

ESTTA Tracking number: **ESTTA959250**

Filing date: **03/11/2019**

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	National Collegiate Athletic Association
Granted to Date of previous extension	03/13/2019
Address	P.O. Box 6222 Indianapolis, IN 46206 UNITED STATES

Attorney information	Douglas N. Masters Loeb & Loeb LLP 321 N. Clark Street, Suite 2300 Chicago, IL 60654 UNITED STATES tmlit@loeb.com, dmasters@loeb.com, tgilles@loeb.com, eoneill@loeb.com, bfellars@loeb.com 312-464-3100
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Applicant Information

Application No	86565758	Publication date	11/13/2018
Opposition Filing Date	03/11/2019	Opposition Period Ends	03/13/2019
Applicant	TM2A, Inc. 3407 South Jefferson Avenue, Suite 504 St. Louis, MO 63118 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Entertainment services, namely, organizing, conducting and providing online electronic sweepstakes, games of chance and contests

Grounds for Opposition

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

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1571340	Application Date	03/09/1989
Registration Date	12/12/1989	Foreign Priority	NONE

		Date	
Word Mark	MARCH MADNESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1986/03/10 First Use In Commerce: 1986/03/10 ENTERTAINMENT SERVICES, NAMELY, PRESENTATION OF ATHLETIC AND ENTERTAINMENT PERSONALITIES IN A PANEL FORUM		

U.S. Registration No.	2425958	Application Date	07/01/1993
Registration Date	02/06/2001	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		
Design Mark	MARCH MADNESS		
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1993/08/09 First Use In Commerce: 1993/08/09 basketballs, basketball backboards [and related accessories, namely, pumps, inflation needles and nets]		

U.S. Registration No.	2425962	Application Date	01/20/1995
Registration Date	02/06/2001	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		
Design Mark	MARCH MADNESS		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1989/12/00 First Use In Commerce: 1989/12/00 pre-recorded video cassettes featuring sporting events Class 016. First use: First Use: 1994/12/00 First Use In Commerce: 1994/12/00 programs, folders, handbooks, magazines and trading cards related to inter-scholastic activities Class 021. First use: First Use: 1979/00/00 First Use In Commerce: 1979/00/00 [cups and mugs]		

	Class 024. First use: First Use: 1994/12/00 First Use In Commerce: 1994/12/00 [towels and cloth banners] Class 025. First use: First Use: 1994/00/00 First Use In Commerce: 1994/00/00 clothing, namely shirts, sweatshirts, [shorts,] and hats
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U.S. Registration No.	2478254	Application Date	03/08/1993
Registration Date	08/14/2001	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		
Design Mark	MARCH MADNESS		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1991/03/31 First Use In Commerce: 1991/03/31 wearing apparel associated with an annual basketball tournament between college teams; namely, tee shirts, sweatshirts, sweat pants, caps, sweaters and jackets		

U.S. Registration No.	2485443	Application Date	02/22/1993
Registration Date	09/04/2001	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		
Design Mark	MARCH MADNESS		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1982/03/31 First Use In Commerce: 1982/03/31 entertainment in the nature of basketball tournaments between college teams		

U.S. Registration No.	3025527	Application Date	05/21/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		

Design Mark	MARCH MADNESS
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1996/03/00 First Use In Commerce: 1996/03/00 [Computer game software and related instructional manuals and guides sold as a unit]</p> <p>Class 038. First use: First Use: 2001/03/00 First Use In Commerce: 2001/03/00 Telecommunications services; namely the transmission of voice, data, images, audio, video and information via local and long distance telephone, satellite and global computer networks; leasing telecommunications equipment, components, systems and supplies; electronic mail services; telephone voice messaging services; providing multiple-user access to global computer networks to transmit, receive and otherwise access and use information of general interest to consumers; web casting of athletic games, tournaments, exhibitions, and events via the Internet</p> <p>Class 041. First use: First Use: 1995/03/00 First Use In Commerce: 1995/03/00 providing sports information via the Internet</p>

U.S. Registration No.	3303263	Application Date	11/06/2003
Registration Date	10/02/2007	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		
Design Mark	MARCH MADNESS		
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 1995/03/00 First Use In Commerce: 1995/03/00 Carbonated soft drinks		

U.S. Registration No.	4430117	Application Date	08/05/2011
Registration Date	11/05/2013	Foreign Priority Date	NONE
Word Mark	MARCH MADNESS		

