

ESTTA Tracking number: **ESTTA894759**Filing date: **05/07/2018**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	Best Chairs Incorporated		
Entity	Corporation	Citizenship	Indiana
Address	1 Best Drive Ferdinand, IN 47532 UNITED STATES		

Correspondence information	Brad R. Maurer Attorney Bingham Greenebaum Doll LLP 2700 Market Tower 10 West Market Street Indianapolis, IN 47532 UNITED STATES Email: ptodocket@bgdlegal.com, bmaurer@bgdlegal.com Phone: 317.968.5423
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**Applicant Information**

Application No	87688513	Publication date	04/10/2018
Opposition Filing Date	05/07/2018	Opposition Period Ends	05/10/2018
Applicant	Shenzhen Yitianjin Trading Co., Ltd. 6th Fl. 1st Build. Yangguanghuayuan Build Guimiao Rd., Nanhai Rd., Nanshan Str., Nanshan Dist., Shenzhen, 518000 CHINA		

**Goods/Services Affected by Opposition**

Class 020. First Use: 2013/10/10 First Use In Commerce: 2013/10/10  
All goods and services in the class are opposed, namely: Beds; Chairs; Collapsible platform seats and stools; Desks; Display stands; Dressing tables; Filing cabinets; Furniture; Furniture shelves; Library shelves; Magazine racks; Moving-aisle filing and storage shelving; Office furniture; Shelves for storage; Sideboards

**Grounds for Opposition**


Priority and likelihood of confusion	Trademark Act Section 2(d)
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**Marks Cited by Opposer as Basis for Opposition**


U.S. Registration No.	1421085	Application Date	04/26/1985
Registration Date	12/16/1986	Foreign Priority Date	NONE

Word Mark	BEST CHAIRS INC.
Design Mark	
Description of Mark	NONE
Goods/Services	Class 020. First use: First Use: 1962/10/00 First Use In Commerce: 1962/10/00 CHAIRS

U.S. Registration No.	2871238	Application Date	08/19/2003
Registration Date	08/10/2004	Foreign Priority Date	NONE
Word Mark	BEST HOME FURNISHINGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2003/11/03 First Use In Commerce: 2003/11/03 Furniture		

U.S. Registration No.	3839150	Application Date	09/02/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE
Word Mark	THE POWER OF BEST		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2009/10/01 First Use In Commerce: 2009/10/01 Furniture		

U.S. Registration No.	3531915	Application Date	07/18/2007
Registration Date	11/11/2008	Foreign Priority Date	NONE
Word Mark	BEST-MAX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2007/09/01 First Use In Commerce: 2007/09/01 [ Chair cushions; Cushions; Cushions; ]Living room furniture; Recliners; Seats		

U.S. Registration No.	4608870	Application Date	01/21/2014
Registration Date	09/23/2014	Foreign Priority Date	NONE
Word Mark	THE POWER OF BEST		
Design Mark			
Description of Mark	The mark consists of a design of a diamond casting a dark shadow behind its lower left and right edges, with the stylized wording "The Power Of" atop the diamond design and the word "BEST" in capital letters centered below the other wording and across the body of the diamond design, all letters casting a light shadow.		
Goods/Services	Class 020. First use: First Use: 2009/10/01 First Use In Commerce: 2009/10/01		

	Furniture; residential furniture		
U.S. Registration No.	4887538	Application Date	01/22/2014
Registration Date	01/19/2016	Foreign Priority Date	NONE
Word Mark	BEST		
Design Mark			
Description of Mark	The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold horizontal line extending from the rightward point of the diamond with black shading on the underside of the horizontal line, with the word "Best" in blue font and black shading positioned on top of the gold horizontal line.		
Goods/Services	Class 020. First use: First Use: 2003/11/03 First Use In Commerce: 2003/11/03 Furniture; residential furniture		
U.S. Registration No.	4762089	Application Date	01/22/2014
Registration Date	06/23/2015	Foreign Priority Date	NONE
Word Mark	BEST HOSPITALITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2013/11/09 First Use In Commerce: 2013/11/09 Furniture; hospitality and institutional furniture, not made for medical purposes		
U.S. Registration No.	4930320	Application Date	01/09/2015
Registration Date	04/05/2016	Foreign Priority	NONE

