaneers*, p. 34).

**Grimm, Russ** (OL) Washington (1991). *Gator*. It's been said that he had short arms like a gator (Tamm, *Letter*, 11/1/93).

**Groom, Jerry** (L-LB) ChiCards (1955). *Boomer* (Carroll, G., N., and T., *Total Football II*, p. 851).

**Gross, Andy** (G) NYGiants (1968). *Bo-Bo* (Carroll, G., N., and T., *Total Football II*, p. 852).

**Gross, George** (DT) San Diego (1967).

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# Wisconsin Insurance News

Issue 3 - Autumn 2007

## Wisconsin more than just "Dairy State"



By Sean Dilweg,  
Commissioner  
of Insurance

I grew up in Green Bay. Green Bay is astutely named "Tittletown," and for good reason. It is a city where the local football team – a

community owned team named the Green Bay Packers – rules the roost. Green Bay is a city that lives and breathes the Packers. Sundays are holy for more than one reason, cheese is not only a perfect companion to crackers, but also makes for lovely headwear, and tailgating is not just a hobby, it is an art.

This is Wisconsin.

But a little known fact about the Badger State is the impact the insurance industry has on our economy. Insurance is certainly not as flashy as the Packers, and it's not as well known as the agriculture or manufacturing

industry, but it is a stable mainstay of the Wisconsin economy.

Wisconsin's insurance industry is the sixth largest in the nation! We are the 18<sup>th</sup> largest state in terms of population, yet we operate an insurance industry three times that size in relation to the population. Wisconsin's large and healthy insurance industry is a positive force in the state not only for the economy, but also for the public.

The amount of money the insurance industry brings into the state is phenomenal.

Wisconsin insurers nationwide brought over \$67 billion in direct premiums to the state in 2006 alone. Furthermore, assets held by Wisconsin insurers were equal to over \$290 billion in 2006. This is a tremendous amount of money coming to our state as a result of the insurance industry.

But the insurance industry is also a major employer in the state of Wisconsin. Insurance companies provide jobs for over 64,000 people in the state. This is an industry that supplies a wealth of jobs and provides good pay as well. The average insurance job salary in 2006 was over \$51,000. What's more, insurance is a

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### Green Bay Embraces Namesake Ship

Story Number: NNS070626-23  
Release Date: 6/26/2007 8:22:00 PM

By Mass Communication Specialist 1st Class Michael Sheehan, Navy Office of Community Outreach Public Affairs

**GREEN BAY, Wis. (NNS) -- Citizens of "Tittletown" rolled out the red carpet for their city's namesake ship, Pre-commissioning Unit (PCU) Green Bay (LPD 20), during several civic ceremonies June 25.**

Green Bay's prospective commanding officer Cmdr. Calvin Slocumb and his planned relief, Cmdr. Joseph Olson traveled to Green Bay to strengthen the ship's already strong ties to the community.

Green Bay Mayor James J. Schmitt hosted the officers at the annual Kids Day Festival at Fisk Park. The commanders mixed with the crowd, and posed for pictures.

"This ship is a really wonderful thing for our city," said Schmitt. "Imagine all the places the ship will visit, and in each place it will bring our name, and the green and gold colors of our Green Bay Packers football team."

Slocumb and Olson, both natives of Wisconsin, also presented a model of the Green Bay to the city's Neville Public Museum, where it will be displayed alongside exhibits highlighting local history and a model of the original USS Green Bay (PG 101).

Nancy Croy, principal of the Green Bay's partnership school Vince Lombardi Middle School, hosted a reception for the commanders at famed Lambeau Field, football home of the Packers.

"We have had wonderful partnership activities with the ship," said Croy. "In January we had a geography bowl between the crew and the students. The crew barely scratched out a victory, and it was as much of a nail-biter as a Packers game in the last two minutes. Our kids have never studied so hard for the geography bowl."

"This is a great opportunity to show the community that even though our ship has not yet been completed, we are still a crew and we are involved with our namesake," said Slocumb.

For more news from Navy Office of Community Outreach, visit [www.news.navy.mil/local/navco/](http://www.news.navy.mil/local/navco/).

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# San Antonio Class

## 21st Century Amphibious Assault Ships

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[LPD 21 New York](#)

[LPD 22 San Diego](#)

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### LPD 20 : USS Green Bay

#### The Ship

*Green Bay LPD 20* is the fourth of a new class of amphibious transport dock ships.

[LPD 20 Command Web Site](#)  
[LPD 20 Fact Sheet](#)  
[Download Adobe Reader](#)

#### The Name

Then Secretary of the Navy Richard Danzig announced the decision to name the fourth Amphibious Transport Dock ship (LPD) of the San Antonio Class for the city of Green Bay. LPD 20 honors the city that took on the mantle of "Titletown USA" after the series of football championships won by the Green Bay Packers in the 1960s. It will be the second U.S. Navy ship to bear the name.

#### Namesake

The city of approximately 100,000 residents was founded in 1634 by French explorer, Jean Nicolet. "Green Bay may be modest in size but it is enormous in spirit," said Secretary Danzig. "The oldest community in Wisconsin, Green Bay is well known for its commitment to team efforts, and particularly for its support of its football teams. As Packers' Coach Vince Lombardi put it, 'The achievements of an organization are the results of the combined effort of each individual.' LPD 20 will be home to another team -- the Navy-Marine Corps team -- no stranger to hard work and sacrifice to be the best in the world. It is this kind of special relationship that the people of Green Bay more than probably any other community in America understand."

The first US Navy ship to bear the name was *USS Green Bay* (PG-101), built by Peterson Builders Inc, of Sturgeon Bay, Wisconsin, and commissioned 5 December 1969 at Boston MA. *Green Bay* was home ported in Little Creek, VA supporting the Atlantic Fleet before being decommissioned in 1977.

The ship was transferred to Greece in 1989 and renamed Hellenic Ship Tolmi (P-230). For more information see [www.gunboatriders.com/theboats/pg101.html](http://www.gunboatriders.com/theboats/pg101.html).

#### Ship Yard

LPD 20 *USS Green Bay* was built at Northrop Grumman Ship Systems, Avondale Operations, greater New Orleans area, Louisiana. Construction of the LPD 20 started in March 2003.

#### Keel Laying

For modern Navy ships, keel laying is the ceremonial milestone for the start of ship construction. For LPD 20, this ceremony occurred in 26 August 2003.



### Christening Ceremony

The ship's sponsor is Mrs. Rose Magnus, wife of General Robert Magnus, Assistant Commandant of the Marine Corps. She christened *Green Bay* on 15 July 2006 in Avondale, Louisiana.

### Mast Installation

*Green Bay* is the fourth LPD 17 class ship to receive two Advanced Enclosed Mast/Sensor systems. The ship's mast stepping ceremony was held prior to the christening in 2006. Four nickels, representing 2006, for the christening year; 2003, for the year the ship's keel was laid; 1854, for the year the city of Green Bay was chartered; and 1969, the commissioning year of the first *USS Green Bay* were placed in a box associated with the AEM/S.

### Commissioning Ceremony

*USS Green Bay* will be commissioned in late 2008 in San Diego, California. The ship is too wide and her AEM/S too tall to fit through the St. Lawrence Seaway and reach her namesake city for commissioning.

### Ship's Crew

360 Sailors and 3 Marines will form *Green Bay's* crew. Commander Joseph R. Olson is the Prospective Commanding Officer.

### Homeport

LPD 20 is scheduled to be a West Coast based ship, homeported in San Diego, CA.

### Crest



#### BLAZON

**Shield:** Or, a pale Azure (Dark Blue), the Green Bay City logo Proper all edged of the first; on a chief wavy Vert the silhouette of the PG-1U1 Sable, fimbriated Or.


**Crest:** From a wreath OR and Azure (Dark Blue), a maple wreath Vert surmounted by an anchor of the first, the stock Gules charged with the Wisconsin State seal Proper.

**Motto:** A tripartite motto scroll Or doubled Vert inscribed, 'STATUM BELLO INVICTUS MANEO', of the last.

**Supporters:** A United States CPO saber and Marine NCO sword saltirewise points down Proper.

#### SYMBOLISM

**Shield:** Dark Blue and Gold, the colors traditionally associated with the Navy, represent the sea and excellence.



The blue pale symbolizes the historic waterway of the Fox River, the entrance of which leads to the City of Green Bay, the first settlement in Wisconsin. The Green Bay logo recalls the heritage and spirit of the city, which includes the city's football team 'The Green Bay Packers'. The chief signifies authority. The silhouette commemorates the previous ship, **USS Green Bay PG-101**, which served as aggressor in fleet exercises, while serving in Guantanamo Bay, Cuba. The wavy division of the shield suggests the shoreline, combined with the pale alludes to the ship's mission of amphibious transport of troops.

**Crest:** The maple wreath conveys success and achievement, signifying the state tree of Wisconsin, sugar maple. The anchor represents naval strength and maritime tradition. Red denotes sacrifice. The red stock of the anchor exemplifies the Marine Corps, highlighting the Navy and Marines team. The state seal alludes to Wisconsin's industry and honors the state being the 'heart of America'.

**Supporters:** The crossed naval and marine swords symbolize readiness and cooperation of the Navy-Marine war fighting team.

**Motto:** The motto 'STATUM BELLO INVICTUS MANEO' translates to 'STAND AND FIGHT, REMAIN UNVANQUISHED'. The disc and scroll displays the colors of the 'Green Bay Packers', green and gold, which honor the city's admiration and commitment for their football team.

**Seal:** The coat of arms as blazoned in full color upon a white oval enclosed by a Dark Green collar edged on the outside with a gold rope and inscribed 'USS GREEN BAY' at the top and "LPD 20" at the bottom.

[LPD 17 Webmaster](#)

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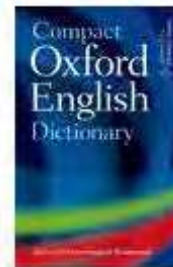
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### championship

• **noun** **1** a sporting contest for the position of champion. **2** the vigorous defence of a person or cause.

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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/505293

MARK: TITLETOWN COMBAT

**\*77505293\***

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SHEBOYGAN, WI 53081-5822

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APPLICANT: Gonzalez, Chris

CORRESPONDENT'S REFERENCE/DOCKET NO :

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CORRESPONDENT E-MAIL ADDRESS:

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**OFFICE ACTION**

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: **9/20/2008**

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

**Trademark Act Section 2(d) – Likelihood of Confusion**

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 1,802,761. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

Regarding the issue of likelihood of confusion, all circumstances surrounding the sale of the goods and/or services are considered. These circumstances include the marketing channels, the identity of the prospective purchasers, and the degree of similarity between the marks and between the goods and/or services. *See Indus. Nucleonics Corp. v. Hinde*, 475 F.2d 1197, 177 USPQ 386 (C.C.P.A. 1973); TMEP §1207.01. In comparing the marks, similarity in any one of the elements of sound, appearance or meaning may be sufficient to find a likelihood of confusion. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re Lamson Oil Co.*, 6 USPQ2d 1041, 1043 (TTAB 1987); *see* TMEP §1207.01(b). In comparing the goods and/or services, it is necessary to show that they are related in some manner. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); TMEP §1207.01(a)(vi).

The goods and/or services of the parties need not be identical or directly competitive to find a likelihood of confusion. *See Safety-Kleen Corp. v. Dresser Indus., Inc.*, 518 F.2d 1399, 1404, 186 USPQ 476, 480 (C.C.P.A. 1975); TMEP §1207.01(a)(i). Rather, they need only be related in some manner, or the conditions surrounding their marketing are such that they would be encountered by the same purchasers under circumstances that would give rise to the mistaken belief that the goods and/or services come from a common source. *In re Total Quality Group, Inc.*, 51 USPQ2d 1474, 1476 (TTAB 1999); TMEP §1207.01(a)(i); *see, e.g., On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086-87, 56 USPQ2d 1471, 1475-76 (Fed. Cir. 2000); *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566-68, 223 USPQ 1289, 1290 (Fed. Cir. 1984).

Consumers are likely to be confused by the use of similar marks on or in connection with goods and with services featuring or related to those goods. TMEP §1207.01(a)(ii); *see In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988) (holding BIGG'S for retail grocery and general merchandise store services likely to be confused with BIGGS for furniture); *In re United Serv. Distribs., Inc.*, 229 USPQ 237 (TTAB 1986) (holding design for distributorship services in the field of health and beauty aids likely to be confused with design for skin cream); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (holding 21 CLUB for various items of men's, boys', girls' and women's clothing likely to be confused with THE "21" CLUB (stylized) for restaurant services and towels); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB

1985) (holding CAREER IMAGE (stylized) for retail women's clothing store services and clothing likely to be confused with CREST CAREER IMAGES (stylized) for uniforms); *Steelcase Inc. v. Steelcare Inc.*, 219 USPQ 433 (TTAB 1983) (holding STEELCARE INC. for refinishing of furniture, office furniture, and machinery likely to be confused with STEELCASE for office furniture and accessories); *Mack Trucks, Inc. v. Huskie Freightways, Inc.*, 177 USPQ 32 (TTAB 1972) (holding similar marks for trucking services and on motor trucks and buses likely to cause confusion).

Applicant seeks registration of the mark TITLETOWN COMBAT for services identified as "organizing sporting events, namely, mixed martial arts." The mark TITLETOWN U.S.A. in Reg. No. 1,802,761 for goods identified as "men's, women's and children's wearing apparel; namely, t-shirts, sweatshirts, knit shirts, and caps" has been cited as a bar to registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). The marks create similar commercial impressions. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. See *Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n*, 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (21 CLUB and "21" CLUB (stylized)); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii). In addition, the goods and services would be considered to be related. As evidenced by the attached print out from PACKERTIME.COM, sports teams and professional athletes market a wide variety of licensed products, such as t-shirts or jerseys under both sports teams' names and athletes' names. Therefore, consumers could reasonably believe that there was some sort of association of relationship between the Applicant's sports competitions and the goods in the cited registration. Inasmuch as the marks are similar and the goods and services are related, a likelihood of confusion exists.

Applicant should note the following additional ground for refusal.

#### **Trademark Act Section 2(a) – False Suggestion of a Connection**

As demonstrated by the attached print outs from AMAZON.COM; from *G Green Bay Packers*, available at SPORTSLINE.COM. from *City of Green Bay*, available at GREEN-BAY.WI.US; from GOOGLE BOOK SEARCH, available at BOOKS.GOOGLE.COM, from *Lambeau Field*, available at LAMBEAUFIELD.COM, from *NBC Sports*, available at NBCSPORTS.COM.SEENON.COM; from *The New York Times* (*Wednesday, September 17, 2008*), available at NYTIMES.COM, from *NFL GameDay*, available at PACKERS.COM, from the *Pro Football Hall of Fame*, available at PROFOOTBALLHOF.COM, from *Sports Nicknames 20,000 Professionals Worldwide* (*McFarland & Co., Inc. 2001*); from *Wisconsin Insurance News*, available at OCI.WI.GOV, and from *US Navy Today* (*June 26, 2008*), available at NEWS.NAVY.MIL, "Tittletown" is a term that is used to identify the Green Bay Packers. Therefore, Registration is refused because the applied-for mark consists of or includes matter which may falsely suggest a connection with the GREEN BAY PACKERS. Although the GREEN BAY PACKERS are not connected with the goods and/or services provided by applicant under the applied-for mark, the GREEN BAY PACKERS are so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); see TMEP §§1203.03, 1203.03(e). See generally *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Nuclear Research Corp.*, 16 USPQ2d 1316 (TTAB 1990); *Univ. of Ala. v. BAMA-Werke Curt Baumann*, 231 USPQ 408 (TTAB 1986); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity of another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

*In re Nuclear Research Corp.*, 16 USPQ2d 1316, 1317 (TTAB 1990); *In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429 (TTAB 1985); TMEP §1203.03(e).

A combination of terms that, independent of each other would not falsely suggest a connection with another person or institution, may do so when combined. See, e.g., *In re U.S. Bicentennial Soc'y*, 197 USPQ 905, 907 (TTAB 1978) (finding that while "U.S." alone and "BICENTENNIAL" alone may not imply involvement by the Federal Government in the sponsorship of applicant's goods, the combination of these two terms is "too slick to pass as a legitimate trademark" and falsely suggests a connection).



The term at issue need not be the actual, legal name of the party falsely associated with applicant's mark to be unregistrable. TMEP §1203.03(a); *see, e.g., Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429 (TTAB 1985) (holding the wording MARGARITAVILLE to be the persona of singer Jimmy Buffett). The term must, however, be so uniquely and unmistakably associated with the named party as to constitute that party's name or identity. TMEP §1203.03; *see, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ at 429.

Where a term falsely suggests a connection with a person or institution in violation of Trademark Act Section 2(a), the phonetic equivalent of that term also violates Section 2(a). *See, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985) (“there can be no question . . . that ‘WESTPOINT’ written together as one word is the equivalent of ‘WEST POINT’ written as two words”).

Dictionary definitions alone may be competent to demonstrate that the mark sought to be registered is the same as, or a close approximation of, the named person or institution. *See, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985) (holding that the wording WESTPOINT for various firearms falsely suggested a connection with the United States Military Academy, when the Board considered only dictionary definitions made of record).

The fact that applicant did not intend to adopt the name of, or trade upon the goodwill of, the named person or institution does not obviate a false connection refusal. Trademark Act Section 2(a) does not require such intent. TMEP §1203.03(e); *see, e.g., S & L Acquisition Co. v. Helene Arpels, Inc.*, 9 USPQ2d 1221 (TTAB 1987); *Consol. Natural Gas v. CNG Fuel Sys., Ltd.*, 228 USPQ 753 (TTAB 1985). However, evidence of such intent is highly probative that the public will make the intended false connection. *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); TMEP §1203.03(e).

If applicant's goods and/or services are of a type that the named person or institution sells or uses, and the named party is sufficiently famous, then it may be inferred that purchasers of the goods and/or services would be misled into making a false connection of sponsorship, approval, support or the like with the named party. *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *In re Nat'l Intelligence Acad.*, 190 USPQ 570 (TTAB 1976).

The fact that purchasers would realize, at some point after purchase, that no connection exists between the listed goods and/or services and the person or institution falsely connected, is not relevant. The focus is on “the initial reaction or impact of the mark when viewed in conjunction with the applicable goods or services.” *In re Bicentennial Soc'y*, 197 USPQ 905, 906 (TTAB 1978) (quoting *In re Nat'l Intelligence Acad.*, 190 USPQ 570, 572 (TTAB 1976)).

