

ESTTA Tracking number: **ESTTA971250**

Filing date: **05/03/2019**

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	NIKE, Inc.
Granted to Date of previous extension	05/26/2019
Address	One Bowerman Drive Beaverton, OR 97005 UNITED STATES

Attorney information	Helen Hill Minsker Banner & Witcoff, Ltd. 71 South Wacker Drive, Suite 3600 Chicago, IL 60606 UNITED STATES hminsker@bannerwitcoff.com, aheinze@bannerwitcoff.com, mhouston@bannerwitcoff.com, bwlitdocket@bannerwitcoff.com, bwptotm@bannerwitcoff.com 312-463-5000
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Applicant Information

Application No	87888720	Publication date	11/27/2018
Opposition Filing Date	05/03/2019	Opposition Period Ends	05/26/2019
Applicant	Muntean, John K 2831 WOODRUFF DR DULUTH, GA 300963834 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Business consultation services for others in the field of fundraising; businessconsultation services to assist businesses, organizations and individuals in the planning, management and conducting offundraising activities via the sale of new and recycled products, namely, apparel, pens, decals, stickers, home goods, and other fundraising products
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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)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1875307	Application Date	10/03/1989
Registration Date	01/24/1995	Foreign Priority Date	NONE
Word Mark	JUST DO IT.		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1989/01/26 First Use In Commerce: 1989/01/26 CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS		

U.S. Registration No.	4350316	Application Date	12/06/2012
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark	<h1>JUST DO IT</h1>		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/10/31 First Use In Commerce: 2008/10/31 Eyeglass frames; Sunglasses		

U.S. Registration No.	4704671	Application Date	08/26/2013
Registration Date	03/17/2015	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark	<h1>JUST DO IT</h1>		
Description of Mark	NONE		

Goods/Services	Class 009. First use: First Use: 2010/12/00 First Use In Commerce: 2010/12/00 Cell phone cases; parts and accessories for cell phones, namely, cell phone covers; specialty carrying cases for cell phones; cases for hand-held computing devices; protective covers for hand-held computing devices; eyewear; sunglasses
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U.S. Registration No.	4764071	Application Date	11/04/2014
Registration Date	06/30/2015	Foreign Priority Date	NONE

Word Mark	JUST DO IT
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Design Mark	<h1>JUST DO IT</h1>
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Description of Mark	NONE
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Goods/Services	Class 018. First use: First Use: 2011/07/01 First Use In Commerce: 2011/07/01 All purpose sport bags; Backpacks Class 025. First use: First Use: 1989/01/26 First Use In Commerce: 1989/01/26 Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits
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U.S. Registration No.	4902036	Application Date	09/21/2015
Registration Date	02/16/2016	Foreign Priority Date	NONE


Word Mark	JUST DO IT
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Design Mark	<h1>JUST DO IT</h1>
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Description of Mark	NONE
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Goods/Services	Class 021. First use: First Use: 2015/07/01 First Use In Commerce: 2015/07/01 Bottles, sold empty
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U.S. Registration No.	5727940	Application Date	10/26/2018
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Registration Date	04/16/2019	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1994/07/01 First Use In Commerce: 1994/07/01 Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories		

Attachments	85795981#TMSN.png(bytes) 86048407#TMSN.png(bytes) 86444421#TMSN.png(bytes) 86762618#TMSN.png(bytes) 88170627#TMSN.png(bytes) 007834.00260 Notice of Opposition.pdf(139455 bytes) 007834.00260 Exhibit A.pdf(548149 bytes) 007834.00260 Exhibit B.pdf(46279 bytes)
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Signature	/helen hill minsker/
Name	Helen Hill Minsker
Date	05/03/2019

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

In the Matter of Trademark Applicant
Muntean, John K.

Mark: JUST BELIEVE IT.

Serial No.: 87/888,720

Filed: April 23, 2018

Published in the Official Gazette dated November 27, 2018

NIKE, INC.,
Opposer,

vs.

Muntean, John K.
Applicant.