Design Mark	MARCH MADNESS
Description of Mark	NONE
Goods/Services	Class 021. First use: First Use: 1979/00/00 First Use In Commerce: 1979/00/00 Cups and mugs

Attachments	74408129#TMSN.png(bytes) 74623924#TMSN.png(bytes) 74365985#TMSN.png(bytes) 74360563#TMSN.png(bytes) 76593376#TMSN.png(bytes) 76978623#TMSN.png(bytes) 85980298#TMSN.png(bytes) Opposition to MARCH MULLIGANS Serial No 86565758.pdf(428809 bytes) Exhibit A.pdf(366966 bytes)
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Signature	/Douglas N. Masters/
Name	Douglas N. Masters
Date	03/11/2019

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

**In the Matter of Application Serial No. 86/565,758: MARCH MULLIGANS
Published in the *Official Gazette* of November 13, 2018**

THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION,)	
)	
)	
Opposer,)	
)	
v.)	Opposition No. _____
)	
TM2A, INC.,)	
)	
)	
Applicant.)	

NOTICE OF OPPOSITION

The National Collegiate Athletic Association, an Indiana unincorporated association, (“the NCAA” or “Opposer”) believes that it will be damaged by the registration of MARCH MULLIGANS, Application Serial No. 86/565,758, for “entertainment services, namely, organizing, conducting and providing online electronic sweepstakes, games of chance and contests” in International Class 41 (the “Application”), filed by TM2A, Inc., a Missouri corporation, (“Applicant”), and hereby opposes the same.

As grounds for opposition, Opposer alleges that:

1. The NCAA, itself and through its licensees, offers a variety of goods and services in connection with the MARCH MADNESS mark.
2. Since long prior to March 16, 2015, the filing date of the Application, Opposer has continuously used the MARCH MADNESS mark in commerce. Opposer uses and has used the MARCH MADNESS mark in connection with, *inter alia*, entertainment services primarily in

the field of sports, and related goods and services, including contests and games in International Class 41.

3. The NCAA has registered its MARCH MADNESS mark in the United States Patent and Trademark Office (the “USPTO”), including the following registrations:

Mark	Registration No.	Status
MARCH MADNESS	1,571,340	Incontestable
MARCH MADNESS	2,425,958	Incontestable
MARCH MADNESS	2,425,962	Incontestable
MARCH MADNESS	2,478,254	Incontestable
MARCH MADNESS	2,485,443	Incontestable
MARCH MADNESS	3,025,527	Incontestable
MARCH MADNESS	3,303,263	Incontestable
MARCH MADNESS	4,430,117	Incontestable

Copies of the USPTO Trademark Status & Document Retrieval (“TSDR”) printouts for aforementioned trademark registrations are attached as Exhibit A, and are hereby made of record in this proceeding.

4. These registrations are valid, subsisting and owned by the NCAA, all are incontestable in accordance with 15 U.S.C. §§ 1065, 1115.

5. Opposer has offered/sold millions of dollars’ worth of goods and services in connection with its MARCH MADNESS mark.

6. Opposer has spent significant sums advertising and promoting its MARCH MADNESS mark throughout the United States.

7. By virtue of the popularity of Opposer's goods and services offered in connection with the MARCH MADNESS mark, and its advertising and promotion of the MARCH MADNESS mark, Opposer has built up and now owns an extremely valuable goodwill which is symbolized by its MARCH MADNESS mark.

8. On March 16, 2015, Applicant filed the Application with the USPTO seeking registration of the mark MARCH MULLIGANS for "entertainment services, namely, organizing, conducting and providing online electronic sweepstakes, games of chance and contests" in International Class 41 and alleging an intent to use the mark in U.S. commerce.

9. Applicant's MARCH MULLIGANS mark is confusingly similar to Opposer's MARCH MADNESS mark, and registration and use by Applicant of MARCH MULLIGANS for the services set forth in the Application is likely to result in confusion, mistake or deception with Opposer and/or the goods and services marketed in connection with Opposer's MARCH MADNESS mark, or in the belief that Applicant or its MARCH MULLIGANS services are in some way legitimately connected with, or sponsored, licensed or approved by, Opposer.

10. Applicant's Application to register and use of MARCH MULLIGANS is without Opposer's consent or permission.

11. Applicant's use of MARCH MULLIGANS in commerce in connection with Applicant's services is likely to dilute the distinctive quality and reputation of Opposer's MARCH MADNESS mark.

WHEREFORE, Opposer believes that it will be damaged by registration of Applicant's Application, and requests that the opposition be sustained and the registration be denied.