**In the alternative, the following third refusal to register is now issued:**

**Trademark Act Section 2(e)(2) – Geographically Deceptive and Primarily Geographically Deceptively Misdeshriptive**

Applicant seeks registration on the Principal Register of the mark TITLETOWN COMBAT for services identified as “Organizing sporting events, namely, Mixed Martial Arts.” As demonstrated by the attached print out of a GOOGLE.COM search of TITLETOWN “GREEN BAY” and from the *City of Green Bay*, available at GREEN-BAY.WI.US, “tiletown” is a slang term for Green Bay, Wisconsin. Commonly used nicknames for geographic locations are generally treated as equivalent to the proper geographic name of the place identified. TMEP §1210.02(a); *see, e.g., In re Carolina Apparel*, 48 USPQ2d 1542, 1543 (TTAB 1998) (holding CAROLINA APPAREL primarily geographically descriptive of retail clothing store services where evidence showed that “Carolina” is used to indicate either the state of North Carolina or South Carolina); *In re Charles S. Loeb Pipes, Inc.*, 190 USPQ 238, 245 (TTAB 1976) (holding OLD DOMINION is “the accepted nickname for the State of Virginia”). Here, the record indicates that the Applicant is from Sheboygan, Wisconsin and the specimens indicate that the sports event is in Kimberly, Wisconsin. Therefore, the following refusal is now issued:

Registration is refused because the applied-for mark consists of or includes geographically deceptive and primarily geographically deceptively misdescriptive matter in relation to the identified goods and/or services. Trademark Act Sections 2(a) and 2(e)(3), 15 U.S.C. §1052(a), (e)(3); *see In re Les Halles De Paris J.V.*, 334 F.3d 1371, 67 USPQ2d 1539 (Fed. Cir. 2003); *In re Cal. Innovations Inc.*, 329 F.3d 1334, 66 USPQ2d 1853 (Fed. Cir. 2003), *In re Budge Mfg. Co.*, 857 F.2d 773, 8 USPQ2d 1259 (Fed. Cir. 1988); TMEP §§1210, 1210.01(b)-(c).

A mark is geographically deceptive and primarily geographically deceptively misdescriptive if the following is shown:

- (1) The primary significance of the mark is a generally known geographic place or location;
- (2) The goods and/or services for which applicant seeks registration do not originate in the geographic place identified in the mark;
- (3) Purchasers would be likely to make a goods-place or services-place association; that is, purchasers would be likely to believe that the goods and/or services originate in the geographic place identified in the mark; and
- (4) The misrepresentation regarding the geographic origin of the goods and/or services is material to the purchaser's decision to buy the

goods or use the services in question.

*In re Les Halles De Paris J.V.*, 334 F.3d 1371, 1373, 67 USPQ2d 1539, 1541 (Fed. Cir. 2003); *In re Cal. Innovations Inc.*, 329 F.3d 1334, 1341, 66 USPQ2d 1853, 1859 (Fed. Cir. 2003); TMEP §1210.01(b)-(c).

Geographically deceptive and primarily geographically deceptively misdescriptive matter need not be the entire mark, or even the dominant portion of the mark. See 15 U.S.C. §1052(a), (e)(3); TMEP §1210.06(b). A refusal under Trademark Act Section 2(a) or 2(e)(3) is appropriate if some portion of the applied-for mark is geographically deceptive and primarily geographically deceptively misdescriptive with respect to the goods and/or services in question. See e.g., *Am. Speech-Language-Hearing Ass'n v. Nat'l Hearing Aid Soc'y*, 224 USPQ 798, 808 (TTAB 1984); see TMEP §1210.06(b).

Evidence of services-place association must show more than that the geographic location in the mark is known for the performance of the services. Some additional reason is needed for a consumer to associate the services with the geographic location invoked by the mark. *In re Les Halles De Paris J.V.*, 334 F.3d 1371, 1373-74, 67 USPQ2d 1539, 1541-42 (Fed. Cir. 2003).

In addition, the misleading services-place association must be a material factor in the consumer's decision regarding the services. To show materiality, there must be some heightened association between the services and the geographic denotation; in other words, a showing of a very strong services-place association. *In re Les Halles De Paris*, 334 F.3d at 1373-74, 67 USPQ2d at 1541-42; *In re Consol. Specialty Rests., Inc.*, 71 USPQ2d 1921, 1928 (TTAB 2004); TMEP §1210.05(b)(ii).

For example, materiality may be shown for restaurant services if the evidence demonstrates that the geographic location is famous for providing the specialized culinary training exhibited by the chef, and this fact is advertised as a reason to choose this restaurant. Materiality may also be shown if the evidence demonstrates that the food was imported from the location identified in the mark and customers would patronize the restaurant because of this fact. *In re Les Halles De Paris*, 334 F.3d at 1374-75, 67 USPQ2d at 1541-42; TMEP §1210.05(b)(ii).

Applicant must provide a written statement explaining whether the services or any aspect of the services is, or will be, rendered in, or has any other connection with, the geographic place named in the mark. See 37 C.F.R. §2.61(b); TMEP §1210.03.

Applicant must respond to the requirement(s) set forth below.

#### **Identification of Services**

- The identification of services must be clarified because it is unacceptable as indefinite. See TMEP §1402.01. Applicant may adopt the following identification, if accurate: Organizing sporting events, namely, mixed martial arts competitions.

- Identifications of services can be amended only to clarify or limit the services; adding to or broadening the scope of the services is not permitted. 37 C.F.R. §2.71(a); see TMEP §§1402.06 *et seq.*, 1402.07. Therefore, applicant may not amend the identification to include services that are not within the scope of the services set forth in the present identification.

-  
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#### **Disclaimer**

As evidenced by the attached print out from the *Compact Oxford English Dictionary*, available at ASKOXFORD.COM, "combat" is defined as "fighting." Since Applicant's mixed martial arts competitions involve fighting, Applicant must disclaim the descriptive wording "Combat" apart from the mark as shown because it merely describes a quality, characteristic or feature of the services. See 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a).

The computerized printing format for the Office's *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP §1213.08(a)(i). The following is the standard format used by the Office:

No claim is made to the exclusive right to use "Combat" apart from the mark as shown.

TMEP §1213.08(a)(i); see *In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

#### **Request for Information**

An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); see *In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

Therefore, applicant must submit samples of advertisements or promotional materials for the identified services. In addition, applicant must

describe in detail the nature, purpose and channels of trade of the services.

If applicant has questions about its application or needs assistance in responding to this Office action, please telephone the assigned trademark examining attorney.

**TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE:** TEAS Plus applicants should submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) written responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of attorney; (6) amendments to allege use; (7) statements of use; (8) requests for extension of time to file a statement of use, and (9) requests to delete a §1(b) basis. If any of these documents are filed on paper, they must be accompanied by a \$50 per class fee. 37 C.F.R. §§2.6(a)(1)(iv) and 2.23(a)(i). Telephone responses will not incur an additional fee. **NOTE:** In addition to the above, applicant must also continue to accept correspondence from the Office via e-mail throughout the examination process in order to avoid the additional fee. 37 C.F.R. §2.23(a)(2).

/Susan A. Richards/  
Trademark Attorney  
Law Office 103  
(571) 272-8266

**RESPOND TO THIS ACTION:** Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

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**TYPED DRAWING**

**Serial Number**

74104760

**Status**

REGISTERED AND RENEWED

**Word Mark**

TITLETOWN U.S.A.

**Standard Character Mark**

No

**Registration Number**

1802761

**Date Registered**

1993/11/02

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue  
Green Bay WISCONSIN 54307

**Goods/Services**

Class Status -- ACTIVE. IC 025. US 039. G & S: men's, women's and  
children's wearing apparel; namely, T-shirts, sweatshirts, knit  
shirts, and caps. First Use: 1990/11/01. First Use In Commerce:  
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**Filing Date**

1990/10/09

**Examining Attorney**

HENDERSON, KEITH L.

**Attorney of Record**

DAVID M. PROPER

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## Green Bay won't give up TitleTown

ESPN.com

Updated: June 11, 2008, 1:13 PM ET

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### Submitted by Polish Packerfan45

Green Bay, Wis., was and still is TitleTown USA. This city thrives on ONE team, the Green Bay Packers, not like all those other cities like Boston and Chicago who have many teams.

Green Bay has one and it shines above all others. This team represents the hard workers of Green Bay and all of Wisconsin. People like Nitschke, Taylor, Hutson, Favre and Lombardi represented the toughness of this town.

Fans have showed up in some of the most horrible weather, like this past season against the Giants: minus 14 and people still had their shirts off rooting for the Pack. When we lost that game and Favre retired the people showed their emotions and Green Bay was silent.

If we were in a town like Cincinnati and they were in a game like that and lost, they would just shrug, but in Green Bay we all stand together and show support for our team.

Even kids show their support. We have a middle school

#### The nickname game

**scottwk1st:** Are you going to change The House that Ruth Built or The Green Monster? How about renaming Madison Square Garden to that place somewhere in New York City?

**italianfriend99:** You wouldn't call David Ortiz "Mr. October" or Sidney Crosby "The Great One." Why call ANY town other than Green Bay TitleTown?

**TorreroX:** The name TitleTown should be reserved for the city that created the name in the first place, Green Bay. ... What city should be called The Big Apple? New York City because the name was created for it.

**mobadaers:** We should have a

"SportsC  
July 28, .

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Even kids show their support. We have a middle school named after Vince Lombardi, and kids at a school made their own Christmas song about the Pack. My son even told me the teachers and students watched Brett's retirement speech. You don't see that often.

We might only have one team and might be a small city, but we all have big hearts and love seeing our Pack win on Sundays, and when we lose we get mad and think about the next game.

The Packers might be the only thing Green Bay has going for it, but nobody can ever take away the Packers or TitleTown from us. GO PACK GO!

### Submitted by [dlars5](#)

What does a team receive if they win the Super Bowl? That's right, they get the Lombardi Trophy.

Where did Vince Lombardi coach and win? That's right, Green Bay, Wis.

How can a city with only 100,000 people in northern Wisconsin support the most legendary football team in the nation? Clearly, Green Bay is simply TitleTown USA.

Green Bay doesn't have the flair of a Boston, New York, Dallas or L.A. team, but they have the "IT" factor. You and I both know it's there. We may not know or agree on what the "IT" factor is, but we both agree that "IT" is in Green Bay.

I know the Packers haven't won a title for a few years, but this shouldn't matter in this competition. This city has won its fair share in the past.

You need to realize that Green Bay is at a disadvantage compared to the other TitleTown favorites. Green Bay has football and football. Other cities have football, men's basketball, women's basketball, baseball, soccer, along with large DI sports teams (Green Bay does have a DI basketball team, but that's it).

Oh by the way, Brett Favre won the MVP title three years in a row.

### Submitted by [powersuns](#)

Green Bay will always be TitleTown USA, just like Detroit will always be HockeyTown USA (ignoring my desposal of the Red Wings).

Twelve NFL Titles for a team that since 1919 has thrived in a town with only a little over 100,000 residents.

**mgbadgers:** We should have a poll to determine which network is "The Worldwide Leader in Sports."

**shanman3400:** Green Bay is already TitleTown, just as Detroit is Hockeytown, Dallas is America's Team, Boston is Beantown, Philadelphia is The City of Brotherly Love.

[Three w](#)  
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### Other Green Bay supporters

**DaveT865:** The NFL Hall of Fame is in Canton, Ohio, but its heart is



269 consecutive sellouts even through two decades ('70s-'80s) when the team had a total of three winning seasons.

A waiting list of 76,000+ to get seats when only about 70 become available each year.

ESPN: Been a fan for over 20 years. You can come up with an original nickname that isn't already taken, right?

**Submitted by BIGMIKE233124**

Imagine this: Sitting in Lambeau Field, playoff football, it's snowing and the place is overpacked with crazed fans.

The Packers with all their history trail by 14 points early in the first quarter. They come back to blow out the Seahawks and go to the championship game in "The Frozen Tundra of Lambeau Field."

That was the best experience of my life, and there is no atmosphere or place that would be closer to heaven.

**Submitted by packFan61564**

Using census numbers, it has become obvious people are moving out of New York, Los Angeles and Chicago to more appealing cities such as Tampa, Las Vegas and Dallas.

Let's start a contest with these cities to see which one really is "My Kind of Town."

More cars are being built in podunk towns throughout Kentucky and Tennessee than in Detroit. Let's start voting for the "REAL" Motor City.

Since Los Angeles has surpassed Chicago in population, should we strip Chicago of the title "Second City?"

After we steal every city's moniker we shouldn't stop there. Let's nominate our favorite country for "Next Superpower."

**Submitted by misspackerfan**

Through 17 weeks of heated competition, all NFL teams seek one goal and only one goal and that is the Lombardi Trophy.

Green Bay.

**uw1 11:** How many of these cities are "towns?" Green Bay (population circa 100,000) truly shuts down on a Packer Sunday. Green Bay is, and always will be TitleTown USA.

**plhaskins:** Google "Titletown USA" and see what comes up. Even Wikipedia has it listed.

**Kathy M. Mobley:** Green Bay fans love their team, win or lose. A real fan supports the team at all times. Football is a way of life. Most towns do not know how to live that life.

**kbeck4:** We are filled with so much tradition and history, for example the Lambeau Leap.

**pam1331:** Where can you go in the nation and see a NFL stadium in the middle of a residential town that loves its players, coaches and fans like we do?

**419PHATTY:** We just lost Brett Favre and we will not let ESPN or anyone take TitleTown from our loved Green Bay Packers.



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The Lombardi Trophy is the coveted chalice that ALL NFL players and coaches strive for and anything else is looking toward the next season.

His legacy lives here and only here in a place that we all call TitleTown USA (Green Bay, Wis.).

So, look at it this way, "If it ain't broken, don't fix it."

**Submitted by [paulb485](#)**

I THINK it is kinda funny how everyone THINKS their town should be TitleTown USA because the 100,000+ residents (including myself) of Green Bay, Wis., KNOW we live in TitleTown USA.

If anyone doubts me, do a search key word "City of Green Bay seal." Let me know what it says underneath the city of Green Bay.

So no matter whom ESPN proclaims TitleTown USA, it doesn't count until it is on your city seal and off ours.

**Submitted by [mcvean1680](#)**

The nickname belongs to Green Bay.

What an amazing story: Small meatpacking company town turns a team into a legendary NFL franchise that transcends time and all of the crap that is happening in sports today.

Do not tarnish the glory of this small town. It may be one of the last good things left about sports in America.

**Submitted by [azdbacksfan1](#)**

Where did the namesake of TitleTown come from? Not Norman, Okla. Not San Francisco. Not New York. Not Chicago. Not Chapel Hill, N.C., or any other little "I dream of being a TitleTown" town.

It came from the Green Bay Packers. How can any other town/city be called TitleTown USA without thinking of Green Bay?

All the rest are wannabes.

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**875 comments** on "Green Bay won't give up TitleTown"



**saxydoqq7** (3 months ago)

"TitleTown USA" should be given to some small town that no one's ever really heard of, a place who's highschool baseball team has been dominating for decades or something like that.



**kopernik1971** (3 months ago)

TitleTown should not be one team wonder. Every dog gets its day, so by having one team winning a title is not such a big deal. Want names, Papa Bear, Ditka, Sweetnes, MJ, Sayers, Butkus, Pipen, Jackson, Grange, Banks, Sosa, Thomas, Hull, Mikita just to name few. And fans, where else will you sell out games for a team that haven't won in 100 years. Without Papa Bear there is no NFL, without MJ and the Bulls in the 90's NBA would not be as big around the world as it is. Want history, how many original Pro teams are there in Chicago. TitleTown USA is Chicago, hands down.

**Inside ESPN.com**



The SEC is who we thought it was. The Big 12 is a pretty big deal, too. The surprise? Take a wild trip to the Mountain West. **On the Mark**



We are the (your conference here) and we are ... oh, we're not holding back. Not many of you will be smiling over it. **College Football Nation**



One game. That's not a big lead for the Rays. So, why should the Red Sox worry heading to the Trop? One reason. **Pennant Pulse**



Few things make LeBron misty-eyed. A documentary of his life and friendships is one. **Sam Alipour | Watch: "More Than A Game"**



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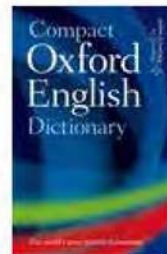
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## Compact Oxford English Dictionary

### combat

- **noun** fighting, especially between armed forces.
- **verb** (**combated** or **combatted**, **combating** or **combatting**) take action to reduce or prevent (something bad or undesirable).  
— ORIGIN from Latin *combattere* 'fight with'.