		Date	
Word Mark	BEST HOME FURNISHINGS		
Design Mark			
Description of Mark	<p>The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold horizontal line extending from the rightward point of the diamond with black shading on the underside of the horizontal line, with the word "Best" in blue font and black shading positioned on top of the gold horizontal line, and the words "Home Furnishings" in blue stylized font positioned under the word "Best" and the gold horizontal line.</p>		
Goods/Services	<p>Class 020. First use: First Use: 2003/11/03 First Use In Commerce: 2003/11/03 Furniture</p>		

Attachments	<p>73534333#TMSN.png( bytes )  76538283#TMSN.png( bytes )  77818610#TMSN.png( bytes )  77232709#TMSN.png( bytes )  86171087#TMSN.png( bytes )  86172267#TMSN.png( bytes )  86171991#TMSN.png( bytes )  86499741#TMSN.png( bytes )  beststyle19262440_1.pdf(1702858 bytes )</p>
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Signature	/Brad R. Maurer/
Name	Brad R. Maurer
Date	05/07/2018

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

Best Chairs Incorporated,

Opposer,

v.

Shenzhen Yitianjin Trading Co., Ltd.,

Applicant.

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

Application Ser. No. 87688513

Mark: BESTYLE

Date Filed: November 17, 2017

**NOTICE OF OPPOSITION**

Best Chairs Incorporated (“Opposer” or “BCI”) believes that it will be damaged by registration of the mark BESTYLE shown in Application Serial No. 87688513 (“513 Application”) published in the *Official Gazette* on April 10, 2018 and filed under Section 1(a) of the Trademark Act by Shenzhen Yitianjin Trading Co., Ltd. (“Applicant” or “SYTCO”), and hereby opposes registration.


As grounds for opposition, Opposer alleges as follows:




1. Opposer is a corporation organized and existing under the laws of the State of Indiana with its principal place of business at 1 Best Drive, Ferdinand, Indiana.
2. Opposer is a nationally recognized and respected furniture company that has been in operation since 1962 using “Best Chairs” in its corporate name, trade name and trademarks.
3. Opposer has used “Best Chairs Incorporated,” “Best Chairs Inc.,” and “Best Chairs” as company names, trade names and as common law trademarks in association with furniture for more than fifty years.

4. Opposer owns a family of trademarks and trade names that incorporate the element “BEST” that are used in association with furniture, including without limitation **BEST**

**CHAIRS,** , **BEST HOME FURNISHINGS, BEST HOSPITALITY, THE POWER OF BEST, BEST-MAX,**  **and**  (collectively, the “BEST Marks”).

5. Opposer owns the following valid and subsisting United States trademark registrations which incorporate the element “BEST”:

Mark	Class/Goods	Reg. No./Key Dates
	IC 020 - Chairs	Reg. No. 1,421,085 First Use: October 1962 Filing Date: April 26, 1985 Reg. Date: December 16, 1986
<b>BEST HOME FURNISHINGS</b>	IC 020 - Furniture	Reg. No.: 2,871,238 Filing Date: August 19, 2003 First Use: November 3, 2003 Reg. Date: August 10, 2004
<b>THE POWER OF BEST</b>	IC 020 - Furniture	Reg. No.: 3,839,150 Filing Date: September 2, 2009 First Use: October 1, 2009 Reg. Date: August 24, 2010
<b>BEST-MAX</b>	IC 020: Chair cushions; cushions; cushions; living room furniture; recliners; seats	Reg. No.: 3,531,915 Filing Date: July 18, 2007 First Use: September 1, 2007 Reg. Date: November 11, 2008

	IC 020 – Furniture; residential furniture	Reg. No: 4,608,870 First Use: October 1, 2009 Filing Date: January 21, 2014 Reg. Date: September 23, 2014
	IC 020 – Furniture; residential furniture	Reg. No.: 4,887,538 First Use: November 3, 2003 Filing Date: January 22, 2014 Reg. Date: January 19, 2016
<b>BEST HOSPITALITY</b>	IC 020 – Furniture; hospitality and institutional furniture, not made for medical purposes	Registration No: 4,762,089 First Use: November 9, 2013 Filing Date: January 22, 2014 Reg. Date: June 23, 2015
	IC 020 – Furniture	Registration No.: 4,930,320 First Use: November 2, 2003 Filing Date: January 9, 2015 Reg. Date: April 5, 2016

True and accurate status copies from the USPTO's Trademark Status and Document Retrieval of the above-referenced U.S. trademark registrations are attached to this Opposition as Exhibit 1.