Opposition No. _____

NOTICE OF OPPOSITION

Opposer, NIKE, Inc., a corporation of Oregon, whose address is One Bowerman Drive, Beaverton, Oregon 97005, believes it will be damaged by registration of the above-identified mark, applied for on the Principal Register by John K. Muntean, a United States individual, and whose address is 2831 Woodruff Drive, Duluth, Georgia 30096-3834, and opposes the same.

The grounds for the opposition are as follows:

BACKGROUND ON OPPOSER AND ITS “JUST DO IT” MARK

1. Opposer is a leading provider of a broad range of clothing, footwear, accessories, equipment, and other products and services relating to sports, fitness, lifestyle and fashion.
2. Opposer is the owner of rights granted via federal registrations and common law

rights for the marks “JUST DO IT.” and “JUST DO IT” (collectively the “JUST DO IT Mark”).

3. Opposer has continuously used the JUST DO IT Mark in interstate commerce since at least as early as 1989 in connection with various clothing items.

4. In addition to continuous use of the JUST DO IT Mark in interstate commerce in connection with clothing, Opposer has continuously used the JUST DO IT Mark in interstate commerce in connection with a variety of goods and services for many years, including, but not limited to, the goods and services covered by the registrations for the JUST DO IT Mark identified below, and other registrations owned by Opposer over the years for the JUST DO IT Mark.

**OPPOSER OWNS MULTIPLE TRADEMARK REGISTRATIONS FOR THE
“JUST DO IT” MARK**

5. Opposer is the owner of multiple U.S. Trademark Registrations for the JUST DO IT Mark, including, but not limited to, the following U.S. Trademark Registrations pleaded in paragraphs 6 through 11 below.

6. Opposer is the owner of U.S. Trademark Registration No. 1,875,307 for the mark “JUST DO IT.” for “Clothing, namely T-shirts, sweatshirts and caps” in International Class 25, registered January 24, 1995. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer’s “JUST DO IT” mark pursuant to 15 U.S.C. § 1115(b).

7. Opposer is the owner of U.S. Trademark Registration No. 4,350,316 for the mark “JUST DO IT” for “Eyeglass frames; sunglasses” in International Class 9, registered June 11, 2013. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer’s “JUST DO IT” mark pursuant to 15 U.S.C. § 1115(b).

8. Opposer is the owner of U.S. Trademark Registration No. 4,704,671 for the mark “JUST DO IT” for “Cell phone cases; parts and accessories for cell phones, namely, cell phone covers; specialty carrying cases for cell phones; cases for hand-held computing devices; protective covers for hand-held computing devices; eyewear; sunglasses” in International Class 9, registered March 17, 2015.

9. Opposer is the owner of U.S. Trademark Registration No. 4,764,071 for the mark “JUST DO IT” for “All purpose sport bags; backpacks” in International Class 18 and “Footwear; headbands; headwear; pants; shorts; sports bras; tank tops; tights; warm up suits” in International Class 25, registered June 30, 2015.

10. Opposer is the owner of U.S. Trademark Registration No. 4,902,036 for the mark “JUST DO IT” for “Bottles, sold empty” in International Class 21, registered February 16, 2016.

11. Opposer is the owner of U.S. Trademark Registration No. 5,727,940 for the mark “JUST DO IT” for “Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories” in International Class 35, registered April 16, 2019.

12. Copies of the foregoing U.S. Trademark Registrations for the JUST DO IT Mark, including the USPTO TSDR records showing current status and title, are attached as Exhibit A.

13. In addition to the registrations identified above, over the years, Opposer has owned other registrations for the JUST DO IT Mark in the United States.

OPPOSER’S JUST DO IT MARK IS WIDELY-RECOGNIZED AND FAMOUS

14. Opposer has made substantial sales of goods and services under its JUST DO IT Mark, and has used the JUST DO IT Mark as a slogan in highly successful advertising and promotional campaigns over the course of many years.

15. Opposer has brought numerous successful oppositions based on the JUST DO IT Mark, including its opposition to the mark JUST JESU IT reported in *Nike, Inc. v. Peter Maher and Patricia Hoyt Maher*, 100 USPQ2d 1018 (TTAB 2011). In *Nike v. Maher*, the Board sustained Opposer's opposition on both the grounds of likelihood of confusion with the JUST DO IT Mark and dilution of the JUST DO IT Mark, and found that Opposer's JUST DO IT Mark is famous.