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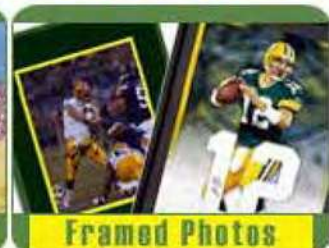
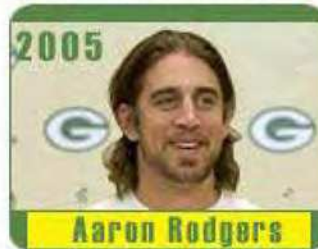
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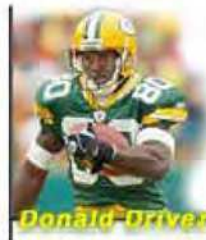
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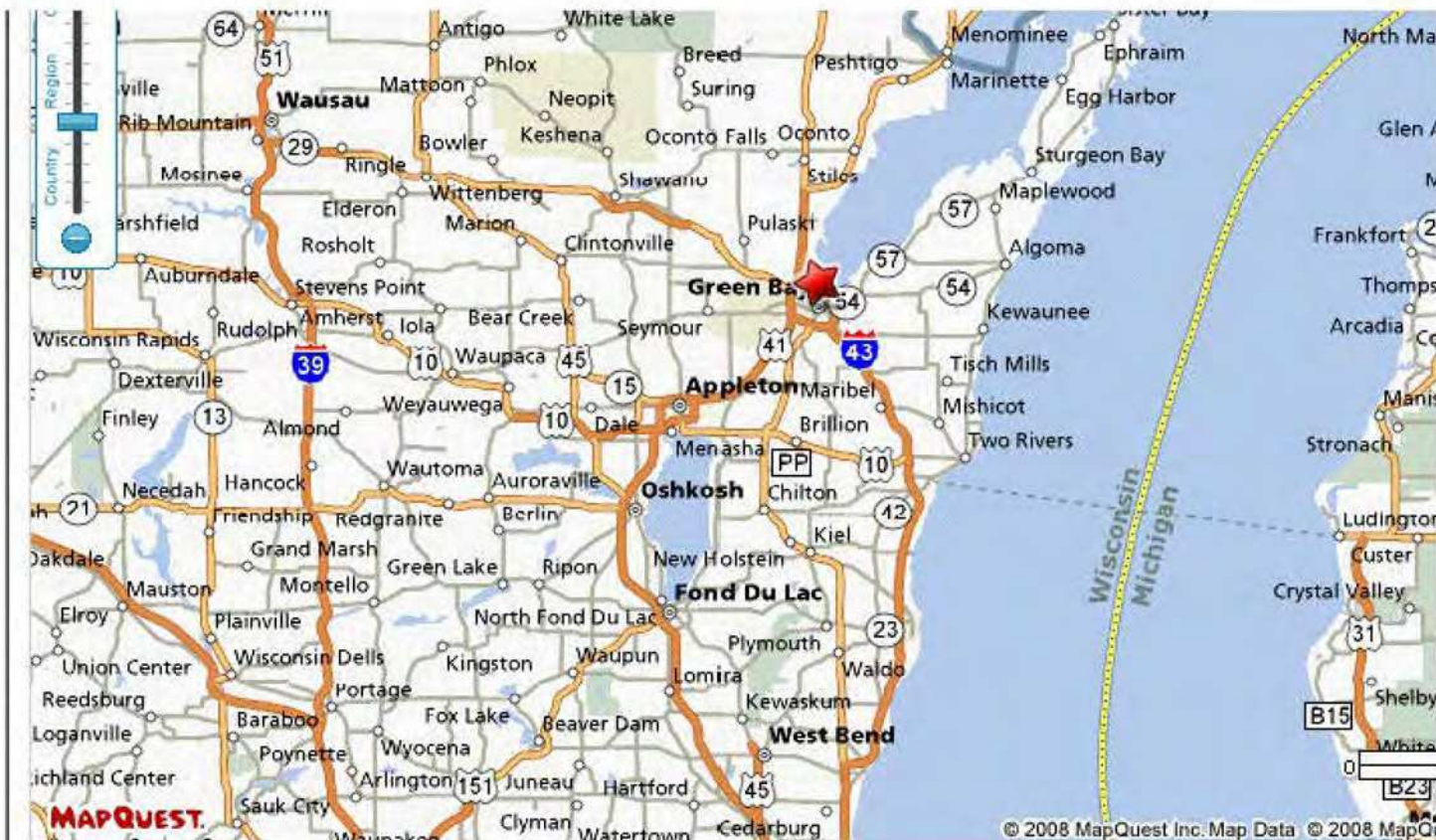
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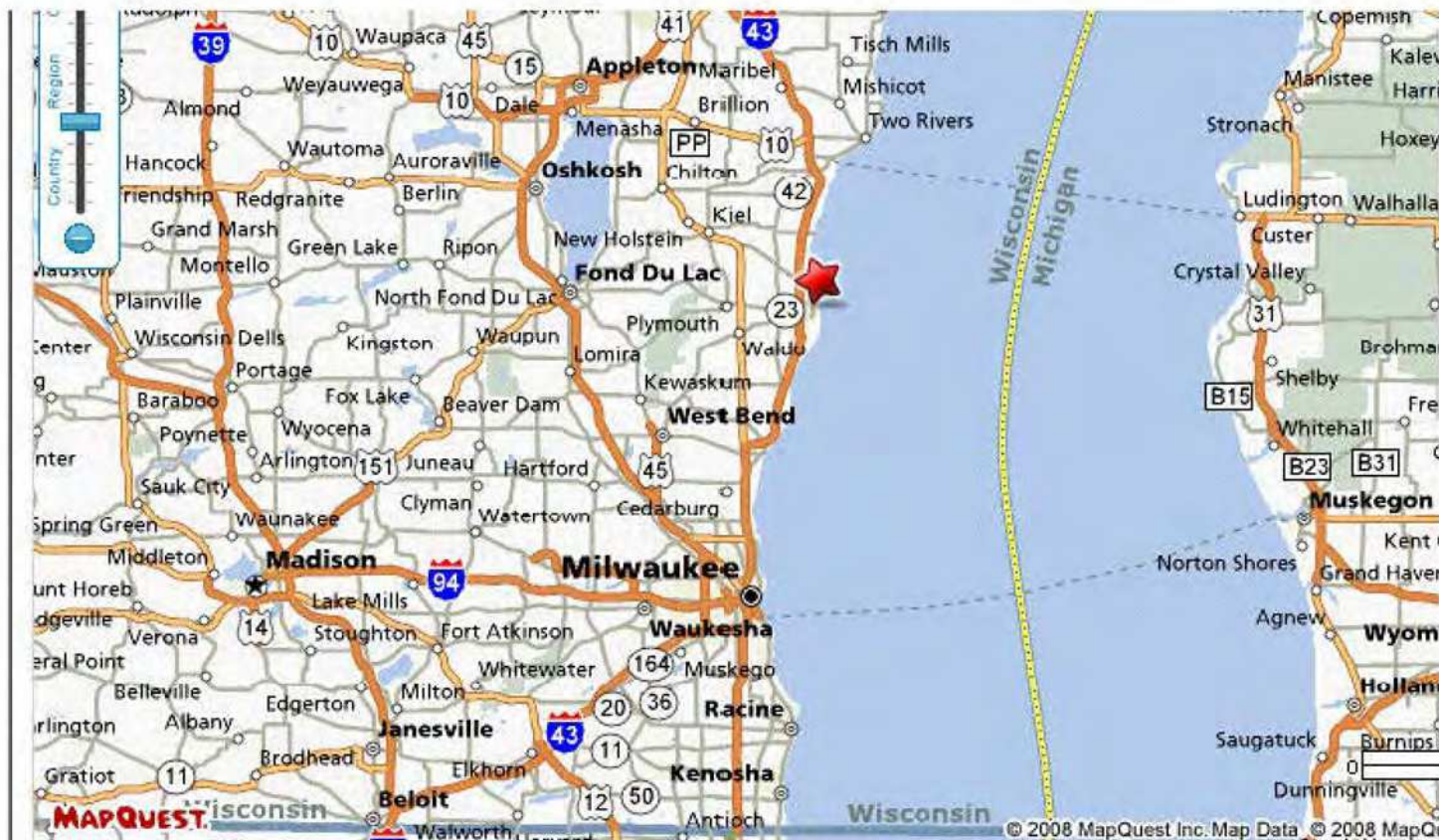
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## GREEN BAY PACKERS

 Location: Green Bay, Wis. | Stadium: Lambeau Field (72,601) | President/CEO: Mark H. Murphy | GM: Ted Thompson  
 Coach: Mike McCarthy | League Championships: 9 | Super Bowls: 3

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### Packers QB Rodgers says he's ready for spotlight post-Favre

May 22, 2008

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GREEN BAY, Wis. (AP) -Aaron Rodgers gets a daily reminder he doesn't need: Less than 10 feet from where he dresses is Brett Favre's old locker, nameplate intact, and complete with shoulder pads still sitting on the shelf.

"I know the pressure I'm under. I know who I'm following. I know that it's a tough situation and a lot of people are expecting me to fall outside of this locker room," Rodgers said Wednesday in his first football-related comments since he was anointed as Favre's successor in March. "I'm just trying to get the guys we've got here now to believe in me."

Rodgers led the Green Bay Packers' second practice and third organized team activity earlier Wednesday. The 24-year-old whose mom thinks he needs a haircut played the part to perfection.

At one point, he whipped a tight pass to top receiver Donald Driver, who broke out his big grin after the grab. Driver says the transition from No. 4 to No. 12 is seamless.

"No. 4, he's not here, but his spirit is here," Driver said. "Nothing's changing, we're not going to do anything different than what we would do if Brett was here. The play calling is going to stay the same. The cadence is going to stay the same. There's nothing different, you just see a different face, but you all move on."

And the Packers have, even if the three-time MVP Favre continues to make the occasional off-the-cuff remark about playing again.

Rodgers said he hasn't talked to Favre in the offseason, though the two have traded messages, and he's not on Favre watch, even if some Cheeseheads still believe their hero might return triumphantly to Titledown after the Packers fell tantalizingly short of a Super Bowl appearance by losing in the NFC title game to the eventual champion New York Giants.

"I do hear about it second hand, but there's not much you can say about that," Rodgers said. "He obviously is retired, he probably still thinks he can play, but as a football team, I think we're moving on."

Rodgers also isn't taking Favre's mixed messages personally.

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"He still has a passion for the game," he said. "I've talked to a lot of retired guys who still feel like they can play and I'm sure he does, too. But that's just not something I worry about."

The story line will be there, though, all season with every pass, every snap.

"I know the comparisons, probably my entire career, as long as I'm a Packer and as long as I play in the NFL ... my connection will be the guy who followed Brett Favre," he said.

The Packers have told Rodgers unequivocally he'll be the starter even with highly touted rookie Brian Brohm being selected in the second round and Matt Flynn being taken in the seventh.

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# City of Green Bay

*A city of celebrations*

## Mayors of Green Bay

**James J. Schmitt (1958 - )**



On April 1, 2003 Jim Schmitt became the 41st mayor of the City of Green Bay. Jim was born in Two Rivers, Wisconsin on June 7, 1958 to Jim and Mary (Gleichner) Schmitt. Jim is the fourth oldest in a family of four brothers and six sisters.

Jim grew up in Two Rivers and attended grade school and Roncalli High School, graduating in 1976. He went on to St. Norbert College, graduating in 1980 with a BBA/Marketing. In 1979, he was a recipient of Who's Who in American Colleges and Universities.

**Mayor James J. Schmitt**

Jim has always been an industrious individual. He began working for his father's lumber company at age 7, stamping literature and cleaning the bathrooms - all for 25 cents an hour. When the carnival came to Two Rivers, he worked for it; in grade school, he became an antiques dealer, going to auctions and reselling his purchases. At 16, he worked as a waiter and began selling and delivering lumber for his father's company. At 18, Jim purchased a house for \$11,500 and rented it out.

After graduating from St. Norbert College, Jim remained in Green Bay working for the Little Rapids Corporation, the KI Corporation, and Cellcom Inc. In 1993, Jim founded Famis Manufacturing, Inc. Famis Manufacturing is a paper and cotton converting company that manufactures and markets disposable products to health and beauty industries. Famis employs 20 people. In June of 2003, Jim sold the major portion of the business to concentrate on his duties as mayor.

Jim married Dona Degenhardt on May 26, 1990 in St. Lawrence Church, Stangleville. Together they had four daughters, Anna, Greta, Laura, and Eva. Eva died as an infant in 2002.

Dona juggles taking care of her family, first and foremost on her agenda, with volunteering as a teacher's helper at St. Thomas More School and Leopold School. She teaches religious education at St. Francis Xavier Cathedral and donates her time and talents as a hairdresser for Unity Hospice patients and the Norbertine priests at St. Norbert Abbey.

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Mayor Jim Schmitt participates in the remembrance of September 11th.

Under Jim's leadership, Green Bay, also known as Titledown U.S.A. will not only be known as the hometown of the Green Bay Packers but also as a community with a unique small town atmosphere that no other city can match. As mayor, the focus of his administration is on revitalizing the local economy, enhancing city neighborhoods, developing waterfront and growing existing businesses. As a former business owner, Jim knows how to live within a budget. As a father of three, he knows the challenges families face today. These values will guide Mayor Schmitt as he prepares yearly budgets that will hold the line on spending and lead Green Bay forward.

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<b>Contact Information</b> 100 North Jefferson Street Room 200 Green Bay, WI 54301-5026  Phone 920.448.3005  Fax 920.448.3080 email: <a href="mailto:Mayor">Mayor</a>	<b>Office Hours</b> Monday through Friday 8:00 AM-4:30 PM  <small>City Hall is closed on the following holidays: New Year's Eve afternoon, New Year's Day, Good Friday afternoon, Memorial Day, July 4th, Labor Day, Thanksgiving Day, Christmas Eve afternoon, Christmas Day</small>
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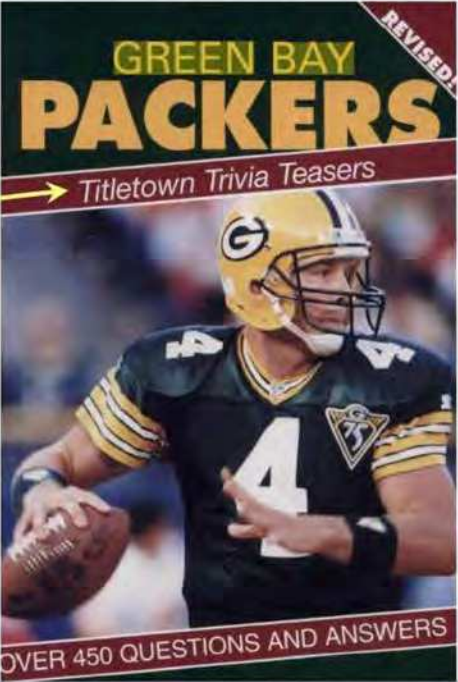
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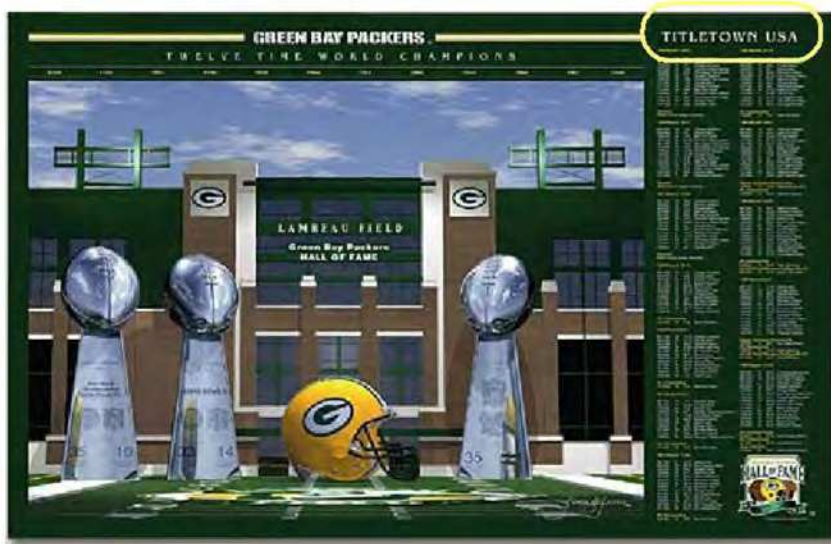
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**Green Bay Is Once Again Titletown U.S.A.**

By THOMAS GEORGE  
Published January 27, 1987

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The Lombardi Trophy goes back to Lombardi Avenue, back to Vince Lombardi country. It goes back to the Green Bay Packers.

Green Bay won Super Bowls I and II and then nothing in the Big Game, not even an appearance, for the next 28 in the series. Super Bowl XXXI proved the charm. Back to basics for the Packers. Back to glory.

Green Bay tonight showed the moxie, the courage and the spirit it had displayed all season. It raced ahead. It fell behind. And then it got up and put the New England Patriots on the ground for good, winning, 35-21, before 72,301 fans here in the Louisiana Superdome.

It was the 13th consecutive victory for the National Football Conference, a string dating back to San Francisco's victory over Miami in Super Bowl XIX.

The Packers played with a confidence and in some areas a dominance similar to that of the old Packer teams, the ones Vince Lombardi fashioned in the late 1960's, those bruising teams with the penchant for supreme execution. That is what the Green Bay offense did here today, relying primarily on the wonderful arm of quarterback Brett Favre and on the

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That was what marked the start of this Super Bowl, one big play after another, as the Patriots and the Packers played can-you-top-this football. After only a half, 41 points had been scored and three Super Bowl records had fallen.

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Titledown: Green Bay, Wis.

Jack Yuenger first coined Green Bay "Titledown" after the team's 1961 NFL championship, a 37-0 triumph over the New York Giants. Yuenger, *Green Bay Press-Gazette* advertising manager, printed the city's new nickname on celebratory signs for fan distribution. The '61 title, the Packers' sixth of an NFL-record 12 wo championships -- and first under Vince Lombardi -- was earned in Green Bay, the first championship game ever played in the city.  
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Packers Fan Poll




How many interceptions will Charles Woodson have this season?

- 3 or 4
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**GREEN BAY PACKERS**

The Packers were formed in 1919 and joined the NFL in 1921. No team in NFL history has won more championships than the Packers which has earned Green Bay the moniker, "Littletown USA." Over the years, the Packers have twice strung together three straight league crowns (1929-31, and 1965-67). In all, the franchise has claimed a record 12 NFL championships including three Super Bowl titles.

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The incredible saga of the Green Bay Packers began in August 1919, when the Indian Packing Company agreed to sponsor a local pro football team under the direction of Earl (Curly) Lambeau. In 1921, the Packers were granted a membership in the new National Football League.

Today, they rank as the third oldest team in pro football. The long and storied history of the Green Bay team is one of struggle, until comparatively recently, for financial survival off the field and playing stability on the field. The Packers' record has been punctuated with periods of both the highest success and the deepest depths of defeat.



Many great football players have performed for the Green Bay team but two coaches, Lambeau and Vince Lombardi, rank as the most dominant figures in the Packers' epic. Between the two, Lambeau and Lombardi brought the Packers 11 NFL championships, including two record strings of three straight titles, the first in 1929, 1930 and 1931 and the second in 1965, 1966 and 1967. Those last three

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championships completed the Packers' dynasty years in the 1960s, which began with Green Bay also winning NFL championships in 1961 and 1962. During the late 1930s and early 1940s, the Lambeau-led Packers were annual championship contenders. They won four divisional crowns and NFL titles in 1936, 1939 and 1944.

Individually, Lambeau, Lombardi and 19 long-time Packers players are enshrined in the Pro Football Hall of Fame. Hall of Fame players from the early years include Don Hutson, history's first great pass receiver, Arnie Herber, Clarke Hinkle, Cal Hubbard, John (Blood) McNally, Mike Michalske and Tony Canadeo. The great Packers elevens of the 1960s produced Jim Taylor, Forrest Gregg, Bart Starr, Ray Nitschke, Herb Adderley, Willie Davis, Jim Ringo, Paul Hornung, Willie Wood and Henry Jordan for the Hall. More recent Packers who've earned election to the Hall of Fame include wide receiver James Lofton and defensive lineman Reggie White.

Green Bay, home of the Packers, is still a city of less than 100,000 and is viewed as sort of a sports "dinosaur" as the only remaining small city in the big-city world of major league professional sports franchises. Green Bay is unique in another way -- the team is the only community-owned non-profit organization in the NFL. From 1937-1994 the Packers played their home games in two cities. Five of their eight home games were played in Green Bay's Lambeau Field and the remaining three at Milwaukee County Stadium in Milwaukee. Today the Packers play exclusively in Lambeau Field.

The Packers first played on a couple of small fields in Green Bay and then in 6,000-seat City Stadium beginning in 1925. Eventually, the City Stadium capacity reached 25,000. On September 29, 1957, the Packers dedicated a modern \$1,000,000 stadium with a 32,150-seat capacity. Subsequent expansions and renovations have brought the Green Bay facility, officially named Lambeau Field in 1965, to its current capacity.

Off the field, the Packers remain a financially sound and competitive and historically rich franchise. On the field the glory years are back. In 1996, the Packers returned to the top of the pro football world when they won Super Bowl XXXI.

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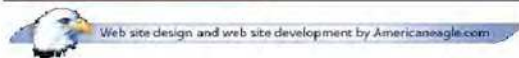
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# SPORTS NICKNAMES

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*Jefferson, North Carolina, and London*

**Green, Dennis** (HC) Minnesota. *Midge*. By his older brother, Bobby, because he was the youngest (Telander, *Color*, p. 34).

**Green, Donnie** (OT) Buffalo, Detroit (1978). *Clyde* (Carroll, G., N., and T., *Total Football II*, p. 843).

**Green, Ernie G.** (WR) Indianapolis. *E.G.* (Roberts and W., *Sporting News NFL Register* 2000, p. 157). Likely his initials.

**Green, Gaston** (RB) LARams, LARaiders, Denver (1992). *Gas* or *G-Force*. By UCLA teammates (*Sports Illustrated*, 8/31/87, p. 64).

**Green, Hugh** (LB) Tampa Bay, Miami (1991). *The Big Green Machine*. While at the University of Pittsburgh (*Pro Football Monthly*, 4/81/, p. 26).

**Green, Joe** (DB) NYGiants (1971). *Little Joe*. He was 5'11" and weighed 195 lbs. Not so little for a defensive back (Carroll, G., N., and T., *Total Football II*, p. 844).

**Green, Roy** (WR) St. Louis/Phoenix, Philadelphia (1992). *French Fries*. As in French-fry; by a friend because he can do everything (*Sports Illustrated*, 12/21/81, p. 73). I think someone was desperately trying to gain a McDonald's endorsement. *9-1-1*. "They call me 9-1-1 for emergency," said Green, referring to his QB duties (Kaegel, 8/26/85, p. 26). *Jet Stream*. By himself during the 1983 training camp when he was clocked faster than ever before (Sonderregger, *Jet Stream*, p. 14). *Diner*. By Jimmy (The Greek) Snyder because "He's open all the time" (Lamb, *Football Stars* 1985, p. 26).