6. Opposer uses its BEST Marks in connection with chairs and furniture goods, affixed to tags, labels, and packaging for its chairs and furniture goods, and to advertise and sell its goods throughout the United States.

7. Opposer has expended substantial sums of money in advertising and promoting its chairs and furniture goods under the BEST Marks, such that the public recognizes Opposer as the source of chairs and furniture goods offered under the BEST Marks.



8. By virtue of these efforts, the longstanding use of the BEST Marks, and the quality of Opposer's chairs and furniture goods, the BEST Marks have acquired valuable goodwill in the marketplace.

9. Based on these and other efforts, the public has come to know the BEST Marks, and recognizes that chairs and other furniture goods offered under the BEST Marks originate with Opposer.

10. The BEST Marks are all assets of substantial value to Opposer as a symbol of Opposer, its high quality chairs and furniture goods, and the valuable goodwill associated therewith.

11. Opposer has prior use of its BEST Marks in the United States in connection with chairs and furniture goods, which therefore qualifies Opposer as the senior rights holder in and to the BEST Marks.

12. Notwithstanding Opposer's senior rights to the BEST Marks, Applicant filed the '513 Application with the USPTO to register the mark BESTYLE for "*Beds; Chairs; Collapsible platform seats and stools; Desks; Display stands; Dressing tables; Filing cabinets; Furniture; Furniture shelves; Library shelves; Magazine racks; Moving-aisle filing and storage shelving; Office furniture; Shelves for storage; Sideboards*" in International Class 20. A copy of the USPTO's online summary for the '513 Application is attached as Exhibit 2. Applicant has alleged a date of first use in the United States of October 10, 2013.

13. Opposer's first use of the BEST Marks is earlier than Applicant's first use of the BESTYLE mark and the filing date of the '513 Application.

14. Applicant's BESTYLE mark includes the exact same literal element BEST as in Opposer's BEST Marks.

15. Applicant's applied-for goods are the same as or closely related to the goods for which Opposer uses the BEST Marks in United States commerce.

16. Registration of Applicant's mark will damage the goodwill and consumer recognition that Opposer has built up in its BEST Marks.

17. For the above reasons, Opposer will be damaged by the registration of the BESTYLE mark.

**WHEREFORE**, Opposer believes that it will be damaged by registration of Applicant's mark, and requests that registration be denied.

Opposer authorizes the Commissioner for Trademarks to charge the fee for filing this Notice of Opposition, or any additional fees that may be due, to Deposit Account No. 500976.

Respectfully submitted,

Best Chairs Incorporated

Dated: May 7, 2018

By its attorneys:

/s/ Brad R. Maurer/

Brad R. Maurer  
Bingham Greenebaum Doll LLP  
101 South Fifth Street  
3500 National City Tower  
Louisville, KY 40202  
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F: (502) 540-2268  
bmaurer@bgdlegal.com  
ptodocket@bgdlegal.com  
Attorneys for Opposer

**CERTIFICATE OF FILING**

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION was submitted electronically to the Trademark Trial and Appeal Board at the United States Patent and Trademark Office via ESTTA on this 7<sup>th</sup> day of May, 2018.

/s/ /Brad R. Maurer/

\_\_\_\_\_  
Brad R. Maurer

# EXHIBIT 1

Trademark Status & Document Retrieval

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US Serial, Registration, or Reference No.: 73534333
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Mark: BEST CHAIRS INC.

US Serial Number: 73534333
Application Filing Date: Apr. 26, 1985

US Registration Number: 1421085
Registration Date: Dec. 16, 1986

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: Feb. 15, 2017

Publication Date: Sep. 23, 1986

Mark Information
Expand All

Mark Literal Elements: BEST CHAIRS INC.

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Disclaimer: "CHAIRS INC."

