

ESTTA Tracking number: **ESTTA1017939**

Filing date: **11/25/2019**

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 parties oppose registration of the indicated application.

**Opposers Information**

Name	adidas AG
Granted to Date of previous extension	11/24/2019
Address	ADI-DASSLER-STRASSE 1 HERZOGENAURACH, 91074 GERMANY

Name	adidas America, Inc.
Granted to Date of previous extension	11/24/2019
Address	5055 N. GREELEY AVENUE PORTLAND, OR 97217 UNITED STATES

Name	adidas International Marketing BV
Granted to Date of previous extension	11/24/2019
Address	HOOGOORDDREEF 9A, ATLAS ARENA AFRIKA BUILDING AMSTERDAM, ZO 1101 BA NETHERLANDS

Attorney information	NICHOLE DAVIS CHOLLET KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET NE, SUITE 2800 ATLANTA, GA 30309 UNITED STATES nchollet@ktslaw.com, dbreitman@ktslaw.com, brnelson@ktslaw.com, kteilhaber@ktslaw.com, tmadmin@ktslaw.com, aberman@ktslaw.com 4048156500
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**Applicant Information**

Application No	88284742	Publication date	05/28/2019
Opposition Filing Date	11/25/2019	Opposition Period Ends	11/24/2019
Applicant	STIIIZY LLC Suite 800 575 Anton Blvd.		

	Costa Mesa, CA 92626 UNITED STATES
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## Goods/Services Affected by Opposition

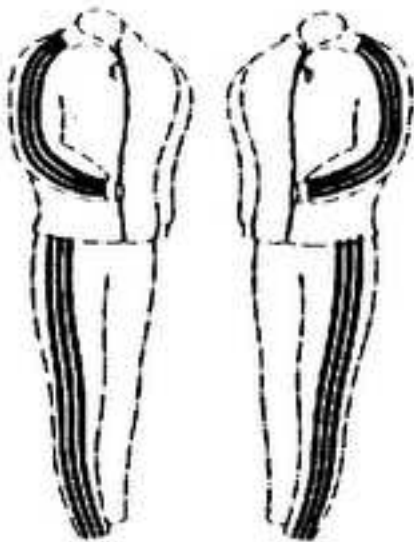
Class 025. First Use: 2017/11/00 First Use In Commerce: 2017/11/00

All goods and services in the class are opposed, namely: Clothing, namely, baseball caps, beanies, belts, boxer shorts, bras, caps, crop tops, hats, headwear, jackets, hooded jackets, pullovers, rain jackets, shorts, socks, sport bras, sweat pants, sweat shirts, sweat shorts, sweat suits, shirts, t-shirts, tank tops, tube tops, underwear

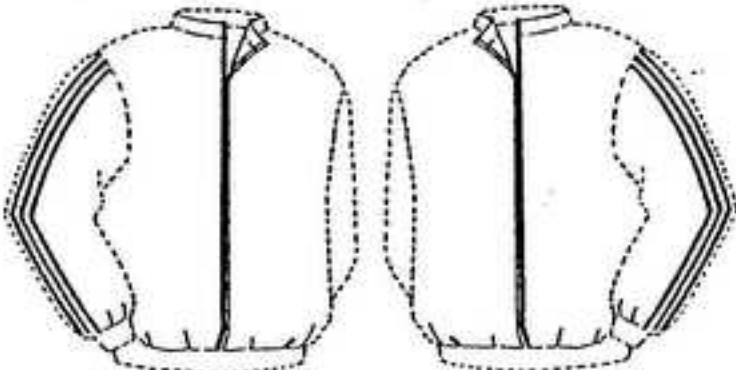
## Grounds for Opposition

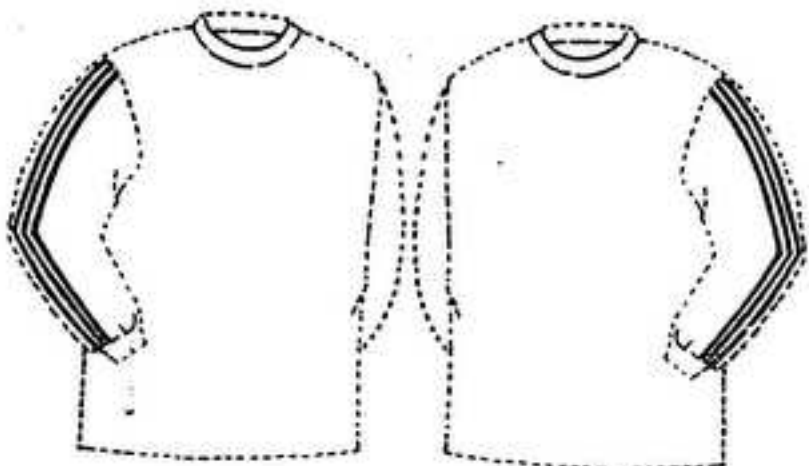
Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	870136	Application Date	07/11/1968
Registration Date	05/27/1969	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH SLEEVE OF THE TRAINING SUIT AND ALONG THE LENGTH OF EACH LEG OF THE TROUSERS, THE BANDS ON THE SLEEVES BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SLEEVE AND THE BANDS ON THE LEGS OF THE TROUSERS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE TROUSER LEGS.		
Goods/Services	Class 025. First use: First Use: 1967/02/00 First Use In Commerce: 1967/08/03 ATHLETIC TRAINING SUITS		

U.S. Registration	2016963	Application Date	03/28/1995
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No.			
Registration Date	11/19/1996	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel bands positioned along the length of each sleeve of a jacket. The dotted outline of a jacket is not part of the mark but is merely intended to show the position of the mark.		
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely jackets		

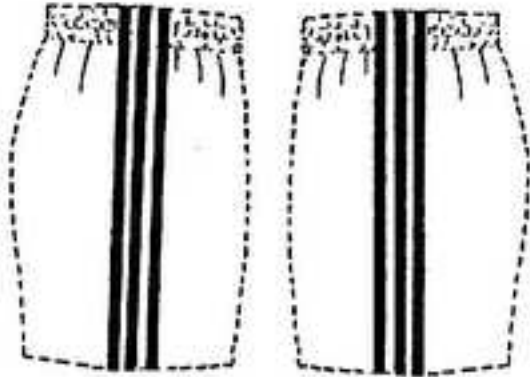
U.S. Registration No.	2058619	Application Date	03/28/1995
Registration Date	05/06/1997	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel bands positioned along the length of each sleeve of a shirt. The dotted outline of a shirt is not part of the mark but is merely intended to show the position of the mark.		

Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely shirts
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U.S. Registration No.	2278591	Application Date	03/28/1995
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Registration Date	09/21/1999	Foreign Priority Date	NONE
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Word Mark	NONE
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Design Mark	
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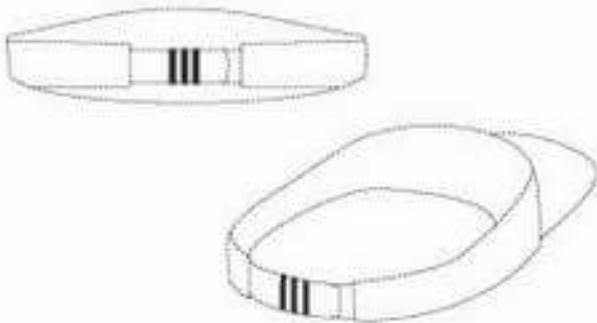
Description of Mark	The mark consists three parallel bands extending along the length of each leg of the shorts, the bands being of contrasting color to that of the remainder of the shorts. The dotted lines are not a part of the mark and only used to indicate position.
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Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely, shorts
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U.S. Registration No.	3183663	Application Date	01/30/2006
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Registration Date	12/12/2006	Foreign Priority Date	NONE
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Word Mark	NONE
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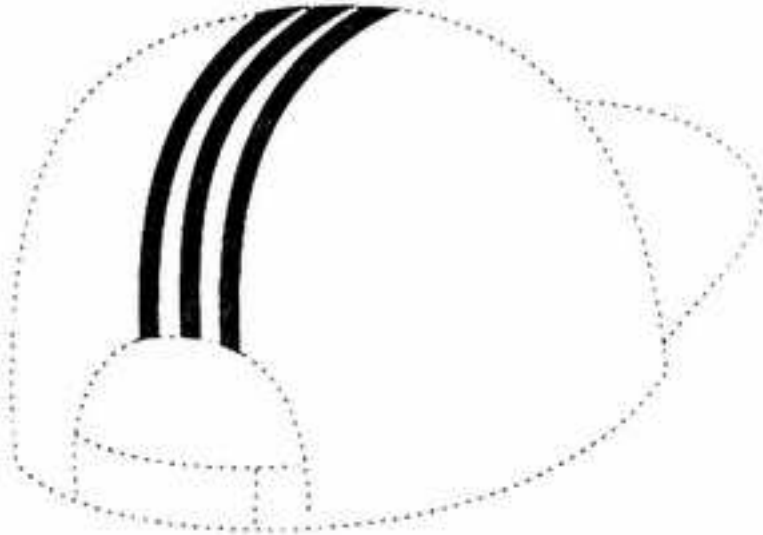
Design Mark	
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Description of	The mark consists of three parallel stripes on a size adjusting bar at the rear of
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Mark	the headwear. The dotted outline of the visor is not claimed as part of the mark and is intended only to show the position of the mark
Goods/Services	Class 025. First use: First Use: 1998/08/00 First Use In Commerce: 1999/03/00 Headwear

U.S. Registration No.	3236505	Application Date	01/30/2006
Registration Date	05/01/2007	Foreign Priority Date	NONE

Word Mark	NONE
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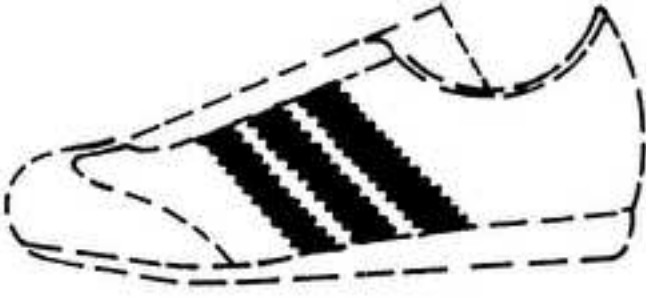
Design Mark	
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Description of Mark	The mark consists of three parallel stripes extending from the rear of the headwear to the top of the headwear. The dotted outline of the hat, brim and strap are not claimed as part of the mark and is intended only to show the position of the mark.
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Goods/Services	Class 025. First use: First Use: 1993/05/00 First Use In Commerce: 1994/01/00 Headwear
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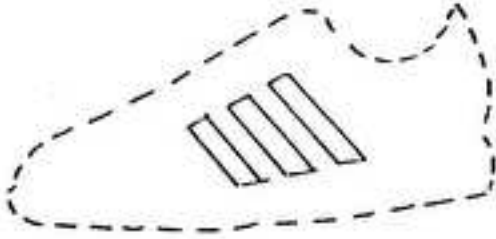
U.S. Registration No.	1815956	Application Date	03/16/1992
Registration Date	01/11/1994	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1952/00/00 First Use In Commerce: 1952/00/00 athletic footwear


U.S. Registration No.	1833868	Application Date	04/07/1992
Registration Date	05/03/1994	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1949/00/00 First Use In Commerce: 1978/00/00 athletic footwear		

U.S. Registration No.	2278589	Application Date	03/07/1995
Registration Date	09/21/1999	Foreign Priority Date	NONE
Word Mark	NONE		

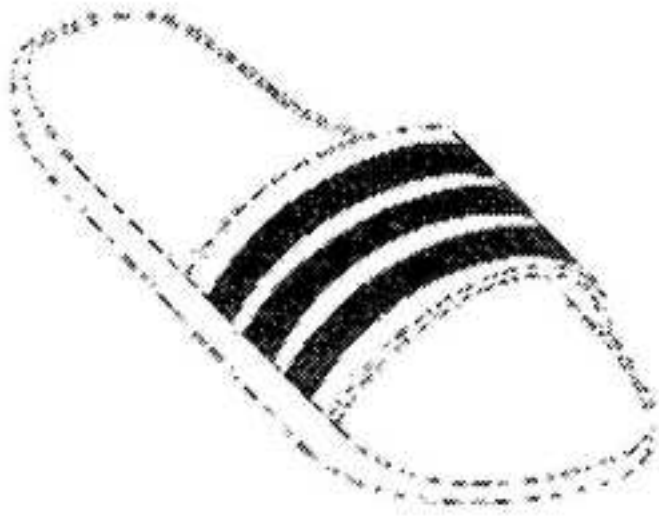
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1952/00/00 First Use In Commerce: 1952/00/00 athletic and leisure footwear

U.S. Registration No.	3029129	Application Date	12/29/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three parallel stripes applied to footwear, the stripes are positioned on the footwear upper in the area between the laces and the sole. The dotted outline of the footwear is not claimed as part of the mark and is intended only to show the position of the mark.		
Goods/Services	Class 025. First use: First Use: 1952/01/01 First Use In Commerce: 1952/01/01 Footwear		

U.S. Registration No.	3029135	Application Date	12/29/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	NONE		


Design Mark	
Description of Mark	The mark consists of three parallel stripes with serrated edges applied to footwear, the stripes are positioned on the footwear upper in the area between the laces and the sole. The dotted outline of the footwear is not claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1952/01/01 First Use In Commerce: 1952/01/01 Footwear


U.S. Registration No.	2909861	Application Date	07/28/2003
Registration Date	12/14/2004	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of three stripes positioned on the top part of a slide. The dotted outline of the slide is not claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1972/00/00 First Use In Commerce: 1972/00/00 Footwear, namely, slides

U.S. Registration No.	2999646	Application Date	07/28/2003
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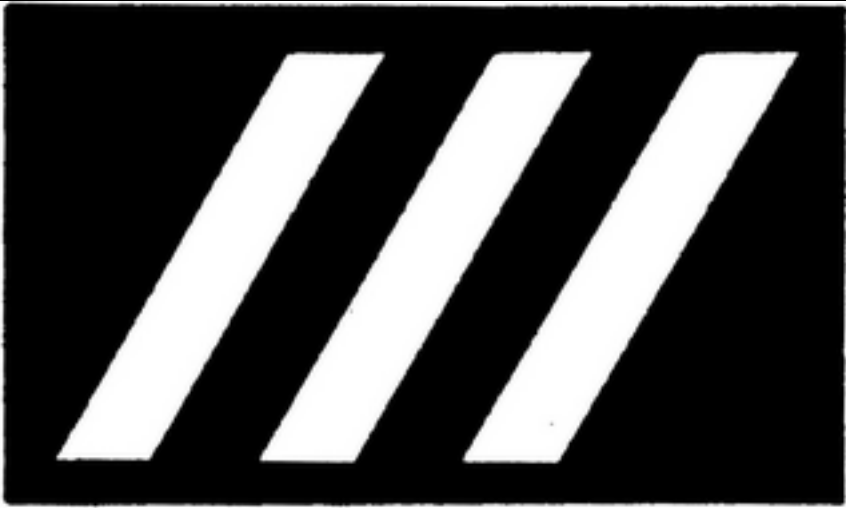


Registration Date	09/27/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1972/00/00 First Use In Commerce: 1972/00/00 Footwear, namely, slides		