**Green, Sammy** (LB) Seattle, Houston (1980). *Odd-Job* (A.P.B.A. *Football*).

**Green, Trent** (QB) Kansas City. *Robo QB*. It was pinned on him after a back injury while playing at Indiana University. "I couldn't bend at all," Green had said. "I got a lot of razzing last year because I kind of looked like a robot out there (Thomas, *Via Vianney*, p. 6C).

**Green, Willie** (WR) Denver, Detroit, Miami, Carolina, Tampa Bay (1999). *The Touchdown Machine* (Fowler, *Receiver*, 11/24/90).

**Green Bay Packers** (1922). "The Packers were organized in 1919, three years before the NFL was born, by George Calhoun and Curly Lambeau. The Indian Packing Co. provided the field, the equipment, and the name *Packers*" (Aversano, *Inside Out*, p. 20).

**Green Bay Packers** (1960s-1990s). *Titletown*. Due to the many titles they won in those two decades (Imrie, *Frozen*, 9/13/00).

**Green Bay Packers** (1960s). *The Green Bay Sweep*. The sweep with Paul Horning or Jim Taylor following the likes of Thurston and Jerry Kramer (Newhouse, *the Glory*, p. 155).

**Green Bay Packers** (1966). *The Million Dollar Babies* (Phillips and H., *Complete*, p. 155). *The Gold Dust Twins*. Packer rookies, Donny Anderson and Jim Grabowski, signed large contracts, \$715,000 and \$400,000, over a million dollars combined (Garrison and T., *Once a Cowboy*, p. 40).

**Green Bay Packers** (1978). *Gang Green*. The defense (Jenkins, *New Stars*, p. 33).

**Green Bay Packers** (1990s). *The Three Amigos*. By Packers teammates for Brett Favre, Frank Winter and Mark Chmura. They are good friends and hang out together (Favre with H., *Favre*, p. 176).

**Greene, Anthony** (DB) NYGiants (1991). *A.J.* Presumably his initials. His middle name is Jerome (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, Ed** (G-E) ChiCards (1926). *Babe* (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, George** (DB) Atlanta, Green Bay (1990). *Tiger* (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, Joe** (DT) Pittsburgh (1981). *Mean Joe*. He was an intense player (Hollander, *Football Handbook*, p. 272) at North Texas State (D. Smith, *Hall of Fame*, p. 178). Dallas rival Harvey Martin said, "Sportswriters say *Mean Joe* Greene acquired his nickname because of his college, North Texas State, *The Mean Greene*, but I know the *mean* struck because of how he played" (Martin, *Texas Thunder*, p. 14). Greene said that he hated the nickname (Felsler, *NFL's Greatest*, p. 60).

**Greene, Kevin** (LB) Los Angeles, Pittsburgh, Carolina, San Francisco (1999). *Dr. Troglodyte*. By Ram teammates: one of his hobbies was cave climbing. A troglodyte is a cave dweller (CBS Sports, *San Francisco*, 10/16/88).

**Greenich, Harley** (B) ChiBears (1944). *Duke* (Carroll, G., N., and T., *Total Football II*, p. 847).

**Greenwood, L.C.** (DE) Pittsburgh (1981). *Hollywood Bags* (A.P.B.A. *Football*). *Daddy Bags* (Wielgus, W., and R., *A-Train*, p. 61).

**Greer, Al** (OE) Detroit (1963). *Jake* (Carroll, G., N., and T., *Total Football II*, p. 847).

**Gregory, Bill** (DE) NYGiants, Dallas. *Still Bill*. He gave it to himself (Stratton and K., *Cowboy Trivia*, pp. 58, 62).

**Grgich, Visco** (L-LB) San Francisco (1949). *Garbage* (Carroll, G., N., and T., *Total Football II*, p. 848).

**Grier, Roosevelt** (DT) Los Angeles, NYGiants. *Big Rosey*. He was 6'5" and 300 lbs. (Berke, *Lincoln Vol. 5*, p. 128). *The Jolly Giant*. He was carefree, fun-loving and had a sense of humor (Berke, *Lincoln Vol. 5*, p. 160).

**Griese, Bob** (QB) Miami (1980). *Straight Arrow*. By Miami teammates; he was sensitive and quiet (Phillips and H., *Complete*, p. 161).

**Griese, Brian** (QB) Denver. *Top Gun*. In his rookie season, it was pinned on him by his teammates (Weiner, *Quick Study*, p. 4C).

**Griffen, Harold** (C) Portsmouth (1932). *Tubby* (Carroll, G., N., and T., *Total Football II*, p. 848).

**Griffen, Jeff** (DB) St. Louis (1985). *Little Tatum*. By Card teammates; he reminded them of Jack "Assassin" Tatum (Tierney, *Griffen Win*, p. 48).

**Griffin, Archie** (RB) Cincinnati (1982). *Duckfoot*. By Ohio State teammates because of his running style. Coach Woody Hayes described his style as wide, splayed to the left. And the press talked about his bandy-legged brilliance. Griffin simply said, "I waddle" (*Sports Illustrated*, 9/8/75, p. 86).

**Griffin, Don** (DB) San Francisco, Cleveland, Philadelphia (1996). *The Quilt*. He was one of the 49ers' *Cover Brothers*. Tim McKyer was the *Blanket* (Criqui, *San Francisco*, 9/1/89).

**Griffith, Howard** (RB). *Big Money*. By his Broncos teammates after he signed a \$4.3 million contract with Denver in 1997 (Saunders, *Even More*, 1/19/99).

**Griffiths, Percy** (G) Canton (1921). *Red* (Carroll, G., N., and T., *Total Football II*, p. 850).

**Grigg, Cecil** (QB-HC) Canton, Rochester, NYGiants, Frankford (1927). *Tex*. He lived in Austin, Texas (Carroll, G., N., and T., *Total Football II*, p. 850). *Ranger* (Carroll, G., N., and T., *Total Football II*, p. 850).

**Grigg, Forrest, Jr.** (T) Buffalo, Chi-Rockets, Cleveland, Dallas (1952). *Chubby* (Kaegel, 10/24/83, p. 55). He was 6'2" and weighed an incredible 294 lbs. (Carroll, G., N., and T., *Total Football II*, p. 850).

**Griggs, Anthony** (LB) Philadelphia, Cleveland (1988). *Alien*. At Ohio State, he said he was from the planet Funk and was borrowing Anthony Grigg's body (*Sporting News*, 11/28/81, p. 8).

**Grimes, Randy** (OL) Tampa Bay (1992). *Bubba* (Ford, *Buccaneers*, p. 34).

**Grimm, Russ** (OL) Washington (1991). *Gator*. It's been said that he had short arms like a gator (Tamm, *Letter*, 11/1/93).

**Groom, Jerry** (L-LB) ChiCards (1955). *Boomer* (Carroll, G., N., and T., *Total Football II*, p. 851).

**Gross, Andy** (G) NYGiants (1968). *Bo-Bo* (Carroll, G., N., and T., *Total Football II*, p. 852).

**Gross, George** (DT) San Diego (1967).



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# Wisconsin Insurance News

Issue 3 - Autumn 2007

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## Wisconsin more than just "Dairy State"



**By Sean Dilweg,  
Commissioner  
of Insurance**

I grew up in Green Bay. Green Bay is a totally named "Tittletown," and for good reason. It is a city where the local football team - a community owned team named the Green Bay Packers - rules the roost. Green Bay is a city that lives and breathes the Packers. Sundays are holy for more than one reason, cheese is not only a perfect companion to crackers, but also makes for lovely headwear, and tailgating is not just a hobby, it is an art.

This is Wisconsin.

But a little known fact about the Badger State is the impact the insurance industry has on our economy. Insurance is certainly not as flashy as the Packers, and it's not as well known as the agriculture or manufacturing

industry, but it is a stable mainstay of the Wisconsin economy.

Wisconsin's insurance industry is the sixth largest in the nation! We are the 18<sup>th</sup> largest state in terms of population, yet we operate an insurance industry three times that size in relation to the population. Wisconsin's large and healthy insurance industry is a positive force in the state not only for the economy, but also for the public.

The amount of money the insurance industry brings into the state is phenomenal. Wisconsin insurers nationwide brought over \$67 billion in direct premiums to the state in 2006 alone. Furthermore, assets held by Wisconsin insurers were equal to over \$290 billion in 2006. This is a tremendous amount of money coming to our state as a result of the insurance industry.

But the insurance industry is also a major employer in the state of Wisconsin. Insurance companies provide jobs for over 64,000 people in the state. This is an industry that supplies a wealth of jobs and provides good pay as well. The average insurance job salary in 2006 was over \$51,000. What's more, insurance is a

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### Green Bay Embraces Namesake Ship

Story Number: NNS070626-23  
Release Date: 6/26/2007 8:22:00 PM

By Mass Communication Specialist 1st Class Michael Sheehan, Navy Office of Community Outreach Public Affairs

GREEN BAY, Wis. (NNS) -- Citizens of "Tittletown" rolled out the red carpet for their city's namesake ship, Pre-commissioning Unit (PCU) Green Bay (LPD 20), during several civic ceremonies June 25.

Green Bay's prospective commanding officer Cmdr. Calvin Slocumb and his planned relief, Cmdr. Joseph Olson traveled to Green Bay to strengthen the ship's already strong ties to the community.

Green Bay Mayor James J. Schmitt hosted the officers at the annual Kids Day Festival at Fisk Park. The commanders mixed with the crowd, and posed for pictures.

"This ship is a really wonderful thing for our city," said Schmitt. "Imagine all the places the ship will visit, and in each place it will bring our name, and the green and gold colors of our Green Bay Packers football team."

Slocumb and Olson, both natives of Wisconsin, also presented a model of the Green Bay to the city's Neville Public Museum, where it will be displayed alongside exhibits highlighting local history and a model of the original USS Green Bay (PG 101).

Nancy Croy, principal of the Green Bay's partnership school Vince Lombardi Middle School, hosted a reception for the commanders at famed Lambeau Field, football home of the Packers.

"We have had wonderful partnership activities with the ship," said Croy. "In January we had a geography bowl between the crew and the students. The crew barely scratched out a victory, and it was as much of a nail-biter as a Packers game in the last two minutes. Our kids have never studied so hard for the geography bowl."

"This is a great opportunity to show the community that even though our ship has not yet been completed, we are still a crew and we are involved with our namesake," said Slocumb.

For more news from Navy Office of Community Outreach, visit [www.news.navy.mil/local/navco/](http://www.news.navy.mil/local/navco/).

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Green Bay Sailors Challenge Students in First Geography Bowl - 1/30/2007  
Green Bay Crew Welcomed by Namesake School - 9/15/2006

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# San Antonio Class

21st Century Amphibious Assault Ships

Ships

Technical

FAQs

Contacts & Resources

[LPD 17 USS San Antonio](#)

[LPD 18 USS New Orleans](#)

[LPD 19 USS Mesa Verde](#)

[LPD 20 USS Green Bay](#)

[LPD 21 New York](#)

[LPD 22 San Diego](#)

[LPD 23 Anchorage](#)

[LPD 24 Arlington](#)

[LPD 25 Somerset](#)

[Class Quick Chart](#)

## LPD 20 : USS Green Bay

### The Ship

*Green Bay LPD 20* is the fourth of a new class of amphibious transport dock ships.

[LPD 20 Command Web Site](#)  
[LPD 20 Fact Sheet](#)  
[Download Adobe Reader](#)

### The Name

Then Secretary of the Navy Richard Danzig announced the decision to name the fourth Amphibious Transport Dock ship (LPD) of the San Antonio Class for the city of Green Bay. LPD 20 honors the city that took on the mantle of "Titletown USA" after the series of football championships won by the Green Bay Packers in the 1960s. It will be the second U.S. Navy ship to bear the name.

### Namesake

The city of approximately 100,000 residents was founded in 1634 by French explorer, Jean Nicolet. "Green Bay may be modest in size but it is enormous in spirit," said Secretary Danzig. "The oldest community in Wisconsin, Green Bay is well known for its commitment to team efforts, and particularly for its support of its football teams. As Packers' Coach Vince Lombardi put it, 'The achievements of an organization are the results of the combined effort of each individual.' LPD 20 will be home to another team -- the Navy-Marine Corps team -- no stranger to hard work and sacrifice to be the best in the world. It is that kind of special relationship that the people of Green Bay more than probably any other community in America understand."

The first US Navy ship to bear the name was *USS Green Bay* (PG-101), built by Peterson Builders Inc, of Sturgeon Bay, Wisconsin, and commissioned 5 December 1969 at Boston MA. *Green Bay* was home ported in Little Creek, VA supporting the Atlantic Fleet before being decommissioned in 1977.

The ship was transferred to Greece in 1989 and renamed Hellenic Ship Tolmi (P-230). For more information see [www.gunboatriders.com/theboats/pg101.html](http://www.gunboatriders.com/theboats/pg101.html).

### Ship Yard

LPD 20 *USS Green Bay* was built at Northrop Grumman Ship Systems, Avondale Operations, greater New Orleans area, Louisiana. Construction of the LPD 20 started in March 2003.

### Keel Laying

For modern Navy ships, keel laying is the ceremonial milestone for the start of ship construction. For LPD 20, this ceremony occurred in 26 August 2003.

### Christening Ceremony

The ship's sponsor is Mrs. Rose Magnus, wife of General Robert Magnus, Assistant Commandant of the Marine Corps. She christened *Green Bay* on 15 July 2006 in Avondale, Louisiana.

### Mast Installation

*Green Bay* is the fourth LPD 17 class ship to receive two Advanced Enclosed Mast/Sensor systems. The ship's mast stepping ceremony was held prior to the christening in 2006. Four nickels, representing 2006, for the christening year; 2003, for the year the ship's keel was laid; 1854, for the year the city of Green Bay was chartered; and 1969, the commissioning year of the first *USS Green Bay* were placed in a box associated with the AEM/S.

### Commissioning Ceremony

*USS Green Bay* will be commissioned in late 2008 in San Diego, California. The ship is too wide and her AEM/S too tall to fit through the St. Lawrence Seaway and reach her namesake city for commissioning.

### Ship's Crew

360 Sailors and 3 Marines will form *Green Bay's* crew. Commander Joseph R. Olson is the Prospective Commanding Officer.

### Homeport

LPD 20 is scheduled to be a West Coast based ship, homeported in San Diego, CA.

### Crest



#### BLAZON

**Shield:** Or, a pale Azure (Dark Blue), the Green Bay City logo Proper all edged of the first; on a chief wavy Vert the silhouette of the PG-1U1 Sable, fimbriated Or.


**Crest:** From a wreath OR and Azure (Dark Blue), a maple wreath Vert surmounted by an anchor of the first, the stock Gules charged with the Wisconsin State seal Proper.

**Motto:** A tripartite motto scroll Or doubled Vert inscribed, 'STATUM BELLO INVICTUS MANEO', of the last.

**Supporters:** A United States CPO saber and Marine NCO sword saltirewise points down Proper.

#### SYMBOLISM

**Shield:** Dark Blue and Gold, the colors traditionally associated with the Navy, represent the sea and excellence.



The blue pale symbolizes the historic waterway of the Fox River, the entrance of which leads to the City of Green Bay, the first settlement in Wisconsin. The Green Bay logo recalls the heritage and spirit of the city, which includes the city's football team 'The Green Bay Packers'. The chief signifies authority. The silhouette commemorates the previous ship, **USS Green Bay PG-101**, which served as aggressor in fleet exercises, while serving in Guantanamo Bay, Cuba. The wavy division of the shield suggests the shoreline, combined with the pale alludes to the ship's mission of amphibious transport of troops.

**Crest:** The maple wreath conveys success and achievement, signifying the state tree of Wisconsin, sugar maple. The anchor represents naval strength and maritime tradition. Red denotes sacrifice. The red stock of the anchor exemplifies the Marine Corps, highlighting the Navy and Marines team. The state seal alludes to Wisconsin's industry and honors the state being the 'heart of America'.

**Supporters:** The crossed naval and marine swords symbolize readiness and cooperation of the Navy-Marine war fighting team.

**Motto:** The motto '**STATUM BELLO INVICTUS MANEO**' translates to '**STAND AND FIGHT, REMAIN UNVANQUISHED**'. The disc and scroll displays the colors of the '**Green Bay Packers**', **green and gold**, which honor the city's admiration and commitment for their football team.

**Seal:** The coat of arms as blazoned in full color upon a white oval enclosed by a Dark Green collar edged on the outside with a gold rope and inscribed '**USS GREEN BAY**' at the top and '**LPD 20**' at the bottom.

[LPD 17 Webmaster](#)

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Updated 16-Sep-2008

**To:** Gonzalez, Chris ([CGonz68@hotmail.com](mailto:CGonz68@hotmail.com))  
**Subject:** TRADEMARK APPLICATION NO. 77505293 - TITLETOWN COMBAT - N/A  
**Sent:** 9/20/2008 12:09:52 PM  
**Sent As:** ECOM103@USPTO.GOV  
**Attachments:**

**IMPORTANT NOTICE**  
**USPTO OFFICE ACTION HAS ISSUED ON 9/20/2008 FOR**  
**APPLICATION SERIAL NO. 77505293**

Please follow the instructions below to continue the prosecution of your application:

**VIEW OFFICE ACTION:** Click on this link [http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial\\_number=77505293&doc\\_type=OOA&mail\\_date=20080920](http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77505293&doc_type=OOA&mail_date=20080920) (or copy and paste this URL into the address field of your browser), or visit <http://tportal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office action.

**PLEASE NOTE:** The Office action may not be immediately available but will be viewable within 24 hours of this notification.

**RESPONSE MAY BE REQUIRED:** You should carefully review the Office action to determine (1) if a response is required; (2) how to respond; and (3) the applicable [response time period](#). Your response deadline will be calculated from **9/20/2008**.

**Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System response form at <http://www.uspto.gov/teas/eTEASpageD.htm>.**

**HELP:** For *technical* assistance in accessing the Office action, please e-mail [TDR@uspto.gov](mailto:TDR@uspto.gov). Please contact the assigned examining attorney with questions about the Office action.

**WARNING**

- 1. The USPTO will NOT send a separate e-mail with the Office action attached.**
- 2. Failure to file any required response by the applicable deadline will result in the **ABANDONMENT** of your application.**



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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

---

**EXHIBIT I TO NOTICE OF OPPOSITION**

---

**To:** James D. Shulman ([sbjuncle@aol.com](mailto:sbjuncle@aol.com))  
**Subject:** TRADEMARK APPLICATION NO. 77515965 - TITLETOWN - N/A  
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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/515965

MARK: TITLETOWN

**\*77515965\***

CORRESPONDENT ADDRESS:  
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550 S OCEAN BLVD APT 2003  
BOCA RATON, FL 33432-6248

RESPOND TO THIS ACTION:  
<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:  
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: James D. Shulman

CORRESPONDENT'S REFERENCE/DOCKET NO :  
N/A

CORRESPONDENT E-MAIL ADDRESS:  
sbjuncle@aol.com

**OFFICE ACTION**

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

**ISSUE/MAILING DATE: 9/21/2008**

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

**Trademark Act Section 2(d) – Likelihood of Confusion**

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 1,802,761. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

Information regarding pending Application Serial Nos. 77491519 and 77505293 is enclosed. The filing dates of the referenced applications precede applicant's filing date. There may be a likelihood of confusion under Trademark Act Section 2(d) between applicant's mark and the referenced marks. If one or more of the referenced applications registers, registration may be refused in this case under Section 2(d). 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon entry of a response to this Office action, action on this case may be suspended pending final disposition of the earlier-filed applications.