16. In a 2016 decision involving the mark JUST DID IT, the Board again ruled in Opposer's favor on grounds of both likelihood of confusion and dilution. In that case, the Board also found JUST DO IT to be famous for both the purposes of assessing likelihood of confusion and dilution, noting: "The record shows that Opposer's JUST DO IT mark is universally recognized throughout the United States." (See *NIKE, Inc. v. Capital E Finance Co., LLC*, Opposition No. 91221511, Board's order dated June 24, 2016 at p. 16, 28 TTABVUE 16.)

17. In a recent decision dated March 20, 2019, involving the mark JUSTSAYIT and Design, the Board once again sustained an Opposition filed by NIKE on grounds of both likelihood of confusion and dilution. In that case, the Board again ruled that JUST DO IT is famous for both the purposes of assessing likelihood of confusion and dilution, noting: "This evidence establishes that JUST DO IT is not only famous for purposes of both of Opposer's claims, but exceedingly so. It is entitled to the highest level of protection against confusion." (See *NIKE, Inc. v. Cheryl Bauman-Buffone*, Opposition 91234556, Board's order dated March 20, 2019 at p. 11, 47 TTABVUE 11.)

18. As a result of Opposer's long use and registration of its JUST DO IT Mark, Opposer has developed substantial goodwill in said mark, and the public has come to associate the JUST DO IT Mark with the goods and services of Opposer.

BACKGROUND ON APPLICANT AND HIS MARK

19. Applicant filed his application for JUST BELIEVE IT. (hereinafter “Applicant’s Mark”) on April 23, 2018. The application was filed pursuant to Section 1(b) of the Trademark Act, stating Applicant’s intention to use the mark in connection with “Business consultation services for others in the field of fundraising; business consultation services to assist businesses, organizations and individuals in the planning, management and conducting of fundraising activities via the sale of new and recycled products, namely, apparel, pens, decals, stickers, home goods, and other fundraising products” in International Class 35.

20. Previously, Applicant filed another application for Applicant’s Mark under Application Serial No. 87/685,160 on November 15, 2017. This application was filed pursuant to Section 1(b) of the Trademark Act, stating Applicant’s intention to use the mark in connection with “Pens; Stickers; Advertising signs of cardboard; Advertising signs of paper; Bumper stickers; Decals and stickers for use as home decor; Magnetic bumper stickers; Printed paper signs; Removable stickers; Reusable stickers” in International Class 16 and “Hats; Pants; Shirts; Sweaters” in International Class 25. A Notice of Abandonment was issued on October 15, 2018, after Applicant failed to respond to an Office Action issued on March 3, 2018. A copy of the USPTO TSDR record for Application No. 87/685,160, showing current status and title, is attached as Exhibit B.

21. On information and belief, the goods identified in Application No. 87/685,160 represent the types of products that Applicant intends to offer in connection with his services in International Class 35 in the opposed application.

22. If Applicant is permitted to register JUST BELIEVE IT., the registration will give Applicant a *prima facie* exclusive right to the use of Applicant’s Mark for the services set forth in the application. Such registration would damage and injure Opposer.

COUNT I

LIKELIHOOD OF CONFUSION

23. Opposer repeats and realleges paragraphs 1-22 as paragraph 23 of this Count I.
24. Opposer's use and registration of its JUST DO IT Mark is long prior to the filing date of the opposed Application.
25. On information and belief, Applicant was aware of Opposer's JUST DO IT Mark at the time that Applicant filed his application.
26. Applicant's Mark is confusingly similar to Opposer's JUST DO IT Mark.
27. The services identified in Applicant's '720 Application are similar to or related to Opposer's goods and services for the JUST DO IT Mark. For example, services identified in Applicant's '720 Application include "Business consultation services for others in the field of fundraising; business consultation services to assist businesses, organizations and individuals in the planning, management and conducting of fundraising activities via the sale of new and recycled products, namely, apparel, pens, decals, stickers, home goods, and other fundraising products" which are related to goods identified in Opposer's registrations for the JUST DO IT Mark, including "[c]lothing, namely t-shirts, sweatshirts and caps" (Registration No. 1,875,307), "[f]ootwear; headbands; headwear; pants; shorts; sports bras; tank tops; tights; warm up suits" (Registration No. 4,764,071) and "[r]etail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories" (Registration No. 5,727,940), among others.
28. Due to at least the similarity of the marks and goods and services involved, and other factors, Applicant's use and registration of Applicant's Mark will inevitably lead to