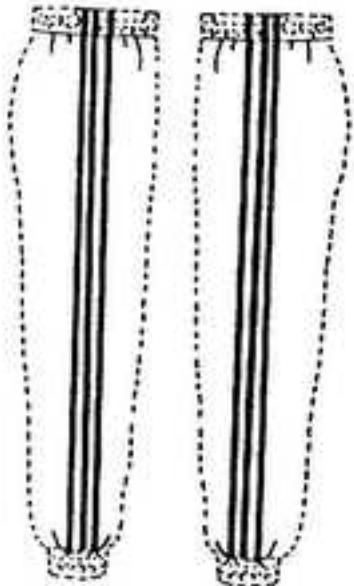
U.S. Registration No.	961353	Application Date	05/01/1970
Registration Date	06/19/1973	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK COMPRISES THREE WHITE STRIPES EXTENDING ACROSS THE BLUE BACKGROUND OF THE BOX CONTAINER AND THE OUTLINE OF THECONTAINER BOX IS MADE TO APPEAR IN BROKEN LINES.		
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 GENERAL PURPOSE SPORT SHOESPECIAL PURPOSE ATHLETIC SHOES		

U.S. Registration No.	1674229	Application Date	01/29/1990
Registration Date	02/04/1992	Foreign Priority Date	NONE
Word Mark	THE BRAND WITH THE 3 STRIPES		

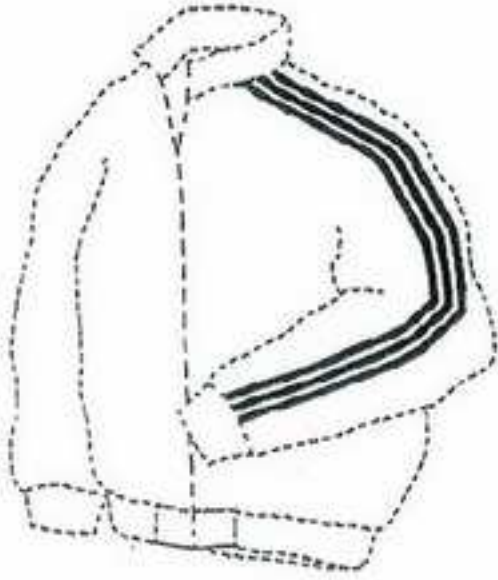
Design Mark	<b>THE BRAND WITH THE 3 STRIPES</b>
Description of Mark	NONE
Goods/Services	<p>Class 018. First use: First Use: 1968/01/00 First Use In Commerce: 1968/01/00 [ sport bags for general use and cross-country back-packs ]</p> <p>Class 025. First use: First Use: 1968/01/00 First Use In Commerce: 1968/01/00 [ sport and leisure wear; namely, shorts, pants, shirts, T-shirts, jerseys, tights, socks, gloves, jackets, swimwear, sweaters, caps and hats, pull-overs, warm-up suits, rain suits, ski suits, jumpsuits, ] boots, slippers, sandals; shoes, boots and after ski boots for hiking and trekking, athletic shoes and general-purpose sports shoes</p> <p>Class 028. First use: First Use: 1968/01/00 First Use In Commerce: 1968/01/00 [ sports balls, rackets for tennis, squash or shuttlecock; ice and rollerskates, skis and ski equipment; namely, cross-country skibindings and parts thereof, cross-country skiing overshoes, racket covers, hand-paddles and kickboards ]</p>


U.S. Registration No.	4910643	Application Date	02/04/2014
Registration Date	03/08/2016	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of three diagonal quadrilaterals positioned parallel to each other upon a contrasting background. The shaded rectangle is not a feature of the mark.		
Goods/Services	<p>Class 018. First use: First Use: 0 First Use In Commerce: 0 Articles made of leather and imitation leather, namely backpacks, bags for general and sports use, carry-all bags, athletic bags, duffle bags, shoulder bags, sling bags, handbags, purses, tote bags, waist packs, overnight bags, knapsacks, shoe bags and beach bags, wallets and key cases</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0 Clothing, namely, shirts, T-shirts, sweatshirts, jerseys, pullovers, tops, vests, sweaters, pants, shorts, bottoms, jackets, coats, dresses, skirts, skorts, underwear, bras, socks, tights, scarves, gloves, belts, wristbands, tracksuits, training</p>		

	suits, warm-up suits, athletic uniforms, swimwear, footwear, athletic footwear, boots, sandals, slides, caps, hats, visors, headbands Class 028. First use: First Use: 0 First Use In Commerce: 0 Athletic sporting goods, namely, shinguards, soccer gloves, goalkeepers' gloves, knee pads and knee guards for athletic use, leg guards; Balls for sports, soccer balls, basketballs, playground balls
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U.S. Registration No.	2284308	Application Date	03/28/1995
Registration Date	10/12/1999	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists three parallel bands extending along the length of each leg of the pants, the bands being of contrasting color to that of the remainder of the pants. The dotted lines are not a part of the mark and only used to indicate position.		
Goods/Services	Class 025. First use: First Use: 1967/00/00 First Use In Commerce: 1967/00/00 sports and leisure wear, namely pants		

U.S. Registration No.	3029127	Application Date	12/29/2004
Registration Date	12/13/2005	Foreign Priority Date	NONE
Word Mark	NONE		


Design Mark	
Description of Mark	The mark consists of three parallel stripes running along the sleeve of a shirt, t-shirt, sweatshirt, jacket or coat. The dotted outline of the garment is not claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1967/02/03 First Use In Commerce: 1967/08/03 Clothing, namely, T-Shirts, sweatshirts, jackets and coats

U.S. Registration No.	3087329	Application Date	12/29/2004
Registration Date	05/02/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			

Description of Mark	The mark consists of three parallel stripes running along the side of a shirt, t-shirt, sweatshirt, vest, jacket or coat. The dotted outline of the garment is not claimed as part of the mark and is intended only to show the position of the mark.
Goods/Services	Class 025. First use: First Use: 1967/02/03 First Use In Commerce: 1967/08/03 Clothing, namely, shirts, t-shirts, sweatshirts, vests, jackets and coats

U.S. Registration No.	3183656	Application Date	01/30/2006
Registration Date	12/12/2006	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of three parallel stripes extending around the headwear.
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Goods/Services	Class 025. First use: First Use: 1993/05/00 First Use In Commerce: 1994/01/00 Headwear
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Related Proceedings	91250744
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Attachments	72302478#TMSN.png( bytes ) 74653296#TMSN.png( bytes ) 74653301#TMSN.png( bytes ) 74653303#TMSN.png( bytes ) 78802551#TMSN.png( bytes ) 78802476#TMSN.png( bytes ) 74255912#TMSN.png( bytes ) 74263512#TMSN.png( bytes ) 74644822#TMSN.png( bytes ) 78539629#TMSN.png( bytes ) 78539734#TMSN.png( bytes ) 76535511#TMSN.png( bytes ) 76535367#TMSN.png( bytes ) 72358532#TMSN.png( bytes ) 74023435#TMSN.png( bytes ) 79148498#TMSN.png( bytes )
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Signature	/Nichole Davis Chollet/
Name	NICHOLE DAVIS CHOLLET
Date	11/25/2019

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

In the Matter of Serial No. 88/284,742

Mark: **STIIIZY**

Filing Date: January 31, 2019  
Publication Date: May 28, 2019

adidas AG, adidas America, Inc., and adidas  
International Marketing BV,

Opposers,

v.

Stiiizy, LLC

Applicant.

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

**PARTIAL NOTICE OF OPPOSITION**

Opposers are adidas AG, a joint stock company organized under the laws of the Federal Republic of Germany with a principal place of business at Adi-Dassler-Strasse 1, Herzogenaurach, 91074, Federal Republic of Germany, adidas America Inc., a corporation organized and existing under the laws of the State of Oregon with a principal place of business at 5055 N. Greeley Avenue, Portland, Oregon 97217, and adidas International Marketing B.V., a private limited liability company organized under the laws of the Netherlands with a principal place of business at Atlas Arena Offices, Afrika Building, Hoogoorddreef 9-A, 1101 BA Amsterdam Zuidoost, Netherlands (collectively, “Opposers” or “adidas”).