Please debit our Deposit Account No. 502876 for the filing fee and any additional necessary fees.

Please address all correspondence to Douglas N. Masters, Loeb & Loeb, LLP, 321 North Clark Street, Suite 2300, Chicago, IL 60654.

Date: March 11, 2019

LOEB & LOEB LLP

By: /s/ Douglas N. Masters
Douglas N. Masters
Tatyana V. Gilles
321 North Clark Street, Suite 2300
Chicago, Illinois 60654
Telephone: (312) 464-3100
Facsimile: (312) 464-3111
Email: tmlit@loeb.com, dmasters@loeb.com,
tgilles@loeb.com
Attorneys for Opposer

EXHIBIT A

Due to high-volume usage, you may experience intermittent issues on the Trademark Status and Document Retrieval (TSDR) system between 6 – 8 a.m. ET. Refreshing your web browser should resolve the issue. If you still need assistance accessing a document, email teas@uspto.gov and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

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Mark: MARCH MADNESS

No Image exists for this case.

US Serial Number: 73785419

Application Filing Date: Mar. 09, 1989

US Registration Number: 1571340

Registration Date: Dec. 12, 1989

Register: Principal

Mark Type: Service Mark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jan. 23, 2010

Publication Date: Sep. 19, 1989

Mark Information

Mark Literal Elements: MARCH MADNESS

Standard Character Claim: No

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

Goods and Services

Note:

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

- 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: ENTERTAINMENT SERVICES, NAMELY, PRESENTATION OF ATHLETIC AND ENTERTAINMENT PERSONALITIES IN A PANEL FORUM

International Class(es): 041 - Primary Class

U.S Class(es): 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 10, 1986

Use in Commerce: Mar. 10, 1986

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Douglas N. Masters**Docket Number:** 401086-00001**Attorney Primary Email** chicagopto@loeb.com**Attorney Email Authorized:** Yes**Address:****Correspondent****Correspondent** Douglas N. Masters**Name/Address:** LOEB & LOEB LLP
321 N. CLARK STREET, SUITE 2300
CHICAGO, ILLINOIS UNITED STATES 60654**Phone:** 312-464-3100**Fax:** 312-464-3111**Correspondent e-mail:** chicagopto@loeb.com**Correspondent e-mail** Yes
Authorized:**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Dec. 12, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
May 22, 2017	NOTICE OF SUIT	
May 22, 2017	NOTICE OF SUIT	
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 23, 2010	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76533
Jan. 23, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 20, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Dec. 11, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jan. 07, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 07, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 25, 2008	CASE FILE IN TICRS	
Jul. 24, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 24, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 18, 2005	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 18, 2005	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Oct. 24, 2001	REGISTERED - SEC. 15 ACKNOWLEDGED	
Jan. 10, 2001	REGISTERED - SEC. 15 AFFIDAVIT FILED	
Jul. 15, 2000	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 15, 2000	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	
Mar. 31, 2000	CANCELLATION TERMINATED NO. 999999	23741
Mar. 30, 2000	CANCELLATION DENIED NO. 999999	23741
Dec. 01, 1999	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 29, 1996	REGISTERED - SEC. 8 (6-YR) ACCEPTED	
Jul. 16, 1996	POST REGISTRATION ACTION CORRECTION	
Dec. 12, 1995	REGISTERED - SEC. 8 (6-YR) FILED	
May 22, 1995	CANCELLATION INSTITUTED NO. 999999	23741
Feb. 26, 1992	CANCELLATION TERMINATED NO. 999999	19080
Dec. 09, 1991	CANCELLATION DENIED NO. 999999	19080
Aug. 27, 1990	CANCELLATION INSTITUTED NO. 999999	19080
Dec. 12, 1989	REGISTERED-PRINCIPAL REGISTER	
Sep. 19, 1989	PUBLISHED FOR OPPOSITION	
Aug. 19, 1989	NOTICE OF PUBLICATION	
Jun. 29, 1989	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 05, 1989	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 26, 1989	NON-FINAL ACTION MAILED	
May 04, 1989	ASSIGNED TO EXAMINER	66725

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 12, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jan. 23, 2010

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 74408129

Application Filing Date: Jul. 01, 1993

US Registration Number: 2425958

Registration Date: Feb. 06, 2001

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 10, 2011

Publication Date: Nov. 14, 2000

Mark Information

Mark Literal Elements: MARCH MADNESS

Standard Character Claim: No

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

Goods and Services

Note:

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

- 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: basketballs, basketball backboards [and related accessories, namely, pumps, inflation needles and nets]

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 09, 1993

Use in Commerce: Aug. 09, 1993

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

**State or Country Where
Organized:** INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Douglas N. Masters

Docket Number: 401086-00001

Attorney Primary Email chicagopto@loeb.com

Attorney Email Authorized: Yes

Address:**Correspondent****Correspondent** Douglas N. Masters**Name/Address:** LOEB & LOEB LLP

321 N CLARK ST, SUITE 2300

CHICAGO, ILLINOIS UNITED STATES 60654

Phone: 312/464-3100**Fax:** 312/464-3111**Correspondent e-mail:** chicagopto@loeb.com**Correspondent e-mail** Yes**Authorized:****Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 10, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Sep. 10, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Sep. 08, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Aug. 05, 2011	TEAS SECTION 8 & 9 RECEIVED	
Apr. 02, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	59807
Mar. 30, 2007	ASSIGNED TO PARALEGAL	59807
Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2007	TEAS SECTION 8 & 15 RECEIVED	
Nov. 30, 2006	CASE FILE IN TICRS	
Mar. 18, 2005	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 18, 2005	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 06, 2001	REGISTERED-PRINCIPAL REGISTER	
Nov. 14, 2000	PUBLISHED FOR OPPOSITION	
Oct. 13, 2000	NOTICE OF PUBLICATION	
Aug. 30, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	

Mar. 23, 1999	LETTER OF SUSPENSION MAILED	
Mar. 22, 1999	ASSIGNED TO EXAMINER	73717
Apr. 06, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 07, 1998	ASSIGNED TO EXAMINER	74780
Mar. 09, 1998	ASSIGNED TO EXAMINER	69798
Nov. 03, 1995	ASSIGNED TO EXAMINER	72486
Mar. 02, 1995	ASSIGNED TO EXAMINER	72490
Feb. 07, 1995	ASSIGNED TO EXAMINER	65189
Jul. 06, 1994	LETTER OF SUSPENSION MAILED	
Jul. 05, 1994	USE AMENDMENT ACCEPTED	
Jan. 21, 1994	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 23, 1994	AMENDMENT TO USE PROCESSING COMPLETE	
Mar. 25, 1994	IU INFORMAL RESPONSE RECEIVED	
Jan. 26, 1994	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 25, 1994	USE AFFIDAVIT FAILED FORMALITIES	
Jan. 26, 1994	USE AMENDMENT FILED	
Nov. 16, 1993	NON-FINAL ACTION MAILED	
Nov. 09, 1993	ASSIGNED TO EXAMINER	69791
Nov. 03, 1993	ASSIGNED TO EXAMINER	59548
Nov. 03, 1993	ASSIGNED TO EXAMINER	59548

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 06, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 10, 2011

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 74623924

Application Filing Date: Jan. 20, 1995

US Registration Number: 2425962

Registration Date: Feb. 06, 2001

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 13, 2011

Publication Date: Nov. 14, 2000

Mark Information

Mark Literal Elements: MARCH MADNESS

Standard Character Claim: No

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

Related Properties Information

Claimed Ownership of US [1866144](#), [1870486](#)

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: pre-recorded video cassettes featuring sporting events

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 1989

Use in Commerce: Dec. 1989

For: programs, folders, handbooks, magazines and trading cards related to interscholastic activities

International Class(es): 016 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 1994

Use in Commerce: Dec. 1994

For: [cups and mugs]

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: 1979

Use in Commerce: 1979

For: [towels and cloth banners]

International Class(es): 024 - Primary Class

U.S Class(es): 042, 050

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Dec. 1994

Use in Commerce: Dec. 1994

For: clothing, namely shirts, sweatshirts, [shorts,] and hats

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1994

Use in Commerce: 1994

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

**State or Country Where
Organized:** INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Douglas N. Masters

Docket Number: 205125-10056

Attorney Primary Email Address: chicagopto@loeb.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Douglas N. Masters