confusion, to mistake, or to deception of the public within the meaning of Section 2(d) of the Lanham Act, 15 USC § 1052(d), all to Opposer's grave and irreparable damage.

29. Registration of Applicant's Mark should be denied based on a likelihood of confusion with Opposer's prior JUST DO IT Mark, in violation of Section 2(d) of the Lanham Act, 15 USC § 1052(d).

COUNT II

DILUTION

30. Opposer repeats and realleges paragraphs 1-29 as paragraph 30 of this Count II.

31. As a further ground for the opposition, Opposer's JUST DO IT Mark, which has been in use in commerce for more than thirty years, and registered for more than twenty years, is famous within the meaning of Lanham Act Section 43(c), 15 USC § 1125(c).

32. Opposer's JUST DO IT Mark became famous prior to the filing date of the application for Applicant's Mark and prior to any use or any use in commerce by Applicant of Applicant's Mark, JUST BELIEVE IT., as a trademark, service mark, or trade name.

33. Registration of Applicant's Mark is likely to cause dilution of Opposer's JUST DO IT Mark, to the injury of Opposer, by diluting the distinctiveness of Opposer's JUST DO IT Mark and lessening the capacity of Opposer's JUST DO IT Mark to identify and distinguish Opposer's goods and services, in violation of Section 43(c) of the Lanham Act, 15 USC § 1125(c).

34. Registration of Applicant's Mark should be denied based on a likelihood of dilution of the distinctive quality of Opposer's famous JUST DO IT Mark, in violation of Section 43(c) of the Lanham Act, 15 USC § 1125(c).

CLAIM FOR RELIEF/DAMAGE

35. By reason of the foregoing, Applicant's registration of JUST BELIEVE IT. will

cause injury and damage to Opposer's rights to its registered JUST DO IT Mark and to its use thereof described above.

WHEREFORE, Opposer respectfully prays that the present opposition be sustained and that the registration sought by the Applicant be refused.

DEPOSIT ACCOUNT AUTHORIZATION

Please charge the statutory fee of \$400 to our firm's deposit account, No. 19-0733. Please also charge any additional fees, or credit any overpayments, to our firm's deposit account, No. 19-0733.

Respectfully submitted,
BANNER & WITCOFF, LTD.
Attorneys for Opposer

Date: May 3, 2019

By: /helen hill minsker/
Helen Hill Minsker
Audra C. Eidem Heinze
71 South Wacker Drive, Suite 3600
Chicago, Illinois 60606
Telephone: 312-463-5000

Enclosures:

Exhibit A: Copy of Reg. No. 1,875,307, No. 4,350,316, No. 4,704,671, No. 4,764,071, No. 4,902,036 and No. 5,727,940 and TSDR Records Showing Current Status and Title

Exhibit B: Copy of TSDR Record showing Current Status and Title of Application No. 87/685,160

Exhibit A

Generated on: This page was generated by TSDR on 2019-05-03 11:06:00 EDT

Mark: JUST DO IT.

US Serial Number: 73829171

Application Filing Date: Oct. 03, 1989

US Registration Number: 1875307

Registration Date: Jan. 24, 1995

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: Dec. 19, 2014

Publication Date: Nov. 01, 1994

Mark Information

Mark Literal Elements: JUST DO IT.

Standard Character Claim: No

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

Related Properties Information

Parent Of: 74801373

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: CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS

International Class(es): 025 - Primary Class

U.S Class(es): 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 26, 1989

Use in Commerce: Jan. 26, 1989

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: NIKE, INC.