Opposers believe that they will be damaged by the issuance of a registration in International Class 25 for the trademark shown below (“Applicant’s Mark”) as identified in Application Serial No. 88/284,742 (the “Application”) owned by Stiiizy, LLC ( “Applicant”):

STIIIZY

As grounds for this partial opposition, Opposers allege as follows, with knowledge concerning their own acts, and on information and belief as to all other matters:

1. adidas is currently, and for years has been, one of the world’s leading manufacturers of athletic footwear, sportswear, and sporting equipment. Over sixty-five years ago, adidas first placed three parallel stripes on its athletic shoes (the “Three-Stripe Mark”), and the Three-Stripe Mark came to signify the quality and reputation of adidas footwear to the sporting world early in the company’s history.

2. At least as early as 1952, adidas began using the Three-Stripe Mark on footwear sold in the United States and worldwide. The Three-Stripe Mark quickly came to signify the quality and reputation of adidas footwear.

3. As early as 1967, adidas began using the Three-Stripe Mark on apparel sold in the United States and worldwide. The Three-Stripe Mark quickly came to signify the quality and reputation of adidas apparel as well.


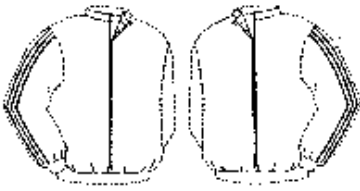


4. Over the decades, adidas has used the Three-Stripe Mark extensively in connection with a wide variety of sports-, athletic-, and fitness-related goods and services, including footwear, headwear, apparel, and accessories. Examples of adidas’s use of the Three-Stripe Mark are depicted below and on the following page:

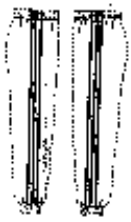



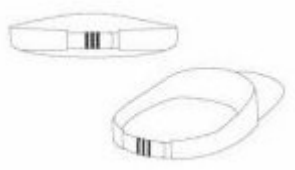
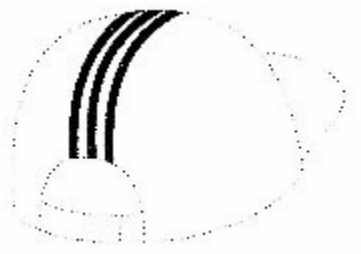





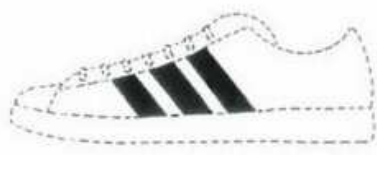
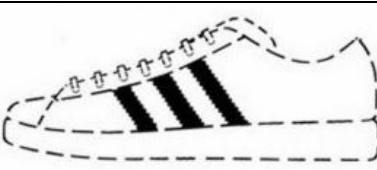

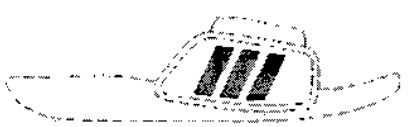






5. In addition to its common-law rights in the Three-Stripe Mark based on its extensive use of the mark, adidas also owns numerous federal trademark registrations for its Three-Stripe Mark for footwear, apparel, bags, and sports-related goods, including those shown below and on the following pages:

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
	0,870,136	July 11, 1968 May 27, 1969	Class 25: Athletic training suits.
	2,016,963	March 28, 1995 November 19, 1996	Class 25: Sports and leisure wear, namely jackets.
	2,058,619	March 28, 1995 November 19, 1996	Class 25: Sports and leisure wear, namely shirts.
	2,278,591	March 28, 1995 September 21, 1999	Class 25: Sports and leisure wear, namely, shorts.

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
	2,284,308	March 28, 1995 October 12, 1999	Class 25: Sports and leisure wear, namely pants.
	3,029,127	December 29, 2004 December 13, 2005	Class 25: Clothing, namely, T-Shirts, sweatshirts, jackets and coats.
	3,087,329	December 29, 2004 May 2, 2006	Class 25: Clothing, namely, shirts, t-shirts, sweatshirts, vests, jackets and coats.
	3,183,656	January 30, 2006 December 12, 2006	Class 25: Headwear.
	3,183,663	January 30, 2006 December 12, 2006	Class 25: Headwear.
	3,236,505	January 30, 2006 May 1, 2007	Class 25: headwear

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
	1,815,956	March 16, 1992 January 11, 1994	Class 25: Athletic footwear.
	1,833,868	April 7, 1992 May 3, 1994	Class 25: Athletic footwear.
	2,278,589	March 7, 1995 September 21, 1999	Class 25: Athletic and leisure footwear.
	3,029,129	December 29, 2004 December 13, 2005	Class 25: Footwear.
	3,029,135	December 29, 2004 December 13, 2005	Class 25: Footwear.
	2,909,861	July 28, 2003 December 14, 2004	Class 25: Footwear, namely, slides.
	2,999,646	July 28, 2003 September 27, 2005	Class 25: Footwear, namely, slides.
	0,961,353	May 1, 1970 June 19, 1973	Class 25: Special purpose athletic shoes. Class 25: General purpose sport shoes.

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
THE BRAND WITH THE 3 STRIPES	1,674,229	January 29, 1990 February 4, 1992	Class 25: Boots, slippers, sandals; shoes, boots and after ski boots for hiking and trekking, athletic shoes and general-purpose sports shoes.
	4,910,643	February 4, 2014 March 8, 2016	<p>Class 18: Articles made of leather and imitation leather, namely backpacks, bags for general and sports use, carry-all bags, athletic bags, duffle bags, shoulder bags, sling bags, handbags, purses, tote bags, waist packs, overnight bags, knapsacks, shoe bags and beach bags, wallets and key cases.</p> <p>Class 25: Clothing, namely, shirts, T-shirts, sweatshirts, jerseys, pullovers, tops, vests, sweaters, pants, shorts, bottoms, jackets, coats, dresses, skirts, skorts, underwear, bras, socks, tights, scarves, gloves, belts, wristbands, tracksuits, training suits, warm-up suits, athletic uniforms, swimwear, footwear, athletic footwear, boots, sandals, slides, caps, hats, visors, headbands.</p>

TRADEMARK	REG. NO.	FILING DATE/ REG. DATE	GOODS/SERVICES
			Class 28: Athletic sporting goods, namely, shinguards, soccer gloves, goalkeepers' gloves, knee pads and knee guards for athletic use, leg guards; Balls for sports, soccer balls, basketballs, playground balls.

Copies of the Certificates of Registration for each of these marks are attached collectively as

**Exhibit 1.**

6. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 870,136, 961,353, 1,674,229, 1,815,956, 1,833,868, 2,016,963, 2,058,619, 2,278,589, 2,278,591, 2,284,308, 2,909,861, 2,999,646, 3,029,127, 3,029,129, 3,029,135, 3,087,329, 3,183,656, and 3,183,663, rendering such registrations incontestable.

7. adidas has used the Three-Stripe Mark in connection with its frequent sponsorship of athletic tournaments and organizations, as well as professional athletes and collegiate sports teams. For example, adidas has had longstanding relationships with the University of Nebraska, the University of Louisville, Arizona State University, the University of Kansas, the University of Indiana, and the University of Miami. Among many others, adidas sponsors (a) seven-time Pro Bowl selection and Superbowl 50 MVP Von Miller and 2018 NFL MVP Patrick Mahomes; (b) NBA stars James Harden and John Wall; (c) professional golfers Sergio Garcia and Dustin Johnson; and (d) soccer superstar Lionel Messi. Similarly, for more than a decade, adidas has sponsored the world-famous Boston Marathon, along with many other events, teams, and individuals.

8. adidas has also used the Three-Stripe Mark in connection with its frequent sponsorship of musical artists, including pop stars Katy Perry and Selena Gomez and iconic rappers B.o.B, Snoop Dogg, Pharrell Williams, and Kanye West.