If applicant believes that there is no potential conflict between this application and the earlier-filed applications, then applicant may present arguments relevant to the issue in a response to this Office action. The election not to submit arguments at this time in no way limits applicant's right to address this issue at a later point.

Regarding the issue of likelihood of confusion, all circumstances surrounding the sale of the goods and/or services are considered. These circumstances include the marketing channels, the identity of the prospective purchasers, and the degree of similarity between the marks and between the goods and/or services. *See Indus. Nucleonics Corp. v. Hinde*, 475 F.2d 1197, 177 USPQ 386 (C.C.P.A. 1973); TMEP §1207.01. In comparing the marks, similarity in any one of the elements of sound, appearance or meaning may be sufficient to find a likelihood of confusion. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re Lamson Oil Co.*, 6 USPQ2d 1041, 1043 (TTAB 1987); *see* TMEP §1207.01(b). In comparing the goods and/or services, it is necessary to show that they are related in some manner. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); TMEP §1207.01(a)(vi).

The goods and/or services of the parties need not be identical or directly competitive to find a likelihood of confusion. *See Safety-Kleen Corp. v. Dresser Indus., Inc.*, 518 F.2d 1399, 1404, 186 USPQ 476, 480 (C.C.P.A. 1975); TMEP §1207.01(a)(i). Rather, they need only be related in

some manner, or the conditions surrounding their marketing are such that they would be encountered by the same purchasers under circumstances that would give rise to the mistaken belief that the goods and/or services come from a common source. *In re Total Quality Group, Inc.*, 51 USPQ2d 1474, 1476 (TTAB 1999); TMEP §1207.01(a)(i); *see, e.g., On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086-87, 56 USPQ2d 1471, 1475-76 (Fed. Cir. 2000); *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566-68, 223 USPQ 1289, 1290 (Fed. Cir. 1984).

Consumers are likely to be confused by the use of similar marks on or in connection with goods and with services featuring or related to those goods. TMEP §1207.01(a)(ii); *see In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988) (holding BIGG'S for retail grocery and general merchandise store services likely to be confused with BIGGS for furniture); *In re United Serv. Distribs., Inc.*, 229 USPQ 237 (TTAB 1986) (holding design for distributorship services in the field of health and beauty aids likely to be confused with design for skin cream); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (holding 21 CLUB for various items of men's, boys', girls' and women's clothing likely to be confused with THE "21" CLUB (stylized) for restaurant services and towels); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB 1985) (holding CAREER IMAGE (stylized) for retail women's clothing store services and clothing likely to be confused with CREST CAREER IMAGES (stylized) for uniforms); *Steelcase Inc. v. Steelcare Inc.*, 219 USPQ 433 (TTAB 1983) (holding STEELCARE INC. for refinishing of furniture, office furniture, and machinery likely to be confused with STEELCASE for office furniture and accessories); *Mack Trucks, Inc. v. Huskie Freightways, Inc.*, 177 USPQ 32 (TTAB 1972) (holding similar marks for trucking services and on motor trucks and buses likely to cause confusion).

Applicant seeks registration of the mark TITLETOWN for goods identified as "Belts; Bibs not of cloth or paper; Caps; Children's and infants' cloth bibs; Children's cloth eating bibs; Cloth bibs; Cloth bibs for adult diners; Cloth diapers; Clothing for wear in judo practices; Clothing for wear in wrestling games; Clothing, namely, arm warmers; Clothing, namely, hand-warmers; Clothing, namely, khakis; Clothing, namely, knee warmers; Clothing, namely, neck tubes; Clothing, namely, thobes; Clothing, namely, wrap-arounds; Figure skating clothing, namely, SHIRTS, HATS; Hoods; Infant and toddler one piece clothing; Jerseys; Leather belts; Mufflers; Paper hats for use as clothing items; Shoulder wraps; Ties; Tops; Triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; Wearable garments and clothing, namely, shirts; Wraps." The mark TITLETOWN U.S.A. in Reg. No. 1,802,761 for goods identified as "men's, women's and children's wearing apparel; namely, t-shirts, sweatshirts, knit shirts, and caps" has been cited as a bar to registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). The marks create similar commercial impressions. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n*, 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (21 CLUB and "21" CLUB (stylized)); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii). In addition, the goods and goods are identical and, therefore, related. Inasmuch as the marks are similar and the goods are related, a likelihood of confusion exists.

Applicant should note the following additional ground for refusal.

#### **Trademark Act Section 2(a) – False Suggestion of a Connection**

As demonstrated by the attached print outs from AMAZON.COM; from *G Green Bay Packers*, available at SPORTSLINE.COM. from *City of Green Bay*, available at GREEN-BAY.WI.US; from GOOGLE BOOK SEARCH, available at BOOKS.GOOGLE.COM, from *Lambeau Field*, available at LAMBEAUFIELD.COM, from *NBC Sports*, available at NBCSPORTS.COM.SEENON.COM; from *The New York Times (Wednesday, September 17, 2008)*, available at NYTIMES.COM, from *NFL GameDay*, available at PACKERS.COM, from the *Pro Football Hall of Fame*, available at PROFOOTBALLHOF.COM, from *Sports Nicknames 20,000 Professionals Worldwide (McFarland & Co., Inc. 2001)*; from *Wisconsin Insurance News*, available at OCI.WI.GOV, and from *US Navy Today (June 26, 2008)*, available at NEWS.NAVY.MIL, "Tittletown" is a term that is used to identify the Green Bay Packers. Therefore, Registration is refused because the applied-for mark consists of or includes matter which may falsely suggest a connection with the GREEN BAY PACKERS. Although the GREEN BAY PACKERS are not connected with the goods and/or services provided by applicant under the applied-for mark, the GREEN BAY PACKERS are so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §§1203.03, 1203.03(e). *See generally Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Nuclear Research Corp.*, 16 USPQ2d 1316 (TTAB 1990); *Univ. of Ala. v. BAMA-Werke Curt Baumann*, 231 USPQ 408 (TTAB 1986); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity of another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;

- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

*In re Nuclear Research Corp.*, 16 USPQ2d 1316, 1317 (TTAB 1990); *In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429 (TTAB 1985); TMEP §1203.03(e).

The term at issue need not be the actual, legal name of the party falsely associated with applicant's mark to be unregistrable. TMEP §1203.03(a); *see, e.g., Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428, 429 (TTAB 1985) (holding the wording MARGARITAVILLE to be the persona of singer Jimmy Buffett). The term must, however, be so uniquely and unmistakably associated with the named party as to constitute that party's name or identity. TMEP §1203.03; *see, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ at 429.

Where a term falsely suggests a connection with a person or institution in violation of Trademark Act Section 2(a), the phonetic equivalent of that term also violates Section 2(a). *See, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985) ("there can be no question . . . that 'WESTPOINT' written together as one word is the equivalent of 'WEST POINT' written as two words").

Dictionary definitions alone may be competent to demonstrate that the mark sought to be registered is the same as, or a close approximation of, the named person or institution. *See, e.g., In re Cotter & Co.*, 228 USPQ 202, 204 (TTAB 1985) (holding that the wording WESTPOINT for various firearms falsely suggested a connection with the United States Military Academy, when the Board considered only dictionary definitions made of record).

The fact that applicant did not intend to adopt the name of, or trade upon the goodwill of, the named person or institution does not obviate a false connection refusal. Trademark Act Section 2(a) does not require such intent. TMEP §1203.03(e); *see, e.g., S & L Acquisition Co. v. Helene Arpels, Inc.*, 9 USPQ2d 1221 (TTAB 1987); *Consol. Natural Gas v. CNG Fuel Sys., Ltd.*, 228 USPQ 753 (TTAB 1985). However, evidence of such intent is highly probative that the public will make the intended false connection. *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); TMEP §1203.03(e).

If applicant's goods and/or services are of a type that the named person or institution sells or uses, and the named party is sufficiently famous, then it may be inferred that purchasers of the goods and/or services would be misled into making a false connection of sponsorship, approval, support or the like with the named party. *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *In re Nat'l Intelligence Acad.*, 190 USPQ 570 (TTAB 1976).

The fact that purchasers would realize, at some point after purchase, that no connection exists between the listed goods and/or services and the person or institution falsely connected, is not relevant. The focus is on "the initial reaction or impact of the mark when viewed in conjunction with the applicable goods or services." *In re Bicentennial Soc'y*, 197 USPQ 905, 906 (TTAB 1978) (quoting *In re Nat'l Intelligence Acad.*, 190 USPQ 570, 572 (TTAB 1976)).

**In the alternative, the following third refusal to register is now issued:**

**Trademark Act Section 2(e)(2) – Geographically Deceptive and Primarily Geographically Deceptively Misdescriptive**

Applicant seeks registration of the mark TITLETOWN for goods identified as "Belts; Bibs not of cloth or paper; Caps; Children's and infants' cloth bibs; Children's cloth eating bibs; Cloth bibs; Cloth bibs for adult diners; Cloth diapers; Clothing for wear in judo practices; Clothing for wear in wrestling games; Clothing, namely, arm warmers; Clothing, namely, hand-warmers; Clothing, namely, khakis; Clothing, namely, knee warmers; Clothing, namely, neck tubes; Clothing, namely, thobes; Clothing, namely, wrap-arounds; Figure skating clothing, namely, SHIRTS, HATS; Hoods; Infant and toddler one piece clothing; Jerseys; Leather belts; Mufflers; Paper hats for use as clothing items; Shoulder wraps; Ties; Tops; Triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; Wearable garments and clothing, namely, shirts; Wraps." Commonly used nicknames for geographic locations are generally treated as equivalent to the proper geographic name of the place identified. TMEP §1210.02(a); *see, e.g., In re Carolina Apparel*, 48 USPQ2d 1542, 1543 (TTAB 1998) (holding CAROLINA APPAREL primarily geographically descriptive of retail clothing store services where evidence showed that "Carolina" is used to indicate either the state of North Carolina or South Carolina); *In re Charles S. Loeb Pipes, Inc.*, 190 USPQ 238, 245 (TTAB 1976) (holding OLD DOMINION is "the accepted nickname for the State of Virginia"). Here, the record indicates that the Applicant is located in Boca Raton, Florida. Therefore, the following refusal is now issued:

Registration is refused because the applied-for mark consists of or includes geographically deceptive and primarily geographically deceptively misdescriptive matter in relation to the identified goods and/or services. Trademark Act Sections 2(a) and 2(e)(3), 15 U.S.C. §1052(a), (e)(3); *see In re Les Halles De Paris J.V.*, 334 F.3d 1371, 67 USPQ2d 1539 (Fed. Cir. 2003); *In re Cal. Innovations Inc.*, 329 F.3d 1334, 66 USPQ2d

1853 (Fed. Cir. 2003), *In re Budge Mfg. Co.*, 857 F.2d 773, 8 USPQ2d 1259 (Fed. Cir. 1988); TMEP §§1210, 1210.01(b)-(c).

A mark is geographically deceptive and primarily geographically deceptively misdescriptive if the following is shown:

- (1) The primary significance of the mark is a generally known geographic place or location;
- (2) The goods and/or services for which applicant seeks registration do not originate in the geographic place identified in the mark;
- (3) Purchasers would be likely to make a goods-place or services-place association; that is, purchasers would be likely to believe that the goods and/or services originate in the geographic place identified in the mark; and
- (4) The misrepresentation regarding the geographic origin of the goods and/or services is material to the purchaser's decision to buy the goods or use the services in question.

*In re Les Halles De Paris J.V.*, 334 F.3d 1371, 1373, 67 USPQ2d 1539, 1541 (Fed. Cir. 2003); *In re Cal. Innovations Inc.*, 329 F.3d 1334, 1341, 66 USPQ2d 1853, 1859 (Fed. Cir. 2003); TMEP §1210.01(b)-(c).

Geographically deceptive and primarily geographically deceptively misdescriptive matter need not be the entire mark, or even the dominant portion of the mark. See 15 U.S.C. §1052(a), (e)(3); TMEP §1210.06(b). A refusal under Trademark Act Section 2(a) or 2(e)(3) is appropriate if some portion of the applied-for mark is geographically deceptive and primarily geographically deceptively misdescriptive with respect to the goods and/or services in question. See e.g., *Am. Speech-Language-Hearing Ass'n v. Nat'l Hearing Aid Soc'y*, 224 USPQ 798, 808 (TTAB 1984); see TMEP §1210.06(b).

Evidence of goods-place association need only show a reasonable basis for concluding that the public is likely to believe the mark identifies the place from which the goods originate. *In re Cal. Innovations Inc.*, 329 F.3d 1334, 1338, 66 USPQ2d 1853, 1855 (Fed. Cir. 2003) (quoting *In re Loew's Theatres, Inc.*, 769 F.2d 764, 768, 226 USPQ 865, 868 (Fed. Cir. 1985)). Thus, to make a goods-place association, case law permits an inference that the consumer associates the product with the geographic location because that place is known for producing the product. See *id.* However, the goods-place association must also be material to a consumer's purchasing decision in geographically deceptive and geographically deceptively misdescriptive refusals. *In re Cal. Innovations*, 329 F.3d at 1340-41, 66 USPQ2d at 1857-58; TMEP §1210.05(b).

Materiality is shown when one of the following is satisfied by the evidence of record: (1) the goods in question are a principal product of the place named in the mark, (2) the place is noted for or renowned for such goods, or (3) the goods are, or are related to, the traditional products of the place named in the mark. See *In re Cal. Innovations*, 329 F.3d at 1341, 66 USPQ2d at 1857; *In re Save Venice N.Y., Inc.*, 259 F.3d 1346, 1352, 59 USPQ2d 1778, 1782 (Fed. Cir. 2001); *In re Wada*, 194 F.3d 1297, 1300, 52 USPQ2d 1539, 1540-41 (Fed. Cir. 1999); *In re Loew's Theatres*, 769 F.2d at 768, 226 USPQ at 868; *In re House of Windsor, Inc.*, 221 USPQ 53, 56-57 (TTAB 1983); TMEP §1210.05(b)(i).

Applicant must provide a written statement explaining whether the goods are or will be manufactured, packaged, shipped from, sold in or have any other connection with the geographic location named in the mark. See 37 C.F.R. §2.61(b); TMEP §1210.03.

Applicant must respond to the requirement(s) set forth below.

### **Request for Information**

An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); see *In re DTI P'ship LLP*, 67 USPQ2d 1699, 1701-02 (TTAB 2003).

Therefore, applicant must submit samples of advertisements or promotional materials and/or a photograph of the identified goods. If such materials are not available, applicant must submit samples of advertisements or promotional materials and a photograph of *similar* goods. In addition, applicant must describe in detail the nature, purpose and channels of trade of the goods.

If applicant has questions about its application or needs assistance in responding to this Office action, please telephone the assigned trademark examining attorney.

**TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE:** TEAS Plus applicants should submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) written responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of attorney; (6) amendments to allege use; (7) statements of use; (8) requests for extension of time to file a statement of use, and (9) requests to delete a §1(b) basis. If any of these documents are filed on paper, they must be accompanied by a \$50 per

class fee. 37 C.F.R. §§2.6(a)(1)(iv) and 2.23(a)(i). Telephone responses will not incur an additional fee. NOTE: In addition to the above, applicant must also continue to accept correspondence from the Office via e-mail throughout the examination process in order to avoid the additional fee. 37 C.F.R. §2.23(a)(2).

/Susan A. Richards/  
Trademark Attorney  
Law Office 103  
(571) 272-8266

**RESPOND TO THIS ACTION:** Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

**TYPED DRAWING**

**Serial Number**

74104760

**Status**

REGISTERED AND RENEWED

**Word Mark**

TITLETOWN U.S.A.

**Standard Character Mark**

No

**Registration Number**

1802761

**Date Registered**

1993/11/02

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue  
Green Bay WISCONSIN 54307

**Goods/Services**

Class Status -- ACTIVE. IC 025. US 039. G & S: men's, women's and  
children's wearing apparel; namely, T-shirts, sweatshirts, knit  
shirts, and caps. First Use: 1990/11/01. First Use In Commerce:  
1990/11/01.

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MARK AS SHOWN.

**Filing Date**

1990/10/09

**Examining Attorney**

HENDERSON, KEITH L.

**Attorney of Record**

DAVID M. PROPER



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# COLLEGE FOOTBALL LIVES HERE



ESPN Fantasy Sports

## Green Bay won't give up TitleTown

ESPN.com

Updated: June 11, 2008, 1:13 PM ET

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### Submitted by Polish Packerfan45

Green Bay, Wis., was and still is TitleTown USA. This city thrives on ONE team, the Green Bay Packers, not like all those other cities like Boston and Chicago who have many teams.

Green Bay has one and it shines above all others. This team represents the hard workers of Green Bay and all of Wisconsin. People like Nitschke, Taylor, Hutson, Favre and Lombardi represented the toughness of this town.

Fans have showed up in some of the most horrible weather, like this past season against the Giants: minus 14 and people still had their shirts off rooting for the Pack. When we lost that game and Favre retired the people showed their emotions and Green Bay was silent.

If we were in a town like Cincinnati and they were in a game like that and lost, they would just shrug, but in Green Bay we all stand together and show support for our team.

Even kids show their support. We have a middle school

#### The nickname game

**scottwk1st:** Are you going to change The House that Ruth Built or The Green Monster? How about renaming Madison Square Garden to that place somewhere in New York City?

**italianfriend99:** You wouldn't call David Ortiz "Mr. October" or Sidney Crosby "The Great One." Why call ANY town other than Green Bay TitleTown?

**TorreroX:** The name TitleTown should be reserved for the city that created the name in the first place, Green Bay. ... What city should be called The Big Apple? New York City because the name was created for it.

**mobadaers:** We should have a

"SportsC  
July 28,

[TitleTov  
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Even kids show their support. We have a middle school named after Vince Lombardi, and kids at a school made their own Christmas song about the Pack. My son even told me the teachers and students watched Brett's retirement speech. You don't see that often.

We might only have one team and might be a small city, but we all have big hearts and love seeing our Pack win on Sundays, and when we lose we get mad and think about the next game.

The Packers might be the only thing Green Bay has going for it, but nobody can ever take away the Packers or TitleTown from us. GO PACK GO!

### Submitted by [dlars5](#)

What does a team receive if they win the Super Bowl? That's right, they get the Lombardi Trophy.

Where did Vince Lombardi coach and win? That's right, Green Bay, Wis.

How can a city with only 100,000 people in northern Wisconsin support the most legendary football team in the nation? Clearly, Green Bay is simply TitleTown USA.

Green Bay doesn't have the flair of a Boston, New York, Dallas or L.A. team, but they have the "IT" factor. You and I both know it's there. We may not know or agree on what the "IT" factor is, but we both agree that "IT" is in Green Bay.

I know the Packers haven't won a title for a few years, but this shouldn't matter in this competition. This city has won its fair share in the past.