Acquired Distinctiveness Claim: In whole

Design Search Code(s):
01.01.02 - Star - a single star with four points  
26.07.28 - Diamond shapes (miscellaneous overall shape); Miscellaneous designs with overall diamond shape, including letters forming or comprising a diamond  
26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)  
26.17.05 - Bands, horizontal; Lines, horizontal; Horizontal line(s), band(s) or bar(s); Bars, horizontal  
26.17.08 - Line, one; Bar, one; Band, one (geometric); One line, band, bar or angle

[http://tsdr.uspto.gov/#caseNumber=73534333&caseType=SERIAL\\_NO&searchType=statusSearch](http://tsdr.uspto.gov/#caseNumber=73534333&caseType=SERIAL_NO&searchType=statusSearch)[4/20/2018 11:16:57 AM]

## 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: CHAIRS

International Class(es): 020 - Primary Class

U.S Class(es): 032

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 1962

Use in Commerce: Oct. 1962

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US Serial, Registration, or Reference No.: 76538283
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Mark: BEST HOME FURNISHINGS

US Serial Number: 76538283
Application Filing Date: Aug. 19, 2003

US Registration Number: 2871238
Registration Date: Aug. 10, 2004

Register: Principal

Mark Type: Trademark

TMS 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: Aug. 19, 2014

Publication Date: May 18, 2004

**Mark Information**
Expand All

Mark Literal Elements: BEST HOME FURNISHINGS

Standard Character Claim: No

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

Disclaimer: "HOME FURNISHINGS"

**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: Furniture

International Class(es): 020 - Primary Class
U.S Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

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Basis: 1(a)	
First Use: Nov. 03, 2003	Use in Commerce: Nov. 03, 2003

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Mark: THE POWER OF BEST

THE POWER OF BEST


US Serial Number: 77818610
Application Filing Date: Sep. 02, 2009

US Registration Number: 3839150
Registration Date: Aug. 24, 2010

Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TMS Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Oct. 01, 2015

Publication Date: Jan. 26, 2010
Notice of Allowance Date: Apr. 20, 2010

**Mark Information**
Expand All

Mark Literal Elements: THE POWER OF BEST

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: Furniture

International Class(es): 020 - Primary Class
U.S. Class(es): 002, 013, 022, 025, 032, 050



## Trademark Status & Document Retrieval

Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Oct. 01, 2009	Use in Commerce:	Oct. 01, 2009

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Mark: BEST-MAX

# BEST-MAX

US Serial Number:	77232709	Application Filing Date:	Jul. 18, 2007
US Registration Number:	3531915	Registration Date:	Nov. 11, 2008
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:			
Status:	The registration has been renewed.		
Status Date:	Mar. 21, 2018		
Publication Date:	Feb. 12, 2008	Notice of Allowance Date:	May 06, 2008

**Mark Information**

Mark Literal Elements: BEST-MAX

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: [ Chair cushions; Cushions; Cushions; ] Living room furniture; Recliners; Seats

International Class(es): 020 - Primary Class

U.S Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

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Basis: 1(a)	
First Use: Sep. 01, 2007	Use in Commerce: Sep. 01, 2007

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- [USPTO Budget and Performance](#)
- [Freedom of Information Act](#)
- [Information Quality Guidelines](#)

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

SEARCH
MULTI-SEARCH

US Serial, Registration, or Reference No.: 86171087
Status Documents


Status results found

STATUS
DOCUMENTS
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Mark: THE POWER OF BEST




US Serial Number: 86171087
US Registration Number: 4608870

Application Filing Date: Jan. 21, 2014
Registration Date: Sep. 23, 2014

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: Sep. 23, 2014

Publication Date: Jul. 08, 2014

Mark Information
Expand All

Mark Literal Elements: THE POWER OF BEST

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a design of a diamond casting a dark shadow behind its lower left and right edges, with the stylized wording "The Power Of" atop the diamond design and the word "BEST" in capital letters centered below the other wording and across the body of the diamond design, all letters casting a light shadow.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.07.01 - Diamonds with plain single line border; Diamonds with plain multiple line border

[http://tsdr.uspto.gov/#caseNumber=86171087&caseType=SERIAL\\_NO&searchType=statusSearch](http://tsdr.uspto.gov/#caseNumber=86171087&caseType=SERIAL_NO&searchType=statusSearch)[4/20/2018 11:22:22 AM]



## ▼ Related Properties Information

Claimed Ownership of US 3839150  
Registrations:

## ▼ 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: Furniture; residential furniture

International Class(es): 020 - Primary Class

U.S. Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2009

Use in Commerce: Oct. 01, 2009

## ▲ Basis Information (Case Level)

## ▲ Current Owner(s) Information

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### USPTO BACKGROUND

[Federal Activity](#)  
[Inventory Reform Act \(FAIR\)](#)  
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**Trademark Status & Document Retrieval (TSDR)**

Status results found

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Mark: BEST




US Serial Number: 86172267
Application Filing Date: Jan. 22, 2014

US Registration Number: 4887538
Registration Date: Jan. 19, 2016

Register: Principal

Mark Type: Trademark

TMS 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: Jan. 19, 2016

Publication Date: Nov. 03, 2015

**Mark Information**

Mark Literal Elements: BEST

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold horizontal line extending from the rightward point of the diamond with black shading on the underside of the horizontal line, with the word "Best" in blue font and black shading positioned on top of the gold horizontal line.

Color Drawing: Yes

Color(s) Claimed: The color(s) blue, gold, and black is/are claimed as a feature of the mark.

Acquired Distinctiveness Claim: In part


[http://tsdr.uspto.gov/#caseNumber=86172267&caseType=SERIAL\\_NO&searchType=statusSearch](http://tsdr.uspto.gov/#caseNumber=86172267&caseType=SERIAL_NO&searchType=statusSearch)[4/20/2018 11:23:30 AM]

Distinctiveness Limitation Statement:	as to "BEST"		
Design Search Code(s):	26.07.21 - Diamonds that are completely or partially shaded 26.17.01 - Bars, straight; Lines, straight; Bands, straight; Straight line(s), band(s) or bar(s) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal		
<b>▼ Related Properties Information</b>			
Claimed Ownership of US Registrations:	1421085, 2871238, 3531915 and others		
<b>▼ Goods and Services</b>			
Note: The following symbols indicate that the registrant/owner has amended the goods/services: <ul style="list-style-type: none"> <li>• Brackets [...] indicate deleted goods/services;</li> <li>• Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li> <li>• Asterisks "*" identify additional (new) wording in the goods/services.</li> </ul>			
For: Furniture; residential furniture			
International Class(es):	020 - Primary Class	U.S Class(es):	002, 013, 022, 025, 032, 050
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Nov. 03, 2003	Use in Commerce:	Nov. 03, 2003
<a href="#">▲ Basis Information (Case Level)</a> <a href="#">▲ Current Owner(s) Information</a> <a href="#">▲ Attorney/Correspondence Information</a> <a href="#">▲ Prosecution History</a> <a href="#">▲ TM Staff and Location Information</a> <a href="#">▲ Assignment Abstract Of Title Information - Click to Load</a> <a href="#">▲ Proceedings - Click to Load</a>			
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Status results found

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Mark: BEST HOSPITALITY

# BEST HOSPITALITY

US Serial Number:	86171991	Application Filing Date:	Jan. 22, 2014
US Registration Number:	4762089	Registration Date:	Jun. 23, 2015
Register:	Supplemental		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	 LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Office.		
Amended to Principal Register:	No	Date Amended to Current Register:	Apr. 23, 2015
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Jun. 23, 2015		

**Mark Information**

Mark Literal Elements: BEST HOSPITALITY

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: "HOSPITALITY"

**Related Properties Information**

Claimed Ownership of US Registrations: 1421085, 2871238, 3531915 and others

**Goods and Services**

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

- Brackets [...] indicate deleted goods/services;

[http://tsdr.uspto.gov/#caseNumber=86171991&caseType=SERIAL\\_NO&searchType=statusSearch](http://tsdr.uspto.gov/#caseNumber=86171991&caseType=SERIAL_NO&searchType=statusSearch)[4/20/2018 11:24:45 AM]



## Trademark Status & Document Retrieval

- 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: Furniture; hospitality and institutional furniture, not made for medical purposes

International Class(es): 020 - Primary Class

U.S. Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 09, 2013

Use in Commerce: Nov. 09, 2013

▲ [Basis Information \(Case Level\)](#)

▲ [Current Owner\(s\) Information](#)

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[Systems Status](#)  
[Site Map](#)

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[Federal Activity](#)  
[Inventory Reform Act \(FAIR\)](#)  
[USPTO Budget and Performance](#)  
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**Trademark Status & Document Retrieval (TSDR)**

Status results found

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Mark: BEST HOME FURNISHINGS



US Serial Number: 86499741	Application Filing Date: Jan. 09, 2015
US Registration Number: 4930320	Registration Date: Apr. 05, 2016
Filed as TEAS Plus: Yes	Currently TEAS Plus: Yes
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: Apr. 05, 2016	
Publication Date: Jan. 19, 2016	

**Mark Information**

Mark Literal Elements: BEST HOME FURNISHINGS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold horizontal line extending from the rightward point of the diamond with black shading on the underside of the horizontal line, with the word "Best" in blue font and black shading positioned on top of the gold horizontal line, and the words "Home Furnishings" in blue stylized font positioned under the word "Best" and the gold horizontal line.

Color Drawing: Yes

Color(s) Claimed: The color(s) blue, gold and black is/are claimed as a feature of the mark.

Disclaimer: "HOME FURNISHINGS"

[http://tsdr.uspto.gov/#caseNumber=86499741&caseType=SERIAL\\_NO&searchType=statusSearch](http://tsdr.uspto.gov/#caseNumber=86499741&caseType=SERIAL_NO&searchType=statusSearch)[4/20/2018 11:25:54 AM]

Acquired Distinctiveness Claim:	In part
Distinctiveness Limitation Statement:	As to "BEST"
Design Search Code(s):	26.07.21 - Diamonds that are completely or partially shaded 26.17.01 - Bars, straight; Lines, straight; Bands, straight; Straight line(s), band(s) or bar(s) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
<b>▼ Related Properties Information</b>	
Claimed Ownership of US Registrations:	2871238
<b>▼ Goods and Services</b>	
Note: The following symbols indicate that the registrant/owner has amended the goods/services:	
<ul style="list-style-type: none"> <li>• Brackets [...] indicate deleted goods/services;</li> <li>• Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li> <li>• Asterisks *,* identify additional (new) wording in the goods/services.</li> </ul>	
For: Furniture	
International Class(es):	020 - Primary Class
U.S Class(es):	002, 013, 022, 025, 032, 050
Class Status:	ACTIVE
Basis:	1(a)
First Use:	Nov. 03, 2003
Use in Commerce:	Nov. 03, 2003
<a href="#">▲ Basis Information (Case Level)</a> <a href="#">▲ Current Owner(s) Information</a> <a href="#">▲ Attorney/Correspondence Information</a> <a href="#">▲ Prosecution History</a> <a href="#">▲ TM Staff and Location Information</a> <a href="#">▲ Assignment Abstract Of Title Information - Click to Load</a> <a href="#">▲ Proceedings - Click to Load</a>	
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[Federal Activity](#)  
[Inventory Reform Act \(FAIR\)](#)  
[USPTO Budget and Performance](#)  
[Freedom of Information Act](#)  
[Information Quality Guidelines](#)

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SEARCHMULTI-SEARCH?

US Serial, Registration, or Reference No.87688513StatusDocuments

Status results found

STATUSDOCUMENTS?

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Mark: BESTYLE

Bestyle

US Serial Number: 87688513

Application Filing Date: Nov. 17, 2017


Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: Application has been published for opposition. The opposition period begins on the date of publication.

Status Date: Apr. 10, 2018

Publication Date: Apr. 10, 2018

▼ Mark Information

Expand All

Mark Literal Elements: BESTYLE

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

Translation: The wording "Bestyle" has no meaning in a foreign language.

▼ 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: Beds; Chairs; Collapsible platform seats and stools; Desks; Display stands; Dressing tables; Filing cabinets; Furniture; Furniture shelves; Library shelves; Magazine racks; Moving-aisle filing and storage shelving; Office furniture; Shelves for storage; Sideboards

[http://tsdr.uspto.gov/#caseNumber=87688513&caseType=SERIAL\\_NO&searchType=statusSearch\[4/20/2018 11:27:17 AM\]](http://tsdr.uspto.gov/#caseNumber=87688513&caseType=SERIAL_NO&searchType=statusSearch[4/20/2018 11:27:17 AM])



# Trademark Status & Document Retrieval

International Class(es): 020 - Primary Class	U.S. Class(es): 002, 013, 022, 025, 032, 050
Class Status: ACTIVE	
Basis: 1(a)	
First Use: Oct. 10, 2013	Use in Commerce: Oct. 10, 2013

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- Security
- Systems Status
- Site Map

**USPTO BACKGROUND**

- Federal Activity
- Inventory Reform Act (FAIR)
- USPTO Budget and Performance
- Freedom of Information Act
- Information Quality Guidelines

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