9. The Three-Stripe Mark is nonfunctional, and the public recognizes and understands that the Three-Stripe Mark distinguishes and identifies adidas's merchandise. Indeed, unsolicited media coverage has referred to adidas's "iconic trio of stripes" (Tschorn, Adam, "Timeline: Highlights from a Century of Signature Kicks," *Los Angeles Times*, February 14, 2019), "famous Adidas three stripes" (Pantorno, Joe, "Check out Yankees Aaron Judge Mother's Day Cleats," *Metro - New York*, May 10, 2018), "signature three stripes" (Butler-Young, Sheena, "The Inside Scoop on How Adidas Became One of the Industry's Most Sought-After Brands," *Footwear News*, March 14, 2017), "iconic three stripes" (Reimel, Erin, "Alexander Wang Announced a Major Collab With Adidas at Fashion Week," *Glamour*, September 11, 2016), "famous Three Stripes" (Schwartz, Rob, "Three Brands That Won At The World Cup," *Forbes*, July 13, 2014), "trademark three-stripe sneakers" (Brettman, Allan, "Adidas lifts 2012 forecast as sales in China soar in Q1," *The Oregonian*, May 1, 2012), "ubiquitous three stripes" (Brettman, Allan, "Going 'All In' Against Nike," *The Oregonian*, March 15, 2011), "trademark three-stripe logo" (Pennington, Bill, "Belts That Do More Than Hold Up Pants," *New York Times*, July 27, 2009), "iconic three stripes" ("Game Time," *Footwear News*, June 16, 2008), "signature three stripes" (Moore, Booth, "Ringling Endorsements; Form Follows Function with Much Olympic Wear, but Fashion and Funding are also at Play," *L.A. Times*, August 13, 2004), the "famous brand with the three stripes" (Whiting, Sam, "Must Have," *San Francisco Chronicle*, July 7, 2002), and the "legendary Adidas three stripes" ("Coty Inc.," *Brand Strategy*, September 27, 1999).

10. For decades, adidas extensively and continuously has used and promoted the Three-Stripe Mark in connection with footwear, apparel, bags, and sports-, fitness-, and athletic-related goods and services. In recent years, annual sales of products bearing the Three-Stripe Mark have totaled in the billions of dollars globally and in the hundreds of millions of dollars within the United States. The Three-Stripe Mark has achieved international fame and tremendous public recognition.

11. Since introducing the Three-Stripe Mark, adidas has spent millions of dollars promoting the mark and products bearing the mark. For example, in March 2011, adidas launched an advertising campaign in the United States “featuring Chicago Bulls guard Derrick Rose, rapper B.o.B and pop singer Katy Perry, among others,” that “highlights [adidas’s] imprint on the world of sports, music and fashion,” and “show[s] the breadth and depth of the Adidas brand.” See Brettman, Allan, “Going ‘All In’ Against Nike,” *The Oregonian*, March 15, 2011. Similarly, adidas launched its “Sport 15” advertising campaign, which at the time represented adidas’s biggest ad spend in the United States. The campaign featured soccer superstar Lionel Messi, Derrick Rose of the Chicago Bulls, and DeMarco Murray of the Philadelphia Eagles. See McCarthy, Michael, “Ad of the Day: Adidas Comes Out Swinging in Big New Brand Campaign,” *AdWeek*, February 13, 2015. adidas’s 2016 campaign featured artists such as Luka Sabbat, Kyu Steed, Aleali May, Ikwa Zhao, and Reese Cooper, while touting the fame of adidas’s “signature three stripes.” See Allen, Rachael, “Adidas’ New Ad Campaign is All About the Future,” *Footwear News*, January 25, 2016. In 2017, adidas launched its “Calling All Creators” campaign to highlight its position “at the intersection of sport and culture.” See Oster, Erik, “Adidas Brings Superstars Like Lionel Messi and Karlie Kloss Together for a Feast in Its Latest Spot,” *AdWeek*, December 20, 2017. The advertisement featured superstars from sports



and beyond, including FC Barcelona striker Lionel Messi, Connecticut Sun forward Chiney Ogwumike, Portland Trail Blazers point guard Damian Lillard, Portland Thorns midfielder Lindsey Horan, Green Bay Packers quarterback Aaron Rodgers and Houston Astros shortstop Carlos Correa, rapper Pusha T, musician/producer Pharrell Williams, fashion designer Alexander Wang and supermodel Karlie Kloss. As an official sponsor of the 2018 World Cup, adidas introduced a “flashy campaign once again sitting at the intersection of sport, culture and music,” titled “Creativity is The Answer.” The advertisement involved “56 a-list creatives” including Lionel Messi, Caroline Wozniacki, Karlie Kloss, Pharrell Williams, Aaron Judge, and Justin Turner. *See* McCarthy, John, “Adidas says it ‘re-engineered’ advertising with ‘Creativity is The Answer’ World Cup drive,” *The Drum*, June 04, 2018. More recently, in 2019, adidas recruited tennis star Billie Jean King and ESPN host Maria Taylor to “promote visibility of women in sport” with its “She Breaks Barriers” campaign. This advertisement also “features athletes Rahaf Khatib, Keni Harrison, Becky Sauerbrunn, and Layshia Clarendon.” *See* Smith, Jordan, “Adidas Launches Campaign for Equal Media Representation in Sport,” *Runner’s World*, March 12, 2019. As a result of adidas’s continuous and exclusive use of the Three-Stripe Mark in connection with its goods and services, the mark enjoys wide public acceptance and association with adidas, and has come to be recognized widely and favorably by the public as an indicator of the origin of adidas’s goods and services.

12. Notwithstanding Opposers’ prior rights, and well after the Three-Stripe Mark became famous, Applicant filed the Application to register Applicant’s Mark for use in connection with *inter alia*, “Clothing, namely, baseball caps, beanies, belts, boxer shorts, bras, caps, crop tops, hats, headwear, jackets, hooded jackets, pullovers, rain jackets, shorts, socks, sport bras, sweat pants, sweat shirts, sweat shorts, sweat suits, shirts, t-shirts, tank tops, tube tops,

underwear” in International Class 25.

13. The United States Patent and Trademark Office published the Application for opposition on May 28, 2019, and Opposers timely filed extensions of time to oppose. Opposers are timely filing this Partial Notice of Opposition.

14. There is no issue as to priority. Opposers began using the Three-Stripe Mark in commerce in connection with footwear, headwear, apparel, backpacks, bag, accessories, and athletic-, sports-, and fitness-related goods and services well prior to the January 31, 2019 filing date of Applicant’s use-based Application and the November, 2017 claimed date of first use.

15. Consumers familiar with the goods and services long associated with the Three-Stripe Mark are likely to assume that the goods offered under Applicant’s Mark originate from the same source, or that they are affiliated, connected, or associated with Opposers.

16. Applicant’s Mark, as shown in the Application, incorporates three stripes in a manner that is confusingly similar to adidas’s Three-Stripe Mark in appearance and overall commercial impression.

17. The goods in International Class 25 identified in the Application are identical or highly related to the goods Opposers long have offered in connection with the Three-Stripe Mark.

18. Applicant’s Mark so closely resembles the previously used, and previously registered, Three-Stripe Mark that the use of Applicant’s Mark is likely to cause confusion, deception, or mistake as to the affiliation, connection, or association of Applicant with adidas, or the origin, sponsorship, or approval of Applicant’s goods by adidas in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to adidas and the public.

Further, any defect, objection, or fault found with Applicant's goods sold under Applicant's Mark necessarily would reflect on and seriously injure adidas's reputation.

19. Additionally, registration of Applicant's Mark is likely to dilute the distinctiveness of the Three-Stripe Mark by eroding consumers' exclusive identification of the Three-Stripe Mark with adidas, and otherwise lessening the capacity of the Three-Stripe Mark to identify and distinguish the goods and services of adidas, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

20. If Applicant is granted registration for the opposed Application in International Class 25, it would obtain a *prima facie* exclusive right to use Applicant's Mark. Such registration would be a source of damage and injury to Opposers.

**WHEREFORE**, Opposers request that this opposition be sustained and that the registration of Application Serial No. 88/284,742 in International Class 25 be denied.

The Commissioner is authorized to charge Kilpatrick Townsend & Stockton LLP's Deposit Account No. 20-1430 if there is a deficiency in the enclosed filing fee. Please direct all correspondence regarding this proceeding to Nichole Chollet at the address and telephone number identified below.