Owner Address: DF3
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: Nike.Docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e-mail: Nike.Docket@nike.com
jennifer.reynolds@nike.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 19, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 19, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Dec. 19, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Dec. 10, 2014	TEAS SECTION 8 & 9 RECEIVED	
Nov. 21, 2013	NOTICE OF SUIT	
Mar. 22, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 17, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 17, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 15, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 15, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 15, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 15, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 03, 2011	NOTICE OF SUIT	
Oct. 15, 2010	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 15, 2010	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 24, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 24, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 27, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 27, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Jun. 25, 2008	NOTICE OF SUIT
Jun. 23, 2008	NOTICE OF SUIT
Jun. 23, 2008	NOTICE OF SUIT
Jun. 13, 2008	NOTICE OF SUIT
Jun. 13, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 05, 2008	NOTICE OF SUIT
Jun. 02, 2008	NOTICE OF SUIT
May 20, 2008	NOTICE OF SUIT
Apr. 10, 2008	NOTICE OF SUIT
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Apr. 06, 2008	NOTICE OF SUIT
Apr. 01, 2008	NOTICE OF SUIT
Mar. 31, 2008	NOTICE OF SUIT
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Mar. 24, 2008	NOTICE OF SUIT
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Mar. 03, 2008	NOTICE OF SUIT
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Feb. 26, 2008	NOTICE OF SUIT
Feb. 18, 2008	NOTICE OF SUIT
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Feb. 11, 2008	NOTICE OF SUIT
Feb. 03, 2008	NOTICE OF SUIT
Jan. 28, 2008	NOTICE OF SUIT
Jan. 28, 2008	NOTICE OF SUIT
Jul. 12, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Mar. 22, 2007	NOTICE OF SUIT
Mar. 04, 2005	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)
Mar. 04, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED

Jan. 21, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 21, 2005	TEAS SECTION 8 & 9 RECEIVED	
Apr. 24, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 24, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 24, 1995	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 1994	PUBLISHED FOR OPPOSITION	
Sep. 30, 1994	NOTICE OF PUBLICATION	
Aug. 02, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 1994	ASSIGNED TO EXAMINER	72148
May 11, 1994	ASSIGNED TO EXAMINER	72154
Sep. 08, 1993	LETTER OF SUSPENSION MAILED	
Aug. 10, 1993	DIVISIONAL PROCESSING COMPLETE	
Jun. 02, 1993	DIVISIONAL REQUEST RECEIVED	
Apr. 12, 1993	NON-FINAL ACTION MAILED	
Oct. 01, 1992	LETTER OF SUSPENSION MAILED	
Jul. 17, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 27, 1992	LETTER OF SUSPENSION MAILED	
Dec. 27, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 27, 1991	LETTER OF SUSPENSION MAILED	
Oct. 25, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 05, 1990	LETTER OF SUSPENSION MAILED	
Jun. 19, 1990	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 20, 1989	NON-FINAL ACTION MAILED	
Nov. 29, 1989	ASSIGNED TO EXAMINER	68181

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 19, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: NIKE, INC.

Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0945/0448](#)

Pages: 15

Date Recorded: Apr. 01, 1993

Supporting Documents: No Supporting Documents Available

Assignor

Name: [NIKE, INC.](#)

Execution Date: Feb. 15, 1993

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Assignee

Name: [BRS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Address: ONE BOWERMAN DRIVE BEAVERTON, OREGON 97005-6453

Correspondent

Correspondent Name: BANNER, BIRCH, MCKIE & BECKETT

Correspondent Address: ALAN S. COOPER
1001 G STREET, N.W.
WASHINGTON, D.C. 20001-4597

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [1159/0220](#)

Pages: 16

Date Recorded: May 31, 1994

Supporting Documents: No Supporting Documents Available

Assignor

Name: [BRS, INC.](#)

Execution Date: May 27, 1994

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Assignee

Name: [NIKE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Address: ONE BOWERMAN DRIVE
BEAVERTON, OREGON 970056453

Correspondent

Correspondent Name: BANNER, BIRCH, MCKIE & BECKETT

Correspondent Address: ERIC T. FINGERHUT
ELEVENTH FLOOR
1001 G STREET, N.W.
WASHINGTON, D.C. 20001-4597

Domestic Representative - Not Found

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,875,307**
Registered Jan. 24, 1995

**TRADEMARK
PRINCIPAL REGISTER**

JUST DO IT.

