

ESTTA Tracking number: **ESTTA1027262**

Filing date: **01/07/2020**

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	IEH Auto Parts LLC
Granted to Date of previous extension	01/15/2020
Address	3111 W. Allegheny Ave Philadelphia, PA 19132 UNITED STATES

Attorney information	MARSHA G. GENTNER DYKEMA GOSSETT PLLC 1100 K ST NW STE 1100 WASHINGTON, DC 20005 UNITED STATES Dykema-TM@dykema.com, mgentner@dykema.com, swilliams@dykema.com 2029068611
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Applicant Information

Application No	88432936	Publication date	09/17/2019
Opposition Filing Date	01/07/2020	Opposition Period Ends	01/15/2020
Applicant	KYB Americas Corporation 2625 North Morton Franklin, IN 46131 UNITED STATES		

Goods/Services Affected by Opposition

Class 012. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Automotive parts and components, namely, shock absorbers and suspension struts and automobile aftermarket components, namely, preassembled shock absorber and suspension spring modules
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Grounds for Opposition

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


U.S. Registration No.	2703406	Application Date	08/31/1999
Registration Date	04/08/2003	Foreign Priority Date	07/19/1999


Word Mark	AUTO-PLUS
Design Mark	AUTO-PLUS
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 0 First Use In Commerce: 0 Retail store services featuring motor vehicle parts and accessories

U.S. Registration No.	5006000	Application Date	06/09/2015
Registration Date	07/26/2016	Foreign Priority Date	NONE
Word Mark	AUTO SERVICE PLUS		
Design Mark	AUTO SERVICE PLUS		
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 2007/12/01 First Use In Commerce: 2007/12/01 Installation of vehicle parts and accessories; mechanic services and installation of automobile parts and accessories; automotive vehicle repair services		


U.S. Registration No.	5006010	Application Date	06/10/2015
Registration Date	07/26/2016	Foreign Priority Date	NONE
Word Mark	AUTO PLUS		
Design Mark	AUTO PLUS		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1989/11/00 First Use In Commerce: 2004/01/15 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores		

U.S. Registration	5561379	Application Date	06/05/2015
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No.			
Registration Date	09/11/2018	Foreign Priority Date	NONE
Word Mark	AUTO PLUS		
Design Mark			
Description of Mark	The mark consists of the words "AUTO PLUS". The word "AUTO" is shown in red and the word "PLUS" is shown in black.		
Goods/Services	Class 035. First use: First Use: 2015/08/00 First Use In Commerce: 2015/08/00 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores		

U.S. Registration No.	5556079	Application Date	06/05/2015
Registration Date	09/04/2018	Foreign Priority Date	NONE
Word Mark	AUTOPLUS		
Design Mark			
Description of Mark	The mark consists of the words "AUTOPLUS". The word "AUTO" is shown in red and the word "PLUS" is shown in black.		
Goods/Services	Class 035. First use: First Use: 2015/08/00 First Use In Commerce: 2015/08/00 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment,		

	chemicals, paints and body repair products; wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores
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U.S. Registration No.	5556078	Application Date	06/05/2015
Registration Date	09/04/2018	Foreign Priority Date	NONE
Word Mark	AUTO PLUS EXPERTISE AT EVERY TURN		
Design Mark	 <p>The logo features the word "Auto" in a large, red, 3D-style font. Below it, the word "Plus" is written in a large, black, bold font. Underneath "Plus", the phrase "EXPERTISE AT EVERY TURN" is written in a smaller, black, all-caps font.</p>		
Description of Mark	The mark consists of the words "AUTO PLUS" and "EXPERTISE AT EVERY TURN". The word "AUTO" is shown in red. The words "PLUS" and "EXPERTISE AT EVERY TURN" are shown in black.		
Goods/Services	Class 035. First use: First Use: 2015/08/00 First Use In Commerce: 2015/08/00 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores		

U.S. Registration No.	5556077	Application Date	06/05/2015
Registration Date	09/04/2018	Foreign Priority Date	NONE
Word Mark	AUTO PLUS AUTO PARTS		

Design Mark			
Description of Mark	The mark consists of the words "AUTO PLUS AUTO PARTS". The words "AUTO" and "AUTO PARTS" are shown in red. The word "PLUS" is shown in black.		
Goods/Services	Class 035. First use: First Use: 2015/08/00 First Use In Commerce: 2015/08/00 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores		
U.S. Registration No.	5556076	Application Date	06/05/2015
Registration Date	09/04/2018	Foreign Priority Date	NONE
Word Mark	AUTOPLUS EXPERTISE AT EVERY TURN		
Design Mark			
Description of Mark	The mark consists of the words "AUTOPLUS" and "EXPERTISE AT EVERY TURN". The word "AUTO" is shown in red and the words "PLUS" and "EXPERTISE AT EVERY TURN" are shown in black.		
Goods/Services	Class 035. First use: First Use: 2015/08/00 First Use In Commerce: 2015/08/00 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equip-		

	ment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores
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U.S. Registration No.	5556075	Application Date	06/05/2015
Registration Date	09/04/2018	Foreign Priority Date	NONE

Word Mark	AUTOPLUS AUTO PARTS
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Description of Mark	The mark consists of the words "AUTOPLUS AUTO PARTS". The words "AUTO" and "AUTO PARTS" are shown in red. The word "PLUS" is shown in black.
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Goods/Services	Class 035. First use: First Use: 2015/08/00 First Use In Commerce: 2015/08/00 Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores
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U.S. Registration No.	5546286	Application Date	11/23/2015
Registration Date	08/21/2018	Foreign Priority Date	NONE

Word Mark	AUTOPLUS PROFESSIONAL