DATED: November 25, 2019

Respectfully submitted,

**KILPATRICK TOWNSEND & STOCKTON LLP**

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Nichole Davis Chollet  
Kenesia Cook  
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Facsimile: (212) 775-8800

*Attorneys for Opposers*

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing Consolidated and Partial Notice of Opposition is being filed electronically with the TTAB via ESTTA on this day, November 25, 2019.

/Kris Teilhaber/  
Kilpatrick Townsend & Stockton LLP

# **EXHIBIT 1**

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

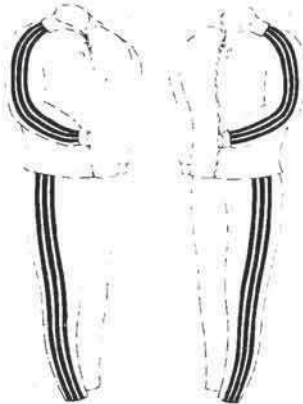
10 Year Renewal

Reg. No. 870,136

Registered May 27, 1969

Renewal Approved Apr. 2, 1990

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)  
HERZOGENAUACH, FED REP GERMANY, BY MERGER WITH AND CHANGE OF NAME FROM ADIDAS-SPORTSCHUHFABRIKEN ADI DASSLER K.G. (FED REP GERMANY FIRM), HERZOGENAUACH, NEAR NUREMBERG, FED REP GERMANY

OWNER OF U.S. REG. NOS. 631,812, 738,673 AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH

SLEEVE OF THE TRAINING SUIT AND ALONG THE LENGTH OF EACH LEG OF THE TROUSERS, THE BANDS ON THE SLEEVES BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SLEEVE AND THE BANDS ON THE LEGS OF THE TROUSERS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE TROUSER LEGS.

FOR: ATHLETIC TRAINING SUITS, IN CLASS 39 (INT. CL. 25).

FIRST USE 2-0-1967; IN COMMERCE 8-3-1967.

SER. NO. 72-302,478, FILED 7-11-1968.

*In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on May 15, 1990.*

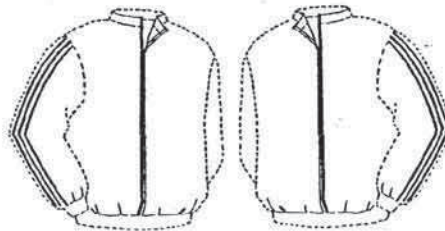
Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,016,963

United States Patent and Trademark Office Registered Nov. 19, 1996

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NO. 870,136.

THE MARK CONSISTS OF THREE PARALLEL BANDS POSITIONED ALONG THE LENGTH OF EACH SLEEVE OF A JACKET. THE DOTTED OUTLINE OF A JACKET IS NOT PART OF THE MARK BUT IS MERELY INTENDED TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 74-653,296, FILED 3-28-1995.

ANIL V. GEORGE, EXAMINING ATTORNEY



Int. Cl.: 25

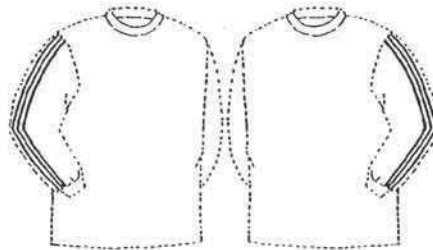
Prior U.S. Cls.: 22 and 39

Reg. No. 2,058,619

**United States Patent and Trademark Office**

Registered May 6, 1997

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NO. 870,136.

THE MARK CONSISTS OF THREE PARALLEL BANDS POSITIONED ALONG THE LENGTH OF EACH SLEEVE OF A SHIRT. THE DOTTED OUTLINE OF A SHIRT IS NOT PART OF THE MARK BUT IS MERELY INTENDED TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 74-653,301, FILED 3-28-1995.

ANIL V. GEORGE, EXAMINING ATTORNEY

Int. Cl.: 25

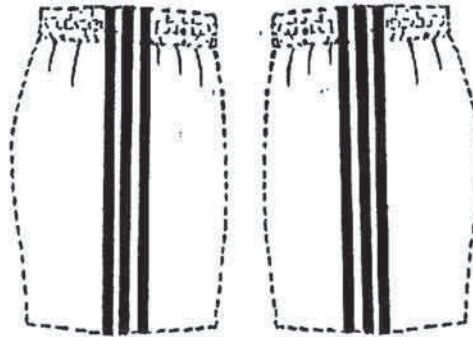
Prior U.S. Cls.: 22 and 39

Reg. No. 2,278,591

United States Patent and Trademark Office

Registered Sep. 21, 1999

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAUACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY, SHORTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956, AND 1,833,868.

THE MARK CONSISTS THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH LEG OF THE SHORTS, THE BANDS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SHORTS. THE DOTTED LINES ARE NOT A PART OF THE MARK AND ONLY USED TO INDICATE POSITION.

SEC. 2(F).

SER. NO. 74-653,303, FILED 3-28-1995.

RUDY R. SINGLETON, EXAMINING ATTORNEY

Int. Cl.: 25

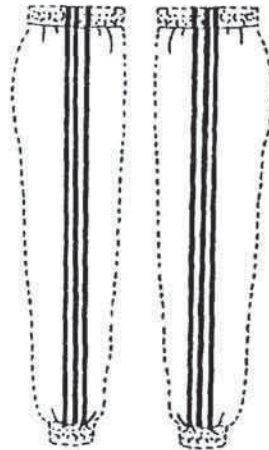
Prior U.S. Cls.: 22 and 39

Reg. No. 2,284,308

United States Patent and Trademark Office

Registered Oct. 12, 1999

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS-SALOMON AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
P.O. BOX 1120  
HERZOGENAURACH, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR,  
NAMELY PANTS, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956,  
AND 1,833,868.

THE MARK CONSISTS THREE PARALLEL  
BANDS EXTENDING ALONG THE LENGTH

OF EACH LEG OF THE PANTS, THE BANDS  
BEING OF CONTRASTING COLOR TO THAT  
OF THE REMAINDER OF THE PANTS. THE  
DOTTED LINES ARE NOT A PART OF THE  
MARK AND ONLY USED TO INDICATE POSI-  
TION.

SEC. 2(F).

SER. NO. 74-653,302, FILED 3-28-1995.

RUDY R. SINGLETON, EXAMINING ATTOR-  
NEY

Int. Cl.: 25

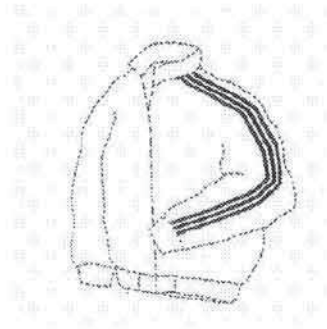
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,029,127

Registered Dec. 13, 2005

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: CLOTHING, NAMELY, T-SHIRTS, SWEAT-  
SHIRTS, JACKETS AND COATS, IN CLASS 25 (U.S.  
CLS. 22 AND 39).

FIRST USE 2-3-1967; IN COMMERCE 8-3-1967.

OWNER OF U.S. REG. NOS. 870,136, 2,016,963,  
AND 2,058,619.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES RUNNING ALONG THE SLEEVE OF A  
SHIRT, T-SHIRT, SWEATSHIRT, JACKET OR COAT.  
THE DOTTED OUTLINE OF THE GARMENT IS  
NOT CLAIMED AS PART OF THE MARK AND IS  
INTENDED ONLY TO SHOW THE POSITION OF  
THE MARK.

SEC. 2(F).

SER. NO. 78-539,470, FILED 12-29-2004.