Name/Address: LOEB & LOEB LLP
 321 N. CLARK ST., SUITE 2300
 CHICAGO, ILLINOIS UNITED STATES 60654

Phone: 312/464-3100

Fax: 312/464-3111

Correspondent e-mail: chicagopto@loeb.com

Correspondent e-mail Yes

Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Sep. 13, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Sep. 13, 2011	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	75184
Sep. 13, 2011	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	75184
Aug. 05, 2011	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	75184
Sep. 08, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Aug. 05, 2011	TEAS SECTION 8 & 9 RECEIVED	
Mar. 31, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	59807
Mar. 30, 2007	ASSIGNED TO PARALEGAL	59807
Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2007	TEAS SECTION 8 & 15 RECEIVED	
Nov. 30, 2006	CASE FILE IN TICRS	
Mar. 18, 2005	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 18, 2005	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 06, 2001	REGISTERED-PRINCIPAL REGISTER	
Nov. 14, 2000	PUBLISHED FOR OPPOSITION	
Oct. 13, 2000	NOTICE OF PUBLICATION	
Sep. 19, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	

Nov. 16, 1999	ASSIGNED TO EXAMINER	73717
Dec. 28, 1998	ASSIGNED TO EXAMINER	74780
Mar. 09, 1998	ASSIGNED TO EXAMINER	69798
Mar. 01, 1996	LETTER OF SUSPENSION MAILED	
Mar. 01, 1996	ASSIGNED TO EXAMINER	72486
Dec. 27, 1995	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 21, 1995	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 22, 1995	NON-FINAL ACTION MAILED	
Jun. 20, 1995	ASSIGNED TO EXAMINER	72490
Jun. 12, 1995	ASSIGNED TO EXAMINER	72737
Jun. 07, 1995	ASSIGNED TO EXAMINER	62520

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 06, 2011

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 113

Date in Location: Sep. 13, 2011

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 74365985

Application Filing Date: Mar. 08, 1993

US Registration Number: 2478254

Registration Date: Aug. 14, 2001

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 10, 2011

Publication Date: Nov. 07, 2000

Notice of Allowance Date: Jan. 30, 2001

Mark Information

Mark Literal Elements: MARCH MADNESS

Standard Character Claim: No

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

Goods and Services

Note:

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

- 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: wearing apparel associated with an annual basketball tournament between college teams; namely, tee shirts, sweatshirts, sweat pants, caps, sweaters and jackets

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 1991

Use in Commerce: Mar. 31, 1991

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

**State or Country Where
Organized:** INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Douglas N. Masters

Docket Number: 401086-10029

Attorney Primary Email chicagopto@loeb.com

Attorney Email Authorized: Yes

Address:

Correspondent**Correspondent** Douglas N. Masters**Name/Address:** LOEB & LOEB LLP

321 N. CLARK STREET, SUITE 2300

CHICAGO, ILLINOIS UNITED STATES 60654

Phone: 312/464-3100**Fax:** 312/464-3111**Correspondent e-mail:** chicagopto@loeb.com**Correspondent e-mail** Yes**Authorized:****Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 10, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Sep. 10, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	73376
Sep. 10, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Aug. 09, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 22, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	83350
Aug. 13, 2007	TEAS SECTION 8 & 15 RECEIVED	
Feb. 09, 2007	CASE FILE IN TICRS	
Mar. 18, 2005	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 18, 2005	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 14, 2001	REGISTERED-PRINCIPAL REGISTER	
Apr. 24, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 23, 2001	STATEMENT OF USE PROCESSING COMPLETE	
Mar. 12, 2001	USE AMENDMENT FILED	
Jan. 30, 2001	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 07, 2000	PUBLISHED FOR OPPOSITION	
Oct. 06, 2000	NOTICE OF PUBLICATION	

Aug. 30, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 22, 1999	ASSIGNED TO EXAMINER	73717
May 07, 1998	ASSIGNED TO EXAMINER	74780
Jan. 27, 1998	ASSIGNED TO EXAMINER	69798
Nov. 18, 1996	LETTER OF SUSPENSION MAILED	
Feb. 28, 1996	ASSIGNED TO EXAMINER	72486
Jun. 16, 1995	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 02, 1995	ASSIGNED TO EXAMINER	72490
Feb. 07, 1995	ASSIGNED TO EXAMINER	65189
Feb. 01, 1995	ASSIGNED TO EXAMINER	65189
Jan. 27, 1995	ASSIGNED TO EXAMINER	65189
Jun. 07, 1994	LETTER OF SUSPENSION MAILED	
May 18, 1994	REINSTATED	
Mar. 30, 1994	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Jun. 21, 1993	NON-FINAL ACTION MAILED	
Jun. 02, 1993	ASSIGNED TO EXAMINER	69791
May 27, 1993	ASSIGNED TO EXAMINER	66593

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 14, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 10, 2011

Assignment Abstract Of Title Information - Click to Load

[Proceedings - Click to Load](#)