NIKE, INC. (OREGON CORPORATION)
3900 S.W. MURRAY BOULEVARD
BEAVERTON, OR 97005

FIRST USE 1-26-1989; IN COMMERCE
1-26-1989.

FOR: CLOTHING, NAMELY T-SHIRTS,
SWEATSHIRTS AND CAPS, IN CLASS 25 (U.S.
CL. 39).

SER. NO. 73-829,171, FILED 10-3-1989.

ANIL V. GEORGE, EXAMINING ATTORNEY

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 85795981

Application Filing Date: Dec. 06, 2012

US Registration Number: 4350316

Registration Date: Jun. 11, 2013

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

Status Date: Jul. 21, 2018

Publication Date: Mar. 26, 2013

Mark Information

Mark Literal Elements: JUST DO IT

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: 1817919, 1875307, 1931937

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: Eyeglass frames; Sunglasses

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2008

Use in Commerce: Oct. 31, 2008

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: Nike, Inc.

Owner Address: DF4
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: Nike.Docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e-mail: Nike.Docket@nike.com
jennifer.reynolds@nike.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 21, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 21, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Jul. 13, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Jun. 29, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jun. 11, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 11, 2013	REGISTERED-PRINCIPAL REGISTER	
Mar. 26, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 26, 2013	PUBLISHED FOR OPPOSITION	
Mar. 22, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 06, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 18, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 18, 2013	ASSIGNED TO EXAMINER	73359
Dec. 17, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 101

Date in Location: Jul. 21, 2018

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,350,316

Registered June 11, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

NIKE, INC. (OREGON CORPORATION)
DF4
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: EYEGLOSS FRAMES; SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2008; IN COMMERCE 10-31-2008.

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

OWNER OF U.S. REG. NOS. 1,817,919, 1,875,307, AND 1,931,937.

SER. NO. 85-795,981, FILED 12-6-2012.

GEORGE LORENZO, EXAMINING ATTORNEY



Sean Street Lee

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86048407

Application Filing Date: Aug. 26, 2013

US Registration Number: 4704671

Registration Date: Mar. 17, 2015

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. 17, 2015

Publication Date: Apr. 29, 2014

Notice of Allowance Date: Jun. 24, 2014

Mark Information

Mark Literal Elements: JUST DO IT

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: 1875307, 1931937, 4350316 and others

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: Cell phone cases; parts and accessories for cell phones, namely, cell phone covers; specialty carrying cases for cell phones; cases for hand-held computing devices; protective covers for hand-held computing devices; eyewear; sunglasses

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 2010

Use in Commerce: Dec. 2010

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: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country OREGON
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Nike.Docket@nike.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jaime M. Lemons
Name/Address: Nike, Inc.
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e- Nike.Docket@nike.com
mail: jennifer.reynolds@nike.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 17, 2015	REGISTERED-PRINCIPAL REGISTER	
Feb. 10, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 31, 2015	STATEMENT OF USE PROCESSING COMPLETE	61813
Dec. 18, 2014	USE AMENDMENT FILED	61813
Jan. 29, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Dec. 18, 2014	TEAS STATEMENT OF USE RECEIVED	
Jun. 24, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 29, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 29, 2014	PUBLISHED FOR OPPOSITION	
Apr. 09, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 25, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Mar. 25, 2014	ASSIGNED TO LIE	73797
Mar. 10, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 08, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 07, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 07, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 11, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 11, 2013	NON-FINAL ACTION E-MAILED	6325
Sep. 11, 2013	NON-FINAL ACTION WRITTEN	83191
Sep. 10, 2013	ASSIGNED TO EXAMINER	83191
Sep. 05, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 29, 2013	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. 09, 2015

United States of America

United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,704,671

NIKE, INC. (OREGON CORPORATION)
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

Registered Mar. 17, 2015

Int. Cl.: 9

FOR: CELL PHONE CASES; PARTS AND ACCESSORIES FOR CELL PHONES, NAMELY, CELL PHONE COVERS; SPECIALTY CARRYING CASES FOR CELL PHONES; CASES FOR HAND-HELD COMPUTING DEVICES; PROTECTIVE COVERS FOR HAND-HELD COMPUTING DEVICES; EYEWEAR; SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 12-0-2010; IN COMMERCE 12-0-2010.