BARNEY CHARLON, EXAMINING ATTORNEY

Int. Cl.: 25

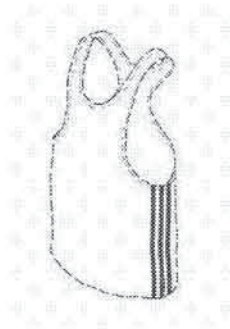
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,087,329

Registered May 2, 2006

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS,  
SWEATSHIRTS, VESTS, JACKETS AND COATS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-3-1967; IN COMMERCE 8-3-1967.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES RUNNING ALONG THE SIDE OF A

SHIRT, T-SHIRT, SWEATSHIRT, VEST, JACKET  
OR COAT. THE DOTTED OUTLINE OF THE GAR-  
MENT IS NOT CLAIMED AS PART OF THE MARK  
AND IS INTENDED ONLY TO SHOW THE POSI-  
TION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,504, FILED 12-29-2004.

HOWARD SMIGA, EXAMINING ATTORNEY

Int. Cl.: 25

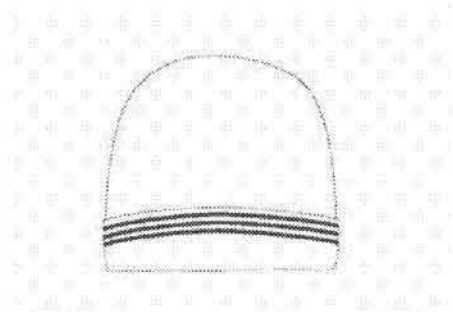
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,183,656

Registered Dec. 12, 2006

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
ADI-DASSLER-STRASSE 1  
HERZOGENAUACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 5-0-1993; IN COMMERCE 1-0-1994.

OWNER OF U.S. REG. NOS. 870,136, 2,999,646 AND  
OTHERS.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES EXTENDING AROUND THE HEAD-  
WEAR.

SEC. 2(F).

SER. NO. 78-802,316, FILED 1-30-2006.

ANDREA K. NADELMAN, EXAMINING ATTOR-  
NEY



Int. Cl.: 25

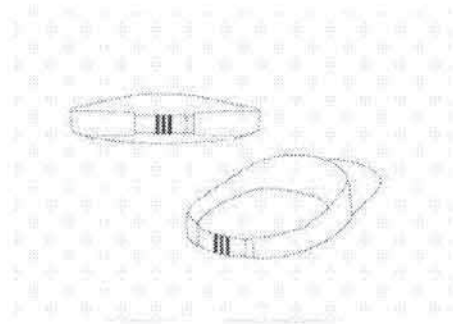
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,183,663

Registered Dec. 12, 2006

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
ADI-DASSLER-STRASSE 1  
HERZOGENAURACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 8-0-1998; IN COMMERCE 3-0-1999.

OWNER OF U.S. REG. NOS. 2,284,308, 2,999,646  
AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES ON A SIZE ADJUSTING BAR AT THE  
REAR OF THE HEADWEAR. THE DOTTED OUT-  
LINE OF THE VISOR IS NOT CLAIMED AS PART  
OF THE MARK AND IS INTENDED ONLY TO  
SHOW THE POSITION OF THE MARK

SEC. 2(F).

SER. NO. 78-802,551, FILED 1-30-2006.

JEAN IM, EXAMINING ATTORNEY

Int. Cl.: 25

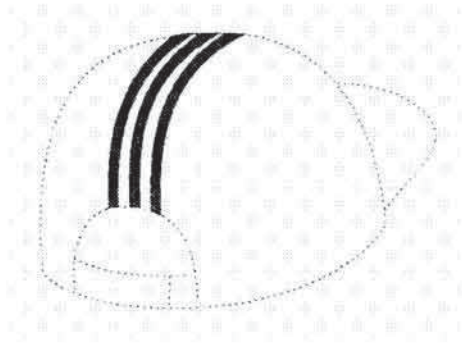
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,236,505

Registered May 1, 2007

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)

ADI-DASSLER-STRASSE 1

HERZOGENAUACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 5-0-1993; IN COMMERCE 1-0-1994.

OWNER OF U.S. REG. NOS. 2,284,308, 2,999,646  
AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES EXTENDING FROM THE REAR OF THE  
HEADWEAR TO THE TOP OF THE HEADWEAR.  
THE DOTTED OUTLINE OF THE HAT, BRIM AND  
STRAP ARE NOT CLAIMED AS PART OF THE  
MARK AND IS INTENDED ONLY TO SHOW THE  
POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-802,476, FILED 1-30-2006.

KELLY MCCOY, EXAMINING ATTORNEY



Int. Cl.: 25

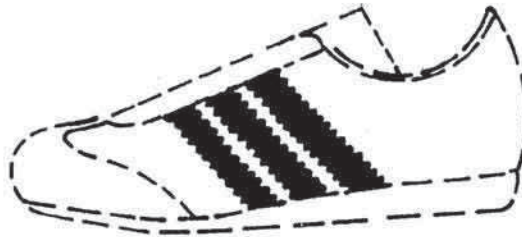
Prior U.S. Cl.: 39

**United States Patent and Trademark Office**

**Reg. No. 1,815,956**

Registered Jan. 11, 1994

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
D-8522 HERZOGENAUACH, FED REP GER-  
MANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25  
(U.S. CL. 39).

FIRST USE 0-0-1952; IN COMMERCE  
0-0-1952.

SEC. 2(F).

SER. NO. 74-255,912, FILED 3-16-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

**United States Patent and Trademark Office**

**Reg. No. 1,833,868**

Registered May 3, 1994

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
D-8522 HERZOGENAURACH, FED REP GER-  
MANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25  
(U.S. CL. 39).

FIRST USE 0-0-1949; IN COMMERCE  
0-0-1978.  
SEC. 2(F).

SER. NO. 74-263,512, FILED 4-7-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

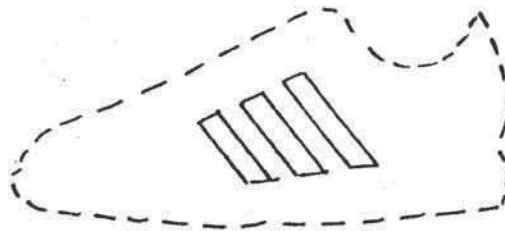
Prior U.S. Cls.: 22 and 39

Reg. No. 2,278,589

**United States Patent and Trademark Office**

Registered Sep. 21, 1999

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAURACH  
D-91072, FED REP GERMANY

FOR: ATHLETIC AND LEISURE FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).  
FIRST USE 0-0-1952; IN COMMERCE 0-0-1952.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956, AND 1,833,868.

SEC. 2(F).

SER. NO. 74-644,822, FILED 3-7-1995.

CHARLES WEIGELL, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,029,129

Registered Dec. 13, 2005

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAUACH, FED REP GERMA-  
NY

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND  
39).

FIRST USE 1-1-1952; IN COMMERCE 1-1-1952.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES APPLIED TO FOOTWEAR, THE STRIPES

ARE POSITIONED ON THE FOOTWEAR UPPER IN  
THE AREA BETWEEN THE LACES AND THE SOLE.  
THE DOTTED OUTLINE OF THE FOOTWEAR IS  
NOT CLAIMED AS PART OF THE MARK AND IS  
INTENDED ONLY TO SHOW THE POSITION OF  
THE MARK.

SEC. 2(F).

SER. NO. 78-539,629, FILED 12-29-2004.

ALINA MORRIS, EXAMINING ATTORNEY

Int. Cl.: 25

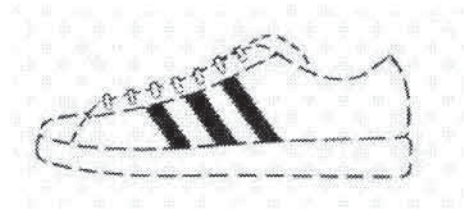
Prior U.S. Cls.: 22 and 39

Reg. No. 3,029,135

United States Patent and Trademark Office

Registered Dec. 13, 2005

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND  
39).