You need to realize that Green Bay is at a disadvantage compared to the other TitleTown favorites. Green Bay has football and football. Other cities have football, men's basketball, women's basketball, baseball, soccer, along with large DI sports teams (Green Bay does have a DI basketball team, but that's it).

Oh by the way, Brett Favre won the MVP title three years in a row.

### Submitted by [powersuns](#)

Green Bay will always be TitleTown USA, just like Detroit will always be HockeyTown USA (ignoring my desposal of the Red Wings).

Twelve NFL Titles for a team that since 1919 has thrived in a town with only a little over 100,000 residents.

**mgbadgers:** We should have a poll to determine which network is "The Worldwide Leader in Sports."

**shanman3400:** Green Bay is already TitleTown, just as Detroit is Hockeytown, Dallas is America's Team, Boston is Beantown, Philadelphia is The City of Brotherly Love.

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### Other Green Bay supporters

**DaveT865:** The NFL Hall of Fame is in Canton, Ohio, but its heart is

269 consecutive sellouts even through two decades ('70s-'80s) when the team had a total of three winning seasons.

A waiting list of 76,000+ to get seats when only about 70 become available each year.

ESPN: Been a fan for over 20 years. You can come up with an original nickname that isn't already taken, right?

**Submitted by BIGMIKE233124**

Imagine this: Sitting in Lambeau Field, playoff football, it's snowing and the place is overpacked with crazed fans.

The Packers with all their history trail by 14 points early in the first quarter. They come back to blow out the Seahawks and go to the championship game in "The Frozen Tundra of Lambeau Field."

That was the best experience of my life, and there is no atmosphere or place that would be closer to heaven.

**Submitted by packFan61564**

Using census numbers, it has become obvious people are moving out of New York, Los Angeles and Chicago to more appealing cities such as Tampa, Las Vegas and Dallas.

Let's start a contest with these cities to see which one really is "My Kind of Town."

More cars are being built in podunk towns throughout Kentucky and Tennessee than in Detroit. Let's start voting for the "REAL" Motor City.

Since Los Angeles has surpassed Chicago in population, should we strip Chicago of the title "Second City?"

After we steal every city's moniker we shouldn't stop there. Let's nominate our favorite country for "Next Superpower."

**Submitted by misspackerfan**

Through 17 weeks of heated competition, all NFL teams seek one goal and only one goal and that is the Lombardi Trophy.

Green Bay.

**uw1 11:** How many of these cities are "towns?" Green Bay (population circa 100,000) truly shuts down on a Packer Sunday. Green Bay is, and always will be TitleTown USA.

**plhaskins:** Google "Titletown USA" and see what comes up. Even Wikipedia has it listed.

**Kathy M. Mobley:** Green Bay fans love their team, win or lose. A real fan supports the team at all times. Football is a way of life. Most towns do not know how to live that life.

**kbeck4:** We are filled with so much tradition and history, for example the Lambeau Leap.

**pam1331:** Where can you go in the nation and see a NFL stadium in the middle of a residential town that loves its players, coaches and fans like we do?

**419PHATTY:** We just lost Brett Favre and we will not let ESPN or anyone take TitleTown from our loved Green Bay Packers.



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The Lombardi Trophy is the coveted chalice that ALL NFL players and coaches strive for and anything else is looking toward the next season.

His legacy lives here and only here in a place that we all call TitleTown USA (Green Bay, Wis.).

So, look at it this way, "If it ain't broken, don't fix it."

**Submitted by [paulb485](#)**

I THINK it is kinda funny how everyone THINKS their town should be TitleTown USA because the 100,000+ residents (including myself) of Green Bay, Wis., KNOW we live in TitleTown USA.

If anyone doubts me, do a search key word "City of Green Bay seal." Let me know what it says underneath the city of Green Bay.

So no matter whom ESPN proclaims TitleTown USA, it doesn't count until it is on your city seal and off ours.

**Submitted by [mcvean1680](#)**

The nickname belongs to Green Bay.

What an amazing story: Small meatpacking company town turns a team into a legendary NFL franchise that transcends time and all of the crap that is happening in sports today.

Do not tarnish the glory of this small town. It may be one of the last good things left about sports in America.

**Submitted by [azdbacksfan1](#)**

Where did the namesake of TitleTown come from? Not Norman, Okla. Not San Francisco. Not New York. Not Chicago. Not Chapel Hill, N.C., or any other little "I dream of being a TitleTown" town.

It came from the Green Bay Packers. How can any other town/city be called TitleTown USA without thinking of Green Bay?

All the rest are wannabes.

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**875 comments** on "Green Bay won't give up TitleTown"



**saxydoqq7** (3 months ago)

"TitleTown USA" should be given to some small town that no one's ever really heard of, a place who's highschool baseball team has been dominating for decades or something like that.



**kopernik1971** (3 months ago)

TitleTown should not be one team wonder. Every dog gets its day, so by having one team winning a title is not such a big deal. Want names, Papa Bear, Ditka, Sweetnes, MJ, Sayers, Butkus, Pipen, Jackson, Grange, Banks, Sosa, Thomas, Hull, Mikita just to name few. And fans, where else will you sell out games for a team that haven't won in 100 years. Without Papa Bear there is no NFL, without MJ and the Bulls in the 90's NBA would not be as big around the world as it is. Want history, how many original Pro teams are there in Chicago. TitleTown USA is Chicago, hands down.

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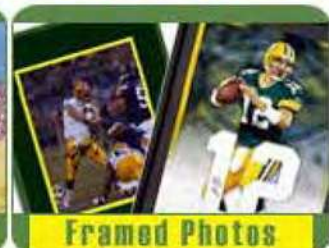
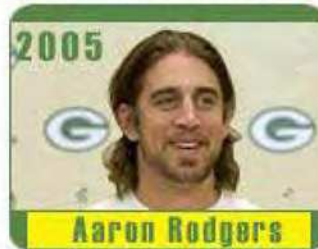
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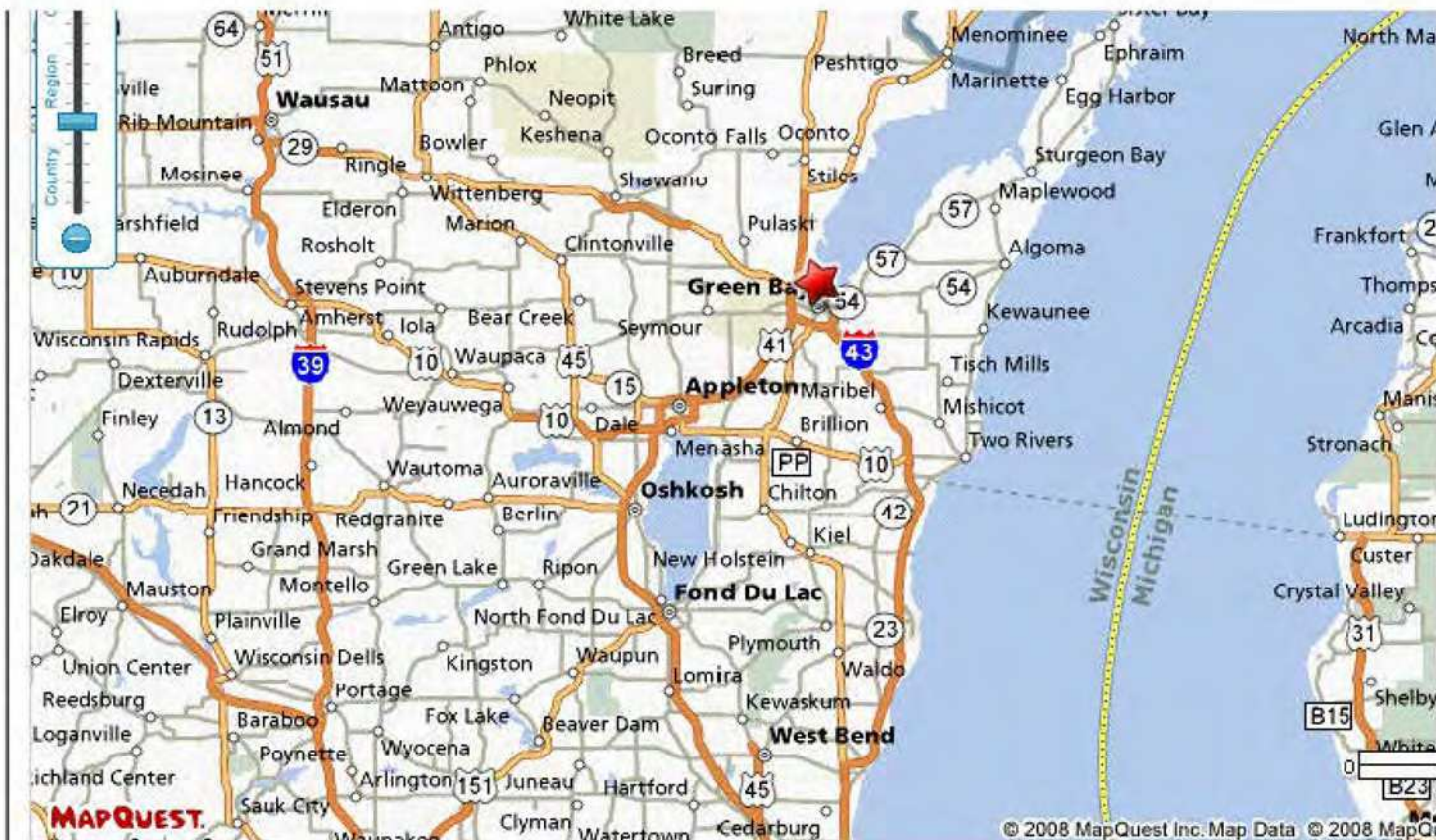
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## GREEN BAY PACKERS

 Location: Green Bay, Wis. | Stadium: Lambeau Field (72,601) | President/CEO: Mark H. Murphy | GM: Ted Thompson  
 Coach: Mike McCarthy | League Championships: 9 | Super Bowls: 3

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### Packers QB Rodgers says he's ready for spotlight post-Favre

May 22, 2008

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GREEN BAY, Wis. (AP) -Aaron Rodgers gets a daily reminder he doesn't need: Less than 10 feet from where he dresses is Brett Favre's old locker, nameplate intact, and complete with shoulder pads still sitting on the shelf.

"I know the pressure I'm under. I know who I'm following. I know that it's a tough situation and a lot of people are expecting me to fall outside of this locker room," Rodgers said Wednesday in his first football-related comments since he was anointed as Favre's successor in March. "I'm just trying to get the guys we've got here now to believe in me."

Rodgers led the Green Bay Packers' second practice and third organized team activity earlier Wednesday. The 24-year-old whose mom thinks he needs a haircut played the part to perfection.

At one point, he whipped a tight pass to top receiver Donald Driver, who broke out his big grin after the grab. Driver says the transition from No. 4 to No. 12 is seamless.

"No. 4, he's not here, but his spirit is here," Driver said. "Nothing's changing, we're not going to do anything different than what we would do if Brett was here. The play calling is going to stay the same. The cadence is going to stay the same. There's nothing different, you just see a different face, but you all move on."

And the Packers have, even if the three-time MVP Favre continues to make the occasional off-the-cuff remark about playing again.

Rodgers said he hasn't talked to Favre in the offseason, though the two have traded messages, and he's not on Favre watch, even if some Cheeseheads still believe their hero might return triumphantly to Titledown after the Packers fell tantalizingly short of a Super Bowl appearance by losing in the NFC title game to the eventual champion New York Giants.

"I do hear about it second hand, but there's not much you can say about that," Rodgers said. "He obviously is retired, he probably still thinks he can play, but as a football team, I think we're moving on."

Rodgers also isn't taking Favre's mixed messages personally.

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"He still has a passion for the game," he said. "I've talked to a lot of retired guys who still feel like they can play and I'm sure he does, too. But that's just not something I worry about."

The story line will be there, though, all season with every pass, every snap.

"I know the comparisons, probably my entire career, as long as I'm a Packer and as long as I play in the NFL ... my connection will be the guy who followed Brett Favre," he said.

The Packers have told Rodgers unequivocally he'll be the starter even with highly touted rookie Brian Brohm being selected in the second round and Matt Flynn being taken in the seventh.

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# City of Green Bay

*A city of celebrations*

## Mayors of Green Bay

**James J. Schmitt (1958 - )**



On April 1, 2003 Jim Schmitt became the 41st mayor of the City of Green Bay. Jim was born in Two Rivers, Wisconsin on June 7, 1958 to Jim and Mary (Gleichner) Schmitt. Jim is the fourth oldest in a family of four brothers and six sisters.

Jim grew up in Two Rivers and attended grade school and Roncalli High School, graduating in 1976. He went on to St. Norbert College, graduating in 1980 with a BBA/Marketing. In 1979, he was a recipient of Who's Who in American Colleges and Universities.

Jim has always been an industrious individual. He began working for his father's lumber company at age 7, stamping literature and cleaning the bathrooms - all for 25 cents an hour. When the carnival came to Two Rivers, he worked for it; in grade school, he became an antiques dealer, going to auctions and reselling his purchases. At 16, he worked as a waiter and began selling and delivering lumber for his father's company. At 18, Jim purchased a house for \$11,500 and rented it out.

After graduating from St. Norbert College, Jim remained in Green Bay working for the Little Rapids Corporation, the KI Corporation, and Cellcom Inc. In 1993, Jim founded Famis Manufacturing, Inc. Famis Manufacturing is a paper and cotton converting company that manufactures and markets disposable products to health and beauty industries. Famis employs 20 people. In June of 2003, Jim sold the major portion of the business to concentrate on his duties as mayor.

Jim married Dona Degenhardt on May 26, 1990 in St. Lawrence Church, Stangleville. Together they had four daughters, Anna, Greta, Laura, and Eva. Eva died as an infant in 2002.

Dona juggles taking care of her family, first and foremost on her agenda, with volunteering as a teacher's helper at St. Thomas More School and Leopold School. She teaches religious education at St. Francis Xavier Cathedral and donates her time and talents as a hairdresser for Unity Hospice patients and the Norbertine priests at St. Norbert Abbey.

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Mayor Jim Schmitt participates in the remembrance of September 11th.

Under Jim's leadership, Green Bay, also known as Titledown U.S.A. will not only be known as the hometown of the Green Bay Packers but also as a community with a unique small town atmosphere that no other city can match. As mayor, the focus of his administration is on revitalizing the local economy, enhancing city neighborhoods, developing waterfront and growing existing businesses. As a former business owner, Jim knows how to live within a budget. As a father of three, he knows the challenges families face today. These values will guide Mayor Schmitt as he prepares yearly budgets that will hold the line on spending and lead Green Bay forward.

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<b>Contact Information</b> 100 North Jefferson Street Room 200 Green Bay, WI 54301-5026  Phone 920.448.3005  Fax 920.448.3080 email: <a href="mailto:Mayor">Mayor</a>	<b>Office Hours</b> Monday through Friday 8:00 AM-4:30 PM  <small>City Hall is closed on the following holidays: New Year's Eve afternoon, New Year's Day, Good Friday afternoon, Memorial Day, July 4th, Labor Day, Thanksgiving Day, Christmas Eve afternoon, Christmas Day</small>
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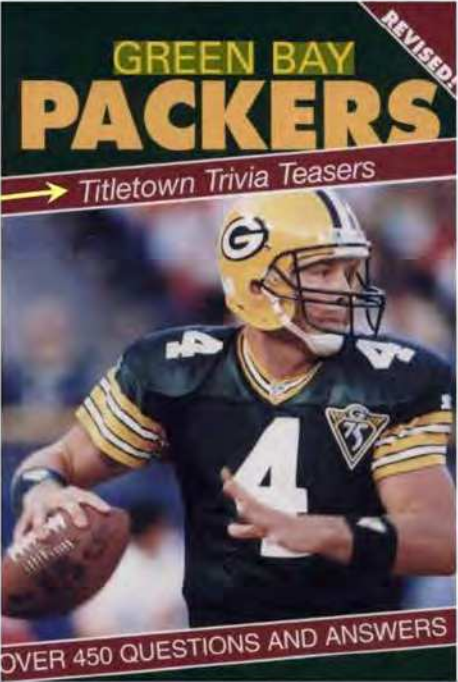
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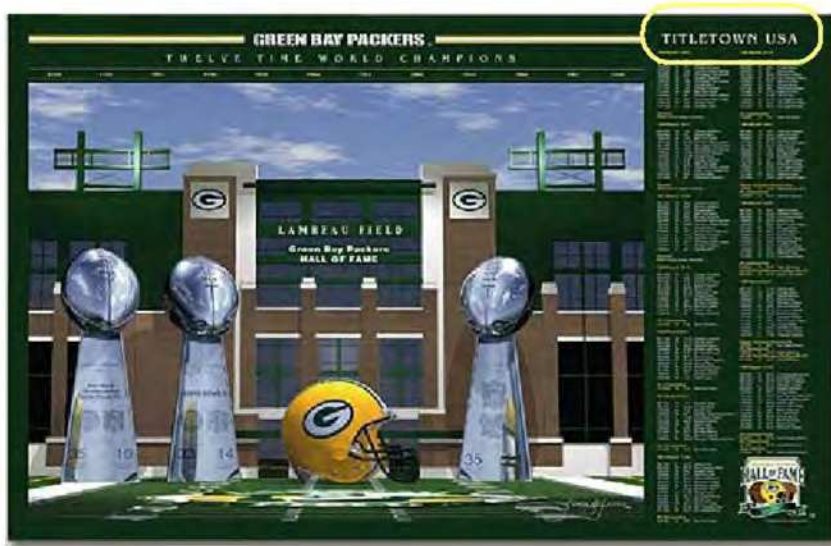
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Wednesday, September 17, 2008

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**Green Bay Is Once Again Titled U.S.A.**

By THOMAS GEORGE  
Published January 27, 1987

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The Lombardi Trophy goes back to Lombardi Avenue, back to Vince Lombardi country. It goes back to the Green Bay Packers.

Green Bay won Super Bowls I and II and then nothing in the Big Game, not even an appearance, for the next 28 in the series. Super Bowl XXXI proved the charm. Back to basics for the Packers. Back to glory.

Green Bay tonight showed the moxie, the courage and the spirit it had displayed all season. It raced ahead. It fell behind. And then it got up and put the New England Patriots on the ground for good, winning, 35-21, before 72,301 fans here in the Louisiana Superdome.

It was the 13th consecutive victory for the National Football Conference, a string dating back to San Francisco's victory over Miami in Super Bowl XIX.

The Packers played with a confidence and in some areas a dominance similar to that of the old Packer teams, the ones Vince Lombardi fashioned in the late 1960's, those bruising teams with the penchant for supreme execution. That is what the Green Bay offense did here today, relying primarily on the wonderful arm of quarterback Brett Favre and on the

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**The Big Easy: How about the big play:**

That was what marked the start of this Super Bowl, one big play after another, as the Patriots and the Packers played can-you-top-this football. After only a half, 41 points had been scored and three Super Bowl records had fallen.

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History / Fast Facts / **Titletown: Green Bay, Wis.**

**Titletown: Green Bay, Wis.**

Jack Yuenger first coined Green Bay "Titletown" after the team's 1961 NFL championship, a 37-0 triumph over the New York Giants. Yuenger, *Green Bay Press-Gazette* advertising manager, printed the city's new nickname on celebratory signs for fan distribution. The '61 title, the Packers' sixth of an NFL-record 12 wo championships -- and first under Vince Lombardi -- was earned in Green Bay, the first championship game ever played in the city.  
*Last Updated: 07/31/08*

**Packers Fan Poll**




How many interceptions will Charles Woodson have this season?