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

OWNER OF U.S. REG. NOS. 1,875,307, 4,350,316, AND OTHERS.

SN 86-048,407, FILED 8-26-2013.

KATHLEEN LORENZO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86444421

Application Filing Date: Nov. 04, 2014

US Registration Number: 4764071

Registration Date: Jun. 30, 2015

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: Jun. 30, 2015

Publication Date: Apr. 14, 2015

Mark Information

Mark Literal Elements: JUST DO IT

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: 1875307, 4350316

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: All purpose sport bags; Backpacks

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2011

Use in Commerce: Jul. 01, 2011

For: Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 26, 1989

Use in Commerce: Jan. 26, 1989

Basis Information (Case Level)

Filed Use: Yes
Filed ITU: No
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently Use: Yes
Currently ITU: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.
Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005
Legal Entity Type: CORPORATION
State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons
Attorney Primary Email Address: Nike.Docket@nike.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005
Phone: 503-671-6453
Fax: 503-646-6926
Correspondent e-mail: Nike.Docket@nike.com
jennifer.reynolds@nike.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 30, 2015	REGISTERED-PRINCIPAL REGISTER	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 14, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 14, 2015	PUBLISHED FOR OPPOSITION	
Mar. 25, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 02, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 24, 2015	ASSIGNED TO EXAMINER	91174
Nov. 14, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 07, 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: Jun. 30, 2015

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,764,071

NIKE, INC. (OREGON CORPORATION)
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

Registered June 30, 2015

Int. Cls.: 18 and 25

FOR: ALL PURPOSE SPORT BAGS; BACKPACKS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

TRADEMARK

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

PRINCIPAL REGISTER

FOR: FOOTWEAR; HEADBANDS; HEADWEAR; PANTS; SHORTS; SPORTS BRAS; TANK TOPS; TIGHTS; WARM UP SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-26-1989; IN COMMERCE 1-26-1989.

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

OWNER OF U.S. REG. NOS. 1,875,307 AND 4,350,316.

SER. NO. 86-444,421, FILED 11-4-2014.

CRISTIANA SCHWAB, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

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Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86762618

Application Filing Date: Sep. 21, 2015

US Registration Number: 4902036

Registration Date: Feb. 16, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: 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: Feb. 16, 2016

Publication Date: Dec. 01, 2015

Mark Information

Mark Literal Elements: JUST DO IT

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: Bottles, sold empty

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: Jul. 01, 2015

Use in Commerce: Jul. 01, 2015

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: Nike, Inc.

Owner Address: DF3
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country OREGON
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Nike.Docket@nike.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jaime M. Lemons
Name/Address: Nike, Inc.
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e- Nike.Docket@nike.com
mail: jennifer.reynolds@nike.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2016	REGISTERED-PRINCIPAL REGISTER	
Dec. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 01, 2015	PUBLISHED FOR OPPOSITION	
Nov. 11, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2015	ASSIGNED TO EXAMINER	67443
Sep. 24, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 24, 2015	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. 16, 2016

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,902,036

Registered Feb. 16, 2016

Int. Cl.: 21

TRADEMARK

PRINCIPAL REGISTER

NIKE, INC. (OREGON CORPORATION)
DF3
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: BOTTLES, SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 7-1-2015; IN COMMERCE 7-1-2015.

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

SER. NO. 86-762,618, FILED 9-21-2015.