FIRST USE 1-1-1952; IN COMMERCE 1-1-1952.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES WITH SERRATED EDGES APPLIED TO

FOOTWEAR, THE STRIPES ARE POSITIONED ON  
THE FOOTWEAR UPPER IN THE AREA BETWEEN  
THE LACES AND THE SOLE. THE DOTTED OUT-  
LINE OF THE FOOTWEAR IS NOT CLAIMED AS  
PART OF THE MARK AND IS INTENDED ONLY  
TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,734, FILED 12-29-2004.

ALINA MORRIS, EXAMINING ATTORNEY

Int. Cl.: 25

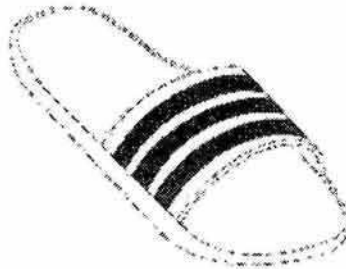
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,909,861

Registered Dec. 14, 2004

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS  
25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND  
OTHERS.

THE MARK CONSISTS OF THREE STRIPES  
POSITIONED ON THE TOP PART OF A SLIDE.  
THE DOTTED OUTLINE OF THE SLIDE IS NOT  
CLAIMED AS PART OF THE MARK AND IS  
INTENDED ONLY TO SHOW THE POSITION OF  
THE MARK.

SEC. 2(F).

SER. NO. 76-535,511, FILED 7-28-2003.

NANCY CLARKE, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,999,646

Registered Sep. 27, 2005

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND  
OTHERS.

SEC. 2(F).

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS  
25 (U.S. CLS. 22 AND 39).

SER. NO. 76-535,367, FILED 7-28-2003.

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

KIM SAITO, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 961,353

Registered June 19, 1973

Renewal Term Begins June 19, 1993

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
ADI-DASSLER STRASSE 1-2  
D-8522 HERZOGENAUACH, FED REP  
GERMANY, BY CHANGE OF NAME,  
AND MERGER WITH ADIDAS  
SPORTSCHUHFABRIKEN ADI  
DASSLER K. G. (FED REP GERMANY  
FIRM), NUREMBERG, FED REP GER-  
MANY

OWNER OF U.S. REG. NOS. 631,812,  
870,136 AND OTHERS.  
THE MARK COMPRISES THREE  
WHITE STRIPES EXTENDING ACROSS

THE BLUE BACKGROUND OF THE  
BOX CONTAINER AND THE OUTLINE  
OF THE CONTAINER BOX IS MADE TO  
APPEAR IN BROKEN LINES.

FOR: SPECIAL PURPOSE ATHLETIC  
SHOES, IN CLASS 22 (INT. CL. 25).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

FOR: GENERAL PURPOSE SPORT  
SHOES, IN CLASS 39 (INT. CL. 25).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

SER. NO. 72-358,532, FILED 5-1-1970.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 29, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS



Int. Cls.: 18, 25 and 28

Prior U.S. Cls.: 3, 22 and 39

**United States Patent and Trademark Office**

Reg. No. 1,674,229

Registered Feb. 4, 1992

**TRADEMARK  
PRINCIPAL REGISTER**

**THE BRAND WITH THE THREE STRIPES**

ADIDAS AG (FED REP GERMANY CORPORATION)

D-8522 HERZOGENAURACH, FED REP GERMANY

FOR: SPORT BAGS FOR GENERAL USE AND CROSS-COUNTRY BACK-PACKS, IN CLASS 18 (U.S. CL. 3).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

FOR: SPORT AND LEISURE WEAR; NAMELY, SHORTS, PANTS, SHIRTS, T-SHIRTS, JERSEYS, TIGHTS, SOCKS, GLOVES, JACKETS, SWIMWEAR, SWEATERS, CAPS AND HATS, PULL-OVERS, WARM-UP SUITS, RAIN SUITS, SKI SUITS, JUMPSUITS, BOOTS, SLIPPERS, SANDALS; SHOES, BOOTS AND AFTER SKI BOOTS FOR HIKING AND TREKKING, ATHLETIC SHOES AND GENERAL-PURPOSE SPORTS SHOES, IN CLASS 25 (U.S. CL. 39).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

FOR: SPORTS BALLS, RACKETS FOR TENNIS, SQUASH OR SHUTTLECOCK; ICE AND ROLLERSKATES, SKIS AND SKI EQUIPMENT; NAMELY, CROSS-COUNTRY SKIBINDINGS AND PARTS THEREOF, CROSS-COUNTRY SKIING OVERSHOES, RACKET COVERS, HAND-PADDLES AND KICKBOARDS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

OWNER OF U.S. REG. NOS. 641,906, 1,428,947 AND OTHERS.

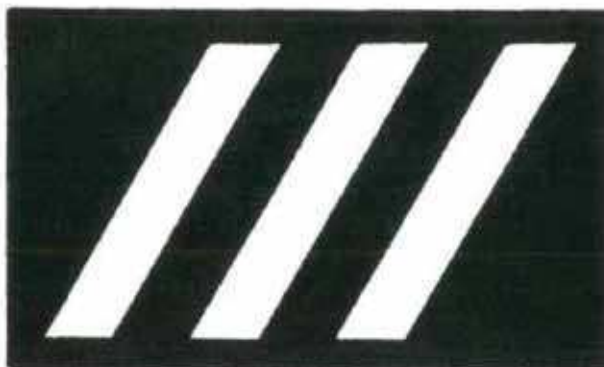
SEC. 2(F).

SER. NO. 74-023,435, FILED 1-29-1990.

JANICE O'LEAR, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,910,643**

**Registered Mar. 8, 2016**

**Int. Cls.: 18, 25 and 28**

**TRADEMARK**

**PRINCIPAL REGISTER**

ADIDAS AG (FED REP GERMANY AG)  
ADI-DASSLER-STRASSE 1-2  
91074 HERZOGENAURACH  
FED REP GERMANY

FOR: ARTICLES MADE OF LEATHER AND IMITATION LEATHER, NAMELY BACKPACKS, BAGS FOR GENERAL AND SPORTS USE, CARRY-ALL BAGS, ATHLETIC BAGS, DUFFLE BAGS, SHOULDER BAGS, SLING BAGS, HANDBAGS, PURSES, TOTE BAGS, WAIST PACKS, OVERNIGHT BAGS, KNAPSACKS, SHOE BAGS AND BEACH BAGS, WALLETS AND KEY CASES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS, SWEATSHIRTS, JERSEYS, PULLOVERS, TOPS, VESTS, SWEATERS, PANTS, SHORTS, BOTTOMS, JACKETS, COATS, DRESSES, SKIRTS, SKORTS, UNDERWEAR, BRAS, SOCKS, TIGHTS, SCARVES, GLOVES, BELTS, WRISTBANDS, TRACKSUITS, TRAINING SUITS, WARM-UP SUITS, ATHLETIC UNIFORMS, SWIMWEAR, FOOTWEAR, ATHLETIC FOOTWEAR, BOOTS, SANDALS, SLIDES, CAPS, HATS, VISORS, HEADBANDS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FOR: ATHLETIC SPORTING GOODS, NAMELY, SHINGUARDS, SOCCER GLOVES, GOALKEEPERS' GLOVES, KNEE PADS AND KNEE GUARDS FOR ATHLETIC USE, LEG GUARDS; BALLS FOR SPORTS, SOCCER BALLS, BASKETBALLS, PLAYGROUND BALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

OWNER OF U.S. REG. NOS. 1,833,868, 2,179,796, AND 2,999,646.

OWNER OF INTERNATIONAL REGISTRATION 0300804 DATED 8-2-1965, EXPIRES 8-2-2025.

THE MARK CONSISTS OF THREE DIAGONAL QUADRILATERALS POSITIONED PARALLEL TO EACH OTHER UPON A CONTRASTING BACKGROUND. THE SHADED RECTANGLE IS NOT A FEATURE OF THE MARK.

SER. NO. 79-148,498, FILED 2-4-2014.

TAMARA HUDSON, EXAMINING ATTORNEY



*Michelle K. Lee*  
Director of the United States  
Patent and Trademark Office