

ESTTA Tracking number: **ESTTA920877**

Filing date: **09/07/2018**

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	Women's March Alliance
Granted to Date of previous extension	09/09/2018
Address	200 Broadway WeWork New York, NY 10038 UNITED STATES
Party who filed Extension of time to oppose	Women's March Alliance
Relationship to party who filed Extension of time to oppose	There is no change in the opposer's name.

Attorney information	Jeffrey L. Van Hoosear Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 UNITED STATES efiling@knobbe.com (949) 760-0404
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**Applicant Information**

Application No	87354018	Publication date	03/13/2018
Opposition Filing Date	09/07/2018	Opposition Period Ends	09/09/2018
Applicant	Women's March, Inc. 105 Summit St., #2 Brooklyn, NY 11231 UNITED STATES		

**Goods/Services Affected by Opposition**

<p>Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Promoting public awareness of the need for protecting women's social, economic and political rights; promoting public awareness of the need for racial equality, LGBTQ rights, economic and reproductive rights; public advocacy to promote awareness of the need for protecting women's social, economic and political rights; lobbying services, namely, promoting the interests of women in the fields of legislation and regulation concerning reproductive rights, equal pay, paid family leave, and to the end of violence against women</p>
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## Grounds for Opposition

The mark is merely descriptive	Trademark Act Section 2(e)(1)
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Attachments	Notice of Opposition PB WMA 001TIS.pdf(18643 bytes )
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Signature	/jeffrey van hoosear/
Name	Jeffrey L. Van Hoosear
Date	09/07/2018

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

Women's March Alliance,

Opposer,

v.

Women's March, Inc.,

Applicant.

Application No. 87/354,018

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

**NOTICE OF OPPOSITION**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Women's March Alliance, a corporation organized in New York, with a place of business at 200 Broadway WeWork, New York, NY 10038 ("Opposer"), believes that it will be damaged by the registration of U.S. Trademark Application Serial No. 87/354,018 ("Applicant's Application") for the mark WM WOMEN'S MARCH (hereinafter, "WM WOMEN'S MARCH") in International Class 35, filed by Women's March, Inc., a corporation organized in New York, having an address at 105 Summit St., #2, Brooklyn, New York 11231 ("Applicant"), and therefore opposes the same.

A description of Applicant's Application is as follows:

Mark	:	WM WOMEN'S MARCH
Serial No.	:	87/354,018
Filed	:	March 01, 2017
Published	:	March 13, 2018
Services	:	Promoting public awareness of the need for protecting women's social, economic and political rights; promoting public awareness of the need for racial equality, LGBTQ rights, economic and reproductive rights; public advocacy to promote awareness of the need for protecting women's social, economic and political rights; lobbying services, namely, promoting the interests of women in the fields of legislation and regulation concerning reproductive rights, equal pay, paid family leave, and to the end of violence against women
Int'l. Class	:	35
Filing Basis	:	Intent to Use in Commerce

As grounds for opposition, it is alleged:

1. Opposer is a nonprofit whose focus is on building strategic alliances with grassroots organizations in order to provide the community with a wide range of opportunities that empower them to demand and defend their rights.

2. Since at least as early as February 3, 2017, and before the filing date of Applicant's Application, Opposer and others unaffiliated with the Applicant used the descriptive term "WOMEN'S MARCH" in interstate commerce in connection with nonprofit activities. The term "WOMEN'S MARCH" has become a common identifier, and cannot distinguish Applicant's services from the services of others. As a result, Applicant has no trademark rights in the term "WOMEN'S MARCH."

3. Pursuant to Section 2(e)(1) of the Lanham Act, 15 U.S.C. § 1052(e), a term that merely describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods or services is merely descriptive and does not warrant registration on the Principal Register.

4. Applicant's alleged mark WM WOMEN'S MARCH immediately conveys to consumers a function, feature, or purpose of Applicant's services as listed in its application and is not entitled to registration pursuant to Section 2(e)(1) of the Lanham Act, 15 U.S.C. § 1052(e)(1).

5. Applicant's alleged mark WM WOMEN'S MARCH is merely descriptive of the services set forth in the Application and is not entitled to registration pursuant to Section 2(e)(1) of the Lanham Act, 15 U.S.C. § 1052(e)(1).

6. Applicant's alleged mark is integral to the accurate description of the services of Opposer and others similar to Opposer, and if a registration is granted to Applicant, it will impair Opposer's right to use the descriptive term "WOMEN'S MARCH" in connection with services that are identical or similar to those listed in the Application.

7. By reason of all the foregoing, Opposer believes it will be damaged by the registration of Applicant's Application.

WHEREFORE, Opposer prays that Applicant's Application, U.S. Trademark Application Serial No. 87/354,018, be rejected and stricken, that no registration be issued thereon to Applicant, and that this opposition be sustained in favor of Opposer.