JOHN E. MICHOS, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 88170627

Application Filing Date: Oct. 26, 2018

US Registration Number: 5727940

Registration Date: Apr. 16, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

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: Apr. 16, 2019

Publication Date: Jan. 29, 2019

Mark Information

Mark Literal Elements: JUST DO IT

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: 4350316, 4704671, 4764071 and others

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: Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 1994

Use in Commerce: Jul. 01, 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: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: Nike.Docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JENNIFER MARTIN REYNOLDS
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Correspondent e-mail: Nike.Docket@nike.com Jennifer.Reynolds@nike.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 16, 2019	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 29, 2019	PUBLISHED FOR OPPOSITION	
Jan. 09, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 17, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 17, 2018	ASSIGNED TO EXAMINER	93412
Nov. 09, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 07, 2018	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Nov. 07, 2018	TEAS VOLUNTARY AMENDMENT RECEIVED	
Oct. 30, 2018	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: Apr. 16, 2019

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91245195](#)

Filing Date: Dec 10, 2018

Status: Terminated

Status Date: Mar 19, 2019

Interlocutory Attorney: ELIZABETH A DUNN

Defendant**Name:** 707 Industry LLC**Correspondent Address:** 707 INDUSTRY LLC
4786 PATRICIA DRIVE
EUREKA CA UNITED STATES , 95503**Correspondent e-mail:** 707Industry@gmail.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST KUSH IT	Abandoned - After Inter-Partes Decision	88017113	

Plaintiff(s)**Name:** NIKE, Inc.**Correspondent Address:** HELEN HILL MINSKER
BANNER & WITCOFF LTD
71 SOUTH WACKER DRIVE SUITE 3600
CHICAGO IL UNITED STATES , 60606**Correspondent e-mail:** hminsker@bannerwitcoff.com , aheinze@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	REGISTERED AND RENEWED	73829171	1875307
JUST DO IT	Section 8 and 15 - Accepted and Acknowledged	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
JUST DO IT	Registered	86762618	4902036
JUST DO IT.	Registered	88170627	5727940

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 10, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 10, 2018	Jan 19, 2019
3	PENDING, INSTITUTED	Dec 10, 2018	
4	NOTICE OF DEFAULT	Jan 29, 2019	
5	BD DECISION: OPP SUSTAINED	Mar 19, 2019	
6	TERMINATED	Mar 19, 2019	

United States of America

United States Patent and Trademark Office

JUST DO IT

Reg. No. 5,727,940

Registered Apr. 16, 2019

Int. Cl.: 35

Service Mark

Principal Register

Nike, Inc. (OREGON CORPORATION)
One Bowerman Drive
Beaverton, OREGON 97005

CLASS 35: Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

FIRST USE 7-1-1994; IN COMMERCE 7-1-1994

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4350316, 4704671, 4764071

SER. NO. 88-170,627, FILED 10-26-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

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NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Exhibit B

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Mark: JUST BELIEVE IT.

Just believe it.

US Serial Number: 87685160

Application Filing Date: Nov. 15, 2017

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

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: Oct. 12, 2018

Date Abandoned: Sep. 05, 2018

Mark Information

Mark Literal Elements: JUST BELIEVE IT.

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: Pens; Stickers; Advertising signs of cardboard; Advertising signs of paper; Bumper stickers; Decals and stickers for use as home decor; Magnetic bumper stickers; Printed paper signs; Removable stickers; Reusable stickers

International Class(es): 016 - Primary Class

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

Class Status: ACTIVE

Basis: 1(b)

For: Hats; Pants; Shirts; Sweaters

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

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: Muntean, John K

Owner Address: 2831 Woodruff Dr
Duluth, GEORGIA UNITED STATES 30096

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: MUNTEAN, JOHN K
2831 WOODRUFF DR
DULUTH, GEORGIA UNITED STATES 30096

Phone: 404-886-3815

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 15, 2018	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Oct. 12, 2018	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Mar. 03, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 03, 2018	NON-FINAL ACTION E-MAILED	6325
Mar. 03, 2018	NON-FINAL ACTION WRITTEN	76795
Mar. 03, 2018	LETTER OF PROTEST EVIDENCE REVIEWED-NO FURTHER ACTION TAKEN	
Feb. 28, 2018	ASSIGNED TO EXAMINER	76795
Jan. 22, 2018	LETTER OF PROTEST ACCEPTED	
Nov. 28, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 18, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: ESTRADA, LINDA M

Law Office Assigned: LAW OFFICE 104

File Location

Current Location: TMEG LAW OFFICE 104 - EXAMINING
ATTORNEY ASSIGNED

Date in Location: Oct. 12, 2018