- 3 or 4
- 5 or 6
- 7 or 8
- 9 or 10
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**GREEN BAY PACKERS**

The Packers were formed in 1919 and joined the NFL in 1921. No team in NFL history has won more championships than the Packers which has earned Green Bay the moniker, "Littletown USA." Over the years, the Packers have twice strung together three straight league crowns (1929-31, and 1965-67). In all, the franchise has claimed a record 12 NFL championships including three Super Bowl titles.

TEAM HISTORY    FACTS & FIRSTS    HALL OF FAMERS    TEAM GREATS



The incredible saga of the Green Bay Packers began in August 1919, when the Indian Packing Company agreed to sponsor a local pro football team under the direction of Earl (Curly) Lambeau. In 1921, the Packers were granted a membership in the new National Football League.

Today, they rank as the third oldest team in pro football. The long and storied history of the Green Bay team is one of struggle, until comparatively recently, for financial survival off the field and playing stability on the field. The Packers' record has been punctuated with periods of both the highest success and the deepest depths of defeat.



Many great football players have performed for the Green Bay team but two coaches, Lambeau and Vince Lombardi, rank as the most dominant figures in the Packers' epic. Between the two, Lambeau and Lombardi brought the Packers 11 NFL championships, including two record strings of three straight titles, the first in 1929, 1930 and 1931 and the second in 1965, 1966 and 1967. Those last three

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championships completed the Packers' dynasty years in the 1960s, which began with Green Bay also winning NFL championships in 1961 and 1962. During the late 1930s and early 1940s, the Lambeau-led Packers were annual championship contenders. They won four divisional crowns and NFL titles in 1936, 1939 and 1944.

Individually, Lambeau, Lombardi and 19 long-time Packers players are enshrined in the Pro Football Hall of Fame. Hall of Fame players from the early years include Don Hutson, history's first great pass receiver, Arnie Herber, Clarke Hinkle, Cal Hubbard, John (Blood) McNally, Mike Michalske and Tony Canadeo. The great Packers elevens of the 1960s produced Jim Taylor, Forrest Gregg, Bart Starr, Ray Nitschke, Herb Adderley, Willie Davis, Jim Ringo, Paul Hornung, Willie Wood and Henry Jordan for the Hall. More recent Packers who've earned election to the Hall of Fame include wide receiver James Lofton and defensive lineman Reggie White.

Green Bay, home of the Packers, is still a city of less than 100,000 and is viewed as sort of a sports "dinosaur" as the only remaining small city in the big-city world of major league professional sports franchises. Green Bay is unique in another way -- the team is the only community-owned non-profit organization in the NFL. From 1937-1994 the Packers played their home games in two cities. Five of their eight home games were played in Green Bay's Lambeau Field and the remaining three at Milwaukee County Stadium in Milwaukee. Today the Packers play exclusively in Lambeau Field.

The Packers first played on a couple of small fields in Green Bay and then in 6,000-seat City Stadium beginning in 1925. Eventually, the City Stadium capacity reached 25,000. On September 29, 1957, the Packers dedicated a modern \$1,000,000 stadium with a 32,150-seat capacity. Subsequent expansions and renovations have brought the Green Bay facility, officially named Lambeau Field in 1965, to its current capacity.

Off the field, the Packers remain a financially sound and competitive and historically rich franchise. On the field the glory years are back. In 1996, the Packers returned to the top of the pro football world when they won Super Bowl XXXI.

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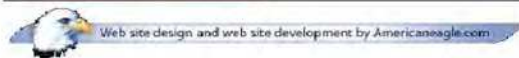
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# SPORTS NICKNAMES

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*by* TERRY W. PRUYNE



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**Green, Dennis** (HC) Minnesota. *Midge*. By his older brother, Bobby, because he was the youngest (Telander, *Color*, p. 34).

**Green, Donnie** (OT) Buffalo, Detroit (1978). *Clyde* (Carroll, G., N., and T., *Total Football II*, p. 843).

**Green, Ernie G.** (WR) Indianapolis. *E.G.* (Roberts and W., *Sporting News NFL Register* 2000, p. 157). Likely his initials.

**Green, Gaston** (RB) LARams, LARaiders, Denver (1992). *Gas* or *G-Force*. By UCLA teammates (*Sports Illustrated*, 8/31/87, p. 64).

**Green, Hugh** (LB) Tampa Bay, Miami (1991). *The Big Green Machine*. While at the University of Pittsburgh (*Pro Football Monthly*, 4/81/, p. 26).

**Green, Joe** (DB) NYGiants (1971). *Little Joe*. He was 5'11" and weighed 195 lbs. Not so little for a defensive back (Carroll, G., N., and T., *Total Football II*, p. 844).

**Green, Roy** (WR) St. Louis/Phoenix, Philadelphia (1992). *French Fries*. As in French-fry; by a friend because he can do everything (*Sports Illustrated*, 12/21/81, p. 73). I think someone was desperately trying to gain a McDonald's endorsement. *9-1-1*. "They call me 9-1-1 for emergency," said Green, referring to his QB duties (Kaegel, 8/26/85, p. 26). *Jet Stream*. By himself during the 1983 training camp when he was clocked faster than ever before (Sonderregger, *Jet Stream*, p. 14). *Diner*. By Jimmy (The Greek) Snyder because "He's open all the time" (Lamb, *Football Stars* 1985, p. 26).

**Green, Sammy** (LB) Seattle, Houston (1980). *Odd-Job* (A.P.B.A. *Football*).

**Green, Trent** (QB) Kansas City. *Robo QB*. It was pinned on him after a back injury while playing at Indiana University. "I couldn't bend at all," Green had said. "I got a lot of razzing last year because I kind of looked like a robot out there (Thomas, *Via Vianney*, p. 6C).

**Green, Willie** (WR) Denver, Detroit, Miami, Carolina, Tampa Bay (1999). *The Touchdown Machine* (Fowler, *Receiver*, 11/24/90).

**Green Bay Packers** (1922). "The Packers were organized in 1919, three years before the NFL was born, by George Calhoun and Curly Lambeau. The Indian Packing Co. provided the field, the equipment, and the name *Packers*" (Aversano, *Inside Out*, p. 20).

**Green Bay Packers** (1960s-1990s). *Titletown*. Due to the many titles they won in those two decades (Imrie, *Frozen*, 9/13/00).

**Green Bay Packers** (1960s). *The Green Bay Sweep*. The sweep with Paul Horning or Jim Taylor following the likes of Thurston and Jerry Kramer (Newhouse, *the Glory*, p. 155).

**Green Bay Packers** (1966). *The Million Dollar Babies* (Phillips and H., *Complete*, p. 155). *The Gold Dust Twins*. Packer rookies, Donny Anderson and Jim Grabowski, signed large contracts, \$715,000 and \$400,000, over a million dollars combined (Garrison and T., *Once a Cowboy*, p. 40).

**Green Bay Packers** (1978). *Gang Green*. The defense (Jenkins, *New Stars*, p. 33).

**Green Bay Packers** (1990s). *The Three Amigos*. By Packers teammates for Brett Favre, Frank Winter and Mark Chmura. They are good friends and hang out together (Favre with H., *Favre*, p. 176).

**Greene, Anthony** (DB) NYGiants (1991). *A.J.* Presumably his initials. His middle name is Jerome (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, Ed** (G-E) ChiCards (1926). *Babe* (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, George** (DB) Atlanta, Green Bay (1990). *Tiger* (Carroll, G., N., and T., *Total Football II*, p. 846).

**Greene, Joe** (DT) Pittsburgh (1981). *Mean Joe*. He was an intense player (Hollander, *Football Handbook*, p. 272) at North Texas State (D. Smith, *Hall of Fame*, p. 178). Dallas rival Harvey Martin said, "Sportswriters say *Mean Joe* Greene acquired his nickname because of his college, North Texas State, *The Mean Greene*, but I know the *mean* struck because of how he played" (Martin, *Texas Thunder*, p. 14). Greene said that he hated the nickname (Felsler, *NFL's Greatest*, p. 60).

**Greene, Kevin** (LB) Los Angeles, Pittsburgh, Carolina, San Francisco (1999). *Dr. Troglodyte*. By Ram teammates: one of his hobbies was cave climbing. A troglodyte is a cave dweller (CBS Sports, *San Francisco*, 10/16/88).

**Greenich, Harley** (B) ChiBears (1944). *Duke* (Carroll, G., N., and T., *Total Football II*, p. 847).

**Greenwood, L.C.** (DE) Pittsburgh (1981). *Hollywood Bags* (A.P.B.A. *Football*). *Daddy Bags* (Wielgus, W., and R., *A-Train*, p. 61).

**Greer, Al** (OE) Detroit (1963). *Jake* (Carroll, G., N., and T., *Total Football II*, p. 847).

**Gregory, Bill** (DE) NYGiants, Dallas. *Still Bill*. He gave it to himself (Stratton and K., *Cowboy Trivia*, pp. 58, 62).

**Grgich, Visco** (L-LB) San Francisco (1949). *Garbage* (Carroll, G., N., and T., *Total Football II*, p. 848).

**Grier, Roosevelt** (DT) Los Angeles, NYGiants. *Big Rosey*. He was 6'5" and 300 lbs. (Berke, *Lincoln Vol. 5*, p. 128). *The Jolly Giant*. He was carefree, fun-loving and had a sense of humor (Berke, *Lincoln Vol. 5*, p. 160).

**Griese, Bob** (QB) Miami (1980). *Straight Arrow*. By Miami teammates; he was pensive and quiet (Phillips and H., *Complete*, p. 161).

**Griese, Brian** (QB) Denver. *Top Gun*. In his rookie season, it was pinned on him by his teammates (Weiner, *Quick Study*, p. 4C).

**Griffen, Harold** (C) Portsmouth (1932). *Tubby* (Carroll, G., N., and T., *Total Football II*, p. 848).

**Griffen, Jeff** (DB) St. Louis (1985). *Little Tatum*. By Card teammates; he reminded them of Jack "Assassin" Tatum (Tierney, *Griffen Win*, p. 48).

**Griffin, Archie** (RB) Cincinnati (1982). *Duckfoot*. By Ohio State teammates because of his running style. Coach Woody Hayes described his style as wide, splayed to the left. And the press talked about his bandy-legged brilliance. Griffin simply said, "I waddle" (*Sports Illustrated*, 9/8/75, p. 86).

**Griffin, Don** (DB) San Francisco, Cleveland, Philadelphia (1996). *The Quilt*. He was one of the 49ers' *Cover Brothers*. Tim McKyer was the *Blanket* (Criqui, *San Francisco*, 9/1/89).

**Griffith, Howard** (RB). *Big Money*. By his Broncos teammates after he signed a \$4.3 million contract with Denver in 1997 (Saunders, *Even More*, 1/19/99).

**Griffiths, Percy** (G) Canton (1921). *Red* (Carroll, G., N., and T., *Total Football II*, p. 850).

**Grigg, Cecil** (QB-HC) Canton, Rochester, NYGiants, Frankford (1927). *Tex*. He lived in Austin, Texas (Carroll, G., N., and T., *Total Football II*, p. 850). *Ranger* (Carroll, G., N., and T., *Total Football II*, p. 850).

**Grigg, Forrest, Jr.** (T) Buffalo, Chi-Rockets, Cleveland, Dallas (1952). *Chubby* (Kaegel, 10/24/83, p. 55). He was 6'2" and weighed an incredible 294 lbs. (Carroll, G., N., and T., *Total Football II*, p. 850).

**Griggs, Anthony** (LB) Philadelphia, Cleveland (1988). *Alien*. At Ohio State, he said he was from the planet Funk and was borrowing Anthony Grigg's body (*Sporting News*, 11/28/81, p. 8).

**Grimes, Randy** (OL) Tampa Bay (1992). *Bubba* (Ford, *Buccaneers*, p. 34).

**Grimm, Russ** (OL) Washington (1991). *Gator*. It's been said that he had short arms like a gator (Tamm, *Letter*, 11/1/93).

**Groom, Jerry** (L-LB) ChiCards (1955). *Boomer* (Carroll, G., N., and T., *Total Football II*, p. 851).

**Gross, Andy** (G) NYGiants (1968). *Bo-Bo* (Carroll, G., N., and T., *Total Football II*, p. 852).

**Gross, George** (DT) San Diego (1967).

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# Wisconsin Insurance News

Issue 3 - Autumn 2007

## Wisconsin more than just "Dairy State"



By Sean Dilweg,  
Commissioner  
of Insurance

I grew up in Green Bay. Green Bay is a totally named "Tittletown," and for good reason. It is a city where the local football team - a

community owned team named the Green Bay Packers - rules the roost. Green Bay is a city that lives and breathes the Packers. Sundays are holy for more than one reason, cheese is not only a perfect companion to crackers, but also makes for lovely headwear, and tailgating is not just a hobby, it is an art.

This is Wisconsin.

But a little known fact about the Badger State is the impact the insurance industry has on our economy. Insurance is certainly not as flashy as the Packers, and it's not as well known as the agriculture or manufacturing

industry, but it is a stable mainstay of the Wisconsin economy.

Wisconsin's insurance industry is the sixth largest in the nation! We are the 18<sup>th</sup> largest state in terms of population, yet we operate an insurance industry three times that size in relation to the population. Wisconsin's large and healthy insurance industry is a positive force in the state not only for the economy, but also for the public.

The amount of money the insurance industry brings into the state is phenomenal.

Wisconsin insurers nationwide brought over \$67 billion in direct premiums to the state in 2006 alone. Furthermore, assets held by Wisconsin insurers were equal to over \$290 billion in 2006. This is a tremendous amount of money coming to our state as a result of the insurance industry.

But the insurance industry is also a major employer in the state of Wisconsin. Insurance companies provide jobs for over 64,000 people in the state. This is an industry that supplies a wealth of jobs and provides good pay as well. The average insurance job salary in 2006 was over \$51,000. What's more, insurance is a

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### Green Bay Embraces Namesake Ship

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By Mass Communication Specialist 1st Class Michael Sheehan, Navy Office of Community Outreach Public Affairs

GREEN BAY, Wis. (NNS) -- Citizens of "Tittletown" rolled out the red carpet for their city's namesake ship, Pre-commissioning Unit (PCU) Green Bay (LPD 20), during several civic ceremonies June 25.

Green Bay's prospective commanding officer Cmdr. Calvin Slocumb and his planned relief, Cmdr. Joseph Olson traveled to Green Bay to strengthen the ship's already strong ties to the community.

Green Bay Mayor James J. Schmitt hosted the officers at the annual Kids Day Festival at Fisk Park. The commanders mixed with the crowd, and posed for pictures.

"This ship is a really wonderful thing for our city," said Schmitt. "Imagine all the places the ship will visit, and in each place it will bring our name, and the green and gold colors of our Green Bay Packers football team."

Slocumb and Olson, both natives of Wisconsin, also presented a model of the Green Bay to the city's Neville Public Museum, where it will be displayed alongside exhibits highlighting local history and a model of the original USS Green Bay (PG 101).

Nancy Croy, principal of the Green Bay's partnership school Vince Lombardi Middle School, hosted a reception for the commanders at famed Lambeau Field, football home of the Packers.

"We have had wonderful partnership activities with the ship," said Croy. "In January we had a geography bowl between the crew and the students. The crew barely scratched out a victory, and it was as much of a nail-biter as a Packers game in the last two minutes. Our kids have never studied so hard for the geography bowl."

"This is a great opportunity to show the community that even though our ship has not yet been completed, we are still a crew and we are involved with our namesake," said Slocumb.

For more news from Navy Office of Community Outreach, visit [www.news.navy.mil/local/navco/](http://www.news.navy.mil/local/navco/).

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# San Antonio Class

21st Century Amphibious Assault Ships

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[LPD 17 USS San Antonio](#)

[LPD 18 USS New Orleans](#)

[LPD 19 USS Mesa Verde](#)

[LPD 20 USS Green Bay](#)

[LPD 21 New York](#)

[LPD 22 San Diego](#)

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[LPD 24 Arlington](#)

[LPD 25 Somerset](#)

[Class Quick Chart](#)

## LPD 20 : USS Green Bay

### The Ship

*Green Bay LPD 20* is the fourth of a new class of amphibious transport dock ships.

[LPD 20 Command Web Site](#)  
[LPD 20 Fact Sheet](#)  
[Download Adobe Reader](#)

### The Name

Then Secretary of the Navy Richard Danzig announced the decision to name the fourth Amphibious Transport Dock ship (LPD) of the San Antonio Class for the city of Green Bay. LPD 20 honors the city that took on the mantle of "Titletown USA" after the series of football championships won by the Green Bay Packers in the 1960s. It will be the second U.S. Navy ship to bear the name.

### Namesake

The city of approximately 100,000 residents was founded in 1634 by French explorer, Jean Nicolet. "Green Bay may be modest in size but it is enormous in spirit," said Secretary Danzig. "The oldest community in Wisconsin, Green Bay is well known for its commitment to team efforts, and particularly for its support of its football teams. As Packers' Coach Vince Lombardi put it, 'The achievements of an organization are the results of the combined effort of each individual.' LPD 20 will be home to another team -- the Navy-Marine Corps team -- no stranger to hard work and sacrifice to be the best in the world. It is that kind of special relationship that the people of Green Bay more than probably any other community in America understand."

The first US Navy ship to bear the name was *USS Green Bay* (PG-101), built by Peterson Builders Inc, of Sturgeon Bay, Wisconsin, and commissioned 5 December 1969 at Boston MA. *Green Bay* was home ported in Little Creek, VA supporting the Atlantic Fleet before being decommissioned in 1977.

The ship was transferred to Greece in 1989 and renamed Hellenic Ship Tolmi (P-230). For more information see [www.gunboatriders.com/theboats/pg101.html](http://www.gunboatriders.com/theboats/pg101.html).

### Ship Yard

LPD 20 *USS Green Bay* was built at Northrop Grumman Ship Systems, Avondale Operations, greater New Orleans area, Louisiana. Construction of the LPD 20 started in March 2003.

### Keel Laying

For modern Navy ships, keel laying is the ceremonial milestone for the start of ship construction. For LPD 20, this ceremony occurred in 26 August 2003.

### Christening Ceremony

The ship's sponsor is Mrs. Rose Magnus, wife of General Robert Magnus, Assistant Commandant of the Marine Corps. She christened *Green Bay* on 15 July 2006 in Avondale, Louisiana.

### Mast Installation

*Green Bay* is the fourth LPD 17 class ship to receive two Advanced Enclosed Mast/Sensor systems. The ship's mast stepping ceremony was held prior to the christening in 2006. Four nickels, representing 2006, for the christening year; 2003, for the year the ship's keel was laid; 1854, for the year the city of Green Bay was chartered; and 1969, the commissioning year of the first *USS Green Bay* were placed in a box associated with the AEM/S.

### Commissioning Ceremony

*USS Green Bay* will be commissioned in late 2008 in San Diego, California. The ship is too wide and her AEM/S too tall to fit through the St. Lawrence Seaway and reach her namesake city for commissioning.

### Ship's Crew

360 Sailors and 3 Marines will form *Green Bay's* crew. Commander Joseph R. Olson is the Prospective Commanding Officer.

### Homeport

LPD 20 is scheduled to be a West Coast based ship, homeported in San Diego, CA.

### Crest



#### BLAZON

**Shield:** Or, a pale Azure (Dark Blue), the Green Bay City logo Proper all edged of the first; on a chief wavy Vert the silhouette of the PG-1U1 Sable, fimbriated Or.


**Crest:** From a wreath OR and Azure (Dark Blue), a maple wreath Vert surmounted by an anchor of the first, the stock Gules charged with the Wisconsin State seal Proper.

**Motto:** A tripartite motto scroll Or doubled Vert inscribed, 'STATUM BELLO INVICTUS MANEO', of the last.

**Supporters:** A United States CPO saber and Marine NCO sword saltirewise points down Proper.

#### SYMBOLISM

**Shield:** Dark Blue and Gold, the colors traditionally associated with the Navy, represent the sea and excellence.



The blue pale symbolizes the historic waterway of the Fox River, the entrance of which leads to the City of Green Bay, the first settlement in Wisconsin. The Green Bay logo recalls the heritage and spirit of the city, which includes the city's football team 'The Green Bay Packers'. The chief signifies authority. The silhouette commemorates the previous ship, **USS Green Bay PG-101**, which served as aggressor in fleet exercises, while serving in Guantanamo Bay, Cuba. The wavy division of the shield suggests the shoreline, combined with the pale alludes to the ship's mission of amphibious transport of troops.

**Crest:** The maple wreath conveys success and achievement, signifying the state tree of Wisconsin, sugar maple. The anchor represents naval strength and maritime tradition. Red denotes sacrifice. The red stock of the anchor exemplifies the Marine Corps, highlighting the Navy and Marines team. The state seal alludes to Wisconsin's industry and honors the state being the 'heart of America'.

**Supporters:** The crossed naval and marine swords symbolize readiness and cooperation of the Navy-Marine war fighting team.

**Motto:** The motto '**STATUM BELLO INVICTUS MANEO**' translates to '**STAND AND FIGHT, REMAIN UNVANQUISHED**'. The disc and scroll displays the colors of the '**Green Bay Packers**', **green and gold**, which honor the city's admiration and commitment for their football team.

**Seal:** The coat of arms as blazoned in full color upon a white oval enclosed by a Dark Green collar edged on the outside with a gold rope and inscribed '**USS GREEN BAY**' at the top and '**LPD 20**' at the bottom.

[LPD 17 Webmaster](#)

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Updated 16-Sep-2008



**DESIGN MARK**

**Serial Number**

77491519

**Status**

NON-FINAL ACTION - MAILED

**Word Mark**

TITLETOWN COMBAT CHAMPIONSHIP

**Standard Character Mark**

Yes

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Gonzalez, Chris INDIVIDUAL UNITED STATES 1133-A Broadway Ave.  
Sheboygan WISCONSIN 53081

**Goods/Services**

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Organizing  
sporting events, namely, Mixed Martial Arts. First Use: 2007/07/01.  
First Use In Commerce: 2007/07/01.

**Filing Date**

2008/06/05

**Examining Attorney**

RICHARDS, SUSAN

# TITLETOWN COMBAT CHAMPIONSHIP

**DESIGN MARK**

**Serial Number**

77505293

**Status**

NON-FINAL ACTION - MAILED

**Word Mark**

TITLETOWN COMBAT

**Standard Character Mark**

Yes

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Gonzalez, Chris INDIVIDUAL UNITED STATES 1133A Broadway Avenue  
Sheboygan WISCONSIN 53081

**Goods/Services**

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Organizing  
sporting events, namely, Mixed Martial Arts. First Use: 2007/07/01.  
First Use In Commerce: 2007/07/01.

**Filing Date**

2008/06/23

**Examining Attorney**

RICHARDS, SUSAN

# TITLETOWN COMBAT

**To:** James D. Shulman ([sbjuncle@aol.com](mailto:sbjuncle@aol.com))  
**Subject:** TRADEMARK APPLICATION NO. 77515965 - TITLETOWN - N/A  
**Sent:** 9/21/2008 2:17:33 PM  
**Sent As:** ECOM103@USPTO.GOV  
**Attachments:**

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**APPLICATION SERIAL NO. 77515965**

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**PLEASE NOTE:** The Office action may not be immediately available but will be viewable within 24 hours of this notification.

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**HELP:** For *technical* assistance in accessing the Office action, please e-mail [TDR@uspto.gov](mailto:TDR@uspto.gov). Please contact the assigned examining attorney with questions about the Office action.

**WARNING**

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

---

Green Bay Packers, Inc.,

Opposer,

v.

McClatchy U.S.A., Inc.,

Applicant.

---

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

U.S. App. Serial No. 87/554,702

Mark: TITLETOWN, TX

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**EXHIBIT J TO NOTICE OF OPPOSITION**

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# TITLETOWN, TX

**Word Mark** TITLETOWN, TX

**Goods and Services** (ABANDONED) IC 038. US 100 101 104. G & S: Providing non-downloadable documentary films featuring sports teams and human interest stories through video streaming via the Internet. FIRST USE: 20160817. FIRST USE IN COMMERCE: 20160817

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 87145061

**Filing Date** August 19, 2016

**Current Basis** 1A

**Original Filing Basis** 1A

**Owner** (APPLICANT) McClatchy U.S.A., Inc. CORPORATION DELAWARE 2100 Q Street Sacramento CALIFORNIA 95816

**Attorney of Record** Nate A. Garhart

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** DEAD

**Abandonment Date** June 15, 2017



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US Serial, Registration, or Reference No.	87145061
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Status results found

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**Mark:** TITLETOWN, TX

# TITLETOWN, TX

**US Serial Number:** 87145061

**Application Filing Date:** Aug. 19, 2016

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

**Status:** Abandoned because the applicant failed to respond or filed a late response to an Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

**Status Date:** Jul. 12, 2017

**Date Abandoned:** Jun. 15, 2017

▼ **Mark Information**

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**Mark Literal Elements:** TITLETOWN, TX

**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:

- 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:** Providing non-downloadable documentary films featuring sports teams and human interest stories through video streaming via the Internet

**International Class(es):** 038 - Primary Class

**U.S Class(es):** 100, 101, 104



**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 17, 2016

**Use in Commerce:** Aug. 17, 2016

▼ **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:** McClatchy U.S.A., Inc.

**Owner Address:** 2100 Q Street  
Sacramento, CALIFORNIA UNITED STATES 95816

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

▼ **Attorney/Correspondence Information**

**Attorney of Record**

**Attorney Name:** Nate A. Garhart

**Docket Number:** TITLETOWN TX

**Attorney Primary Email Address:** [trademarks@cobaltlaw.com](mailto:trademarks@cobaltlaw.com)

**Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** NATE A. GARHART  
COBALT LLP  
918 PARKER STREET  
BUILDING A21  
BERKELEY, CALIFORNIA UNITED STATES 94710

**Phone:** 510-841-9800

**Fax:** 510-295-2401

**Correspondent e-mail:** [trademarks@cobaltlaw.com](mailto:trademarks@cobaltlaw.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

▼ **Prosecution History**

Date	Description	Proceeding Number
Jul. 12, 2017	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Jul. 12, 2017	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Dec. 14, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 14, 2016	NON-FINAL ACTION E-MAILED	6325
Dec. 14, 2016	NON-FINAL ACTION WRITTEN	92453
Nov. 30, 2016	ASSIGNED TO EXAMINER	92453
Aug. 25, 2016	NOTICE OF PSEUDO MARK E-MAILED	
Aug. 24, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 23, 2016	NEW APPLICATION ENTERED IN TRAM	

▼ **TM Staff and Location Information**

**TM Staff Information**

**TM Attorney:** DEBUS, MERIDITH E.

**Law Office Assigned:** LAW OFFICE 111

**File Location**

**Current Location:** TMO LAW OFFICE 111 - EXAMINING ATTORNEY ASSIGNED

**Date in Location:** Jul. 12, 2017

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

▲ **Proceedings - None recorded**

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**To:** McClatchy U.S.A., Inc. ([trademarks@cobaltlaw.com](mailto:trademarks@cobaltlaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 87145061 - TITLETOWN, TX - TITLETOWN TX  
**Sent:** 12/14/2016 11:53:33 AM  
**Sent As:** ECOM111@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 87145061

MARK: TITLETOWN, TX

**\*87145061\***

**CORRESPONDENT ADDRESS:**

NATE A. GARHART  
COBALT LLP  
918 PARKER STREET  
BUILDING A21  
BERKELEY, CA 94710

**CLICK HERE TO RESPOND TO THIS LETTER:**  
[http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp)

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**APPLICANT:** McClatchy U.S.A., Inc.

**CORRESPONDENT'S REFERENCE/DOCKET NO :**

TITLETOWN TX

**CORRESPONDENT E-MAIL ADDRESS:**

trademarks@cobaltlaw.com

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 12/14/2016**

**INTRODUCTION**

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issues below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

**SUMMARY OF ISSUES:**

- Prior-Filed Pending Application
- Sections 1, 2, 3, and 45 Refusal – Failure to Function as a Service Mark
- New Specimen Required
- Identification of Services
- Multiple-Class Application Requirements

**PRIOR-FILED PENDING APPLICATION**

The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no similar registered marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d). However, a mark in a prior-filed pending application may present a bar to registration of applicant's mark.

The filing date of pending U.S. Application Serial No. 86332543 precedes applicant's filing date. See attached referenced application. If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a

likelihood of confusion between the two marks. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the mark in the referenced application. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues.

### **SECTIONS 1, 2, 3, AND 45 REFUSAL – FAILURE TO FUNCTION AS A SERVICE MARK**

Registration is refused because the applied-for mark, as used on the specimen of record, is used only as the title of a single television program; it does not function as a service mark to identify and distinguish applicant's services from those of others and to indicate the source of applicant's services. Trademark Act Sections 1, 2, 3, and 45, 15 U.S.C. §§1051-1053, 1127; *see In re Posthuma*, 45 USPQ2d 2011, 2013-14 (TTAB 1998) (citing *In re Cooper*, 254 F.2d 611, 612-16, 117 USPQ 396, 398-400 (C.C.P.A. 1958)); TMEP §§904.07(b), 1301.02(d).

Single creative works include works in which the content does not change significantly from one performance to another. TMEP §1202.08(a); *see In re Posthuma*, 45 USPQ2d at 2013-14 (citing *In re Scholastic, Inc.*, 23 USPQ2d 1774, 1776 (TTAB 1992)).

Applicant may respond to this refusal by submitting evidence that the applied-for mark is used to identify a series, rather than a single work. *See* TMEP §1301.02(d). The name of a series of creative works may be registrable if the designation serves to identify and distinguish the source of the series. *See In re Posthuma*, 45 USPQ2d at 2013-14; TMEP §§1202.08(c), 1301.02(d); *cf. In re Scholastic, Inc.*, 23 USPQ2d at 1777-78. Evidence of a series includes advertising for radio or television programs (not for the same show) that show the mark as a source identifier for the series as well as distinguish the mark from the individual titles of the programs. *See* TMEP §§1202.08(c), 1301.02(d). For example, applicant may submit additional specimens displaying the applied-for mark for multiple episodes.

If applicant cannot satisfy the requirement for evidence of a series, applicant may amend the application from a use in commerce basis under Trademark Act Section 1(a) to an intent to use basis under Section 1(b), and the refusal will be withdrawn. *See* TMEP §806.03(c). However, if applicant amends the basis to Section 1(b), registration will not be granted until applicant later amends the application back to use in commerce by filing an acceptable allegation of use along with evidence of use on a series. *See* 15 U.S.C. §1051(c), (d); 37 C.F.R. §§2.76, 2.88; TMEP §1103. If the same specimen is submitted with an allegation of use without further evidence of a series, the same refusal will issue.

To amend to Section 1(b), applicant must submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the filing date of the application.**” 37 C.F.R. §2.34(a)(2); TMEP §806.01(b); *see* 15 U.S.C. §1051(b); 37 C.F.R. §§2.35(b)(1), 2.193(e)(1).

Applicant should note the following additional ground for refusal.

### **NEW SPECIMEN REQUIRED**

Registration also is refused because the specimen does not show the applied-for mark in use in commerce in International Class 38. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a), 1301.04(g)(i). Specifically, applicant's has identified services that identify both streaming services and entertainment services in the nature of a non-downloadable series. The submitted specimen is a screenshot of an episode of a series. While this screenshot, together with additional specimens as addressed above, may support a series in International Class 41 (entertainment services in the nature of a non-downloadable series), the specimen does not support or reference a streaming service offered by applicant under the applied-for mark.

An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each international class of services identified in the application. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Applicant may respond to this refusal by satisfying one of options above in the SECTIONS 1, 2, 3, AND 45 REFUSAL – FAILURE TO FUNCTION AS A SERVICE MARK section.

If applicant responds to the refusal, applicant must also respond to the requirements set forth below.

### **IDENTIFICATION OF SERVICES**

The wording in the identification of services must be clarified because it is too broad and could include services in other international classes. *See* TMEP §§1402.01, 1402.03. Specifically, applicant has identified its services as “**providing non-downloadable documentary films featuring sports teams and human interest stories through streaming via the Internet**”. If applicant's service is a streaming service, such a service is properly classified in International Class 38. However, an entertainment service in the nature of a non-downloadable film is classified in International Class 41. As written, it appears applicant may be providing an entertainment service, a streaming service, or both. Thus,

applicant must clarify the entry.

Applicant may substitute any or all of the following wording, if accurate. Additions to the identification are **bolded** and underlined. Deletions are *in italics* and ~~struck through~~:

“**Streaming of video, namely, ~~Providing~~ non-downloadable documentary films featuring sports teams and human interest stories ~~through video streaming~~ via the Internet” in International Class 38;**

“**Entertainment services, namely, providing temporary use of** non-downloadable documentary films featuring sports teams and human interest stories made available through video streaming via the Internet” in International Class **41**

If applicant adopts the suggested amendment of the services, then applicant must amend the classification to International Classes 38 and 41. See 37 C.F.R. §§2.32(a)(7), 2.85; TMEP §§805, 1401.

Applicant may amend the identification to clarify or limit the services, but not to broaden or expand the services beyond those in the original application or as acceptably amended. See 37 C.F.R. §2.71(a); TMEP §1402.06. Generally, any deleted services may not later be reinserted. See TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO’s online searchable [U.S. Acceptable Identification of Goods and Services Manual](#). See TMEP §1402.04.

## MULTIPLE-CLASS APPLICATION REQUIREMENTS

The application identifies services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on use in commerce under Section 1(a):

- (1) [List the services by their international class number](#) in consecutive numerical order, starting with the lowest numbered class.
- (2) [Submit a filing fee for each international class](#) not covered by the fee already paid (view the USPTO’s current fee schedule at [http://www.uspto.gov/trademarks/tm\\_fee\\_info.jsp](http://www.uspto.gov/trademarks/tm_fee_info.jsp)). The application identifies services that are classified in at least two classes; however, applicant submitted a fee sufficient for only one class. Applicant must either submit the filing fee for the class not covered by the submitted fee or restrict the application to the one class covered by the fee already paid.
- (3) [Submit verified dates of first use of the mark](#) anywhere and in commerce **for each international class**.
- (4) [Submit a specimen for each international class](#). The current specimen is not acceptable for any international class.

Examples of specimens for services include advertising and marketing materials, brochures, photographs of business signage and billboards, and website printouts that show the mark used in the actual sale, rendering, or advertising of the services.

- (5) [Submit a verified statement](#) that “**The specimen was in use in commerce on or in connection with the services listed in the application at least as early as the filing date of the application.**”

See 15 U.S.C. §§1051(a), 1112; 37 C.F.R. §§ 2.32(a)(6)-(7), 2.34(a)(1), 2.86(a); TMEP §§904, 1403.01, 1403.02(c).

The fees for adding classes to a regular TEAS application are \$325 per class when the fee is paid using the Trademark Electronic Application System (TEAS) and \$375 per class when the fee is paid in a paper submission. See 37 C.F.R. §2.6(a)(1)(i)-(ii); TMEP §§810, 1403.02(c).

For an overview of the requirements for a Section 1(a) multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form, please go to <http://www.uspto.gov/trademarks/law/multiclass.jsp>.

## RESPONSE GUIDELINES

To expedite prosecution of the application, applicant is encouraged to file its response to this Office action online via the Trademark Electronic Application System (TEAS), which is available at <http://www.uspto.gov/trademarks/teas/index.jsp>. If applicant has technical questions about the TEAS response to Office action form, applicant can review the electronic filing tips available online at [http://www.uspto.gov/trademarks/teas/e\\_filing\\_tips.jsp](http://www.uspto.gov/trademarks/teas/e_filing_tips.jsp) and e-mail technical questions to [TEAS@uspto.gov](mailto:TEAS@uspto.gov).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-

.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

/Meridith Debus/  
Examining Attorney  
Law Office 111  
(571) 270-3464  
meridith.debus@uspto.gov

**TO RESPOND TO THIS LETTER:** Go to [http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp). Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

**DESIGN MARK**

**Serial Number**

86332543

**Status**

THIRD EXTENSION - GRANTED

**Word Mark**

TITLETOWN

**Standard Character Mark**

Yes

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Green Bay Packers, Inc. CORPORATION WISCONSIN 1265 Lombardi Avenue  
Green Bay WISCONSIN 54307

**Goods/Services**

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Concert booking; entertainment services, namely, organizing and conducting an array of athletic events rendered live and recorded for the purpose of distribution through broadcast media; museum services; providing recreation facilities; rental of recreational facilities for playing sports, sports training, and group recreation events; running of a football-related museum.

**Filing Date**

2014/07/09

**Examining Attorney**

CHHINA, KARAN

**Attorney of Record**

Bennett J. Berson

**TITLETOWN**



**To:** McClatchy U.S.A., Inc. ([trademarks@cobaltlaw.com](mailto:trademarks@cobaltlaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 87145061 - TITLETOWN, TX - TITLETOWN TX  
**Sent:** 12/14/2016 11:53:36 AM  
**Sent As:** ECOM111@USPTO.GOV  
**Attachments:**

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

**IMPORTANT NOTICE REGARDING YOUR  
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED  
ON **12/14/2016** FOR U.S. APPLICATION SERIAL NO. 87145061

Please follow the instructions below:

**(1) TO READ THE LETTER:** Click on this [link](#) or go to <http://tsdr.uspto.gov>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

**(2) TIMELY RESPONSE IS REQUIRED:** Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from **12/14/2016** (or sooner if specified in the Office action). For information regarding response time periods, see <http://www.uspto.gov/trademarks/process/status/responsetime.jsp>.

**Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response** because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at [http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp).

**(3) QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail [TSDR@uspto.gov](mailto:TSDR@uspto.gov).

**WARNING**

**Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application.** For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

**PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION:** Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see [http://www.uspto.gov/trademarks/solicitation\\_warnings.jsp](http://www.uspto.gov/trademarks/solicitation_warnings.jsp).

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**NOTICE OF ABANDONMENT**  
**MAILING DATE: Jul 12, 2017**

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Dec 14, 2016 was not received within the 6-month response period.

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice.**

For additional information, go to <http://www.uspto.gov/teas/petinfo.htm>. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

**SERIAL NUMBER:** 87145061  
**MARK:** TITLETOWN, TX  
**OWNER:** McClatchy U.S.A., Inc.

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE  
COMMISSIONER FOR TRADEMARKS  
P.O. BOX 1451  
ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL  
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