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STATUS **DOCUMENTS** **MAINTENANCE**

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 74360563

Application Filing Date: Feb. 22, 1993

US Registration Number: 2485443

Registration Date: Sep. 04, 2001

Register: Principal

Mark Type: Service Mark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 11, 2011

Publication Date: Nov. 14, 2000

Notice of Allowance Date: Feb. 06, 2001

Mark Information

Mark Literal Elements: MARCH MADNESS

Standard Character Claim: No

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

Goods and Services

Note:

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

- 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: entertainment in the nature of basketball tournaments between college teams

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 1982

Use in Commerce: Mar. 31, 1982

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

**State or Country Where
Organized:** INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Douglas N. Masters

Docket Number: 401086-10029

Attorney Primary Email chicagopto@loeb.com

Attorney Email Authorized: Yes

Address:**Correspondent****Correspondent** Douglas N. Masters**Name/Address:** LOEB & LOEB LLP

321 N. CLARK STREET, SUITE 2300

CHICAGO, ILLINOIS UNITED STATES 60654

Phone: 312/464-3100**Fax:** 312/464-3111**Correspondent e-mail:** chicagopto@loeb.com**Correspondent e-mail** Yes**Authorized:****Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 11, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Aug. 11, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Aug. 09, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 01, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75184
Sep. 17, 2007	ASSIGNED TO PARALEGAL	75184
Sep. 04, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 04, 2007	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2007	CASE FILE IN TICRS	
Mar. 18, 2005	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 18, 2005	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 04, 2001	REGISTERED-PRINCIPAL REGISTER	
May 01, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 30, 2001	ASSIGNED TO EXAMINER	73717
Apr. 25, 2001	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 17, 2001	USE AMENDMENT FILED	
Apr. 25, 2001	PETITION TO DIRECTOR - GRANTED	

Apr. 17, 2001	PETITION TO DIRECTOR RECEIVED	
Apr. 17, 2001	PETITION TO DIRECTOR RECEIVED	
Feb. 06, 2001	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 14, 2000	PUBLISHED FOR OPPOSITION	
Oct. 13, 2000	NOTICE OF PUBLICATION	
Aug. 30, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 22, 1999	ASSIGNED TO EXAMINER	73717
Jun. 01, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 07, 1998	ASSIGNED TO EXAMINER	74780
Jul. 08, 1997	ASSIGNED TO EXAMINER	69798
Jun. 16, 1996	UNRESPONSIVE/DUPLICATE PAPER RECEIVED	
Jun. 10, 1996	LETTER OF SUSPENSION MAILED	
Jun. 07, 1996	ASSIGNED TO EXAMINER	72486
Jan. 27, 1995	ASSIGNED TO EXAMINER	65189
Jun. 07, 1994	LETTER OF SUSPENSION MAILED	
Mar. 24, 1994	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 16, 1993	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 14, 1993	NON-FINAL ACTION MAILED	
May 19, 1993	ASSIGNED TO EXAMINER	69791
May 14, 1993	ASSIGNED TO EXAMINER	70719

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Sep. 04, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 11, 2011

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 76593376

Application Filing Date: May 21, 2004

US Registration Number: 3025527

Registration Date: Dec. 13, 2005

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 29, 2016

Publication Date: Sep. 20, 2005

Mark Information

Mark Literal Elements: MARCH MADNESS

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 [1571340](#), [2425962](#), [2485443](#) and others

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: [Computer game software and related instructional manuals and guides sold as a unit]

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Mar. 1996

Use in Commerce: Mar. 1996

For: Telecommunications services; namely the transmission of voice, data, images, audio, video and information via local and long distance telephone, satellite and global computer networks; leasing telecommunications equipment, components, systems and supplies; electronic mail services; telephone voice messaging services; providing multiple-user access to global computer networks to transmit, receive and otherwise access and use information of general interest to consumers; web casting of athletic games, tournaments, exhibitions, and events via the Internet

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 2001

Use in Commerce: Mar. 2001

For: providing sports information via the Internet

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 1995

Use in Commerce: Mar. 1995

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44E: No
Filed 44E: No	Currently 66A: No
Filed 66A: No	Currently No Basis: No
Filed No Basis: No	

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Douglas N. Masters

Attorney Primary Email Address: chicagopto@loeb.com

Docket Number: 205125-00427

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Douglas N. Masters
LOEB & LOEB LLP
321 N. CLARK ST., SUITE 2300
CHICAGO, ILLINOIS UNITED STATES 60654

Phone: 312/464-3100

Fax: 312/464-3111

Correspondent e-mail: chicagopto@loeb.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
------	-------------	-------------------

Feb. 29, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 29, 2016	REVIEW OF CORRESPONDENCE COMPLETE - INFORMATION MADE OF RECORD	67723
Feb. 29, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Feb. 29, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Feb. 25, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Dec. 11, 2015	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	67723
Dec. 11, 2015	TEAS SECTION 8 & 9 RECEIVED	
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 15, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 15, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68502
Jun. 15, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jun. 07, 2012	TEAS SECTION 8 & 15 RECEIVED	
Dec. 13, 2005	REGISTERED-PRINCIPAL REGISTER	
Sep. 20, 2005	PUBLISHED FOR OPPOSITION	
Aug. 31, 2005	NOTICE OF PUBLICATION	
Jun. 08, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	74193
May 23, 2005	ASSIGNED TO LIE	74193
May 16, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 05, 2005	AMENDMENT FROM APPLICANT ENTERED	71441
Apr. 27, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	71441
Apr. 27, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 07, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 22, 2004	NON-FINAL ACTION MAILED	
Dec. 21, 2004	NON-FINAL ACTION WRITTEN	69965
Dec. 21, 2004	ASSIGNED TO EXAMINER	69965
Jun. 04, 2004	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

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

Affidavit of Incontestability: Section 15 - Accepted

Renewal Filed: Yes

Renewal Date: Dec. 13, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 114

Date in Location: Feb. 29, 2016

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 76978623

Application Filing Date: Nov. 06, 2003

US Registration Number: 3303263

Registration Date: Oct. 02, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:

The trademark application has been registered with the Office.



Status: The registration has been renewed.

Status Date: Oct. 27, 2017

Publication Date: Mar. 07, 2006

Notice of Allowance Date: May 30, 2006

Mark Information

Mark Literal Elements: MARCH MADNESS

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 [2425962](#), [2485443](#), [2608347](#), [2795200](#), [2802583](#) and others

Registrations:**Child Of:** [76557391](#)**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: Carbonated soft drinks**International Class(es):** 032 - Primary Class**U.S Class(es):** 045, 046, 048**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Mar. 1995**Use in Commerce:** Mar. 1995**Basis Information (Case Level)****Filed Use:** Yes**Currently Use:** Yes**Filed ITU:** No**Currently ITU:** No**Filed 44D:** No**Currently 44E:** No**Filed 44E:** No**Currently 66A:** No**Filed 66A:** No**Currently No Basis:** No**Filed No Basis:** No**Current Owner(s) Information****Owner Name:** THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION**Owner Address:** P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206**Legal Entity Type:** UNINC. ASSOCIATION**State or Country Where
Organized:** INDIANA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: DOUGLAS N. MASTERS

Docket Number: 205125-00430

Attorney Primary Email chicagopto@loeb.com

Attorney Email Authorized: Yes

Address:

Correspondent

Correspondent DOUGLAS N. MASTERS

Name/Address: LOEB & LOEB LLP

321 N. CLARK ST., SUITE 2300

CHICAGO, ILLINOIS UNITED STATES 60654

Phone: 312-464-3100

Fax: 312-464-3111

Correspondent e-mail: chicagopto@loeb.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 27, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 27, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	30004
Oct. 27, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	30004
Oct. 27, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	30004
Oct. 02, 2017	TEAS SECTION 8 & 9 RECEIVED	
Oct. 02, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Nov. 26, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Nov. 26, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Nov. 26, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	68973
Oct. 15, 2013	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Oct. 03, 2013	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	68973
Oct. 03, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Oct. 01, 2013	TEAS SECTION 8 & 15 RECEIVED	

Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 02, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 29, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
Aug. 29, 2007	ASSIGNED TO LIE	73797
Jul. 19, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 03, 2007	NOTICE OF DIVIDED TRADEMARK APPLICATION MAILED	
Jun. 28, 2007	STATEMENT OF USE PROCESSING COMPLETE	76873
Jun. 28, 2007	EXTENSION 2 GRANTED	76873
May 30, 2007	USE AMENDMENT FILED	76873
May 30, 2007	EXTENSION 2 FILED	76873
Jun. 28, 2007	DIVISIONAL PROCESSING COMPLETE	
Jun. 01, 2007	DIVISIONAL REQUEST RECEIVED	
Jun. 01, 2007	PAPER RECEIVED	
Jan. 26, 2007	EXTENSION 1 GRANTED	65362
Nov. 30, 2006	EXTENSION 1 FILED	65362
Nov. 30, 2006	TEAS EXTENSION RECEIVED	
May 30, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 07, 2006	PUBLISHED FOR OPPOSITION	
Feb. 15, 2006	NOTICE OF PUBLICATION	
Jan. 26, 2006	CHANGES/CORRECTIONS AFTER PUB APPROVAL ENTERED	67445
Jan. 05, 2004	PAPER RECEIVED	
Jun. 02, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	70217
Jun. 02, 2005	ASSIGNED TO LIE	70217
May 18, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 18, 2005	EXAMINER'S AMENDMENT ENTERED	59554
May 17, 2005	EXAMINERS AMENDMENT E-MAILED	6328
May 17, 2005	EXAMINERS AMENDMENT -WRITTEN	68603
Mar. 07, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 22, 2004	EXAMINER'S AMENDMENT ENTERED	70217

Nov. 19, 2004	FINAL REFUSAL E-MAILED	
Nov. 19, 2004	FINAL REFUSAL WRITTEN	68603
Oct. 28, 2004	AMENDMENT FROM APPLICANT ENTERED	70217
Sep. 30, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	70217
Sep. 30, 2004	PAPER RECEIVED	
Mar. 25, 2004	NON-FINAL ACTION MAILED	
Mar. 24, 2004	ASSIGNED TO EXAMINER	68603
Nov. 24, 2003	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 02, 2017

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Oct. 27, 2017

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Mark: MARCH MADNESS

MARCH MADNESS

US Serial Number: 85980298

Application Filing Date: Aug. 05, 2011

US Registration Number: 4430117

Registration Date: Nov. 05, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

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

Status Date: Dec. 17, 2018

Publication Date: Jan. 24, 2012

Notice of Allowance Date: Mar. 20, 2012

Mark Information

Mark Literal Elements: MARCH MADNESS

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 [1571340](#), [2478254](#), [2485443](#) and others

Registrations:

Child Of: [85391317](#)

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: Cups and mugs

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: 1979

Use in Commerce: 1979

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

Owner Address: P.O. BOX 6222
INDIANAPOLIS, INDIANA UNITED STATES 46206

Legal Entity Type: UNINC. ASSOCIATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Douglas N. Masters

Docket Number: 205125-00480

Attorney Primary Email chicagopto@loeb.com

Attorney Email Authorized: Yes

Address:

Correspondent

Correspondent DOUGLAS N. MASTERS

Name/Address: LOEB & LOEB LLP

321 N CLARK ST STE 2300

CHICAGO, ILLINOIS UNITED STATES 60654-4746

Phone: 312-464-3100

Fax: 312-464-3111

Correspondent e-mail: chicagopto@loeb.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Dec. 17, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Dec. 17, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Dec. 11, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Nov. 15, 2018	TEAS SECTION 8 & 15 RECEIVED	
Nov. 05, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Nov. 05, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 01, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 30, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Sep. 29, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 27, 2013	STATEMENT OF USE PROCESSING COMPLETE	66154
Sep. 20, 2013	USE AMENDMENT FILED	66154

Sep. 27, 2013	DIVISIONAL PROCESSING COMPLETE	
Sep. 20, 2013	DIVISIONAL REQUEST RECEIVED	
Sep. 20, 2013	TEAS REQUEST TO DIVIDE RECEIVED	
Sep. 20, 2013	TEAS STATEMENT OF USE RECEIVED	
Feb. 13, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 12, 2013	EXTENSION 2 GRANTED	66154
Feb. 11, 2013	EXTENSION 2 FILED	66154
Feb. 11, 2013	TEAS EXTENSION RECEIVED	
Sep. 27, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 22, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 21, 2012	EXTENSION 1 GRANTED	66154
Sep. 19, 2012	EXTENSION 1 FILED	66154
Sep. 20, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Sep. 19, 2012	TEAS EXTENSION RECEIVED	
Mar. 20, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 24, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 24, 2012	PUBLISHED FOR OPPOSITION	
Jan. 04, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 20, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Dec. 20, 2011	ASSIGNED TO LIE	66213
Nov. 30, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 30, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 30, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Nov. 30, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Nov. 30, 2011	EXAMINERS AMENDMENT -WRITTEN	82430
Nov. 29, 2011	ASSIGNED TO EXAMINER	82430
Aug. 10, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 09, 2011	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 109

Date in Location: Dec. 17, 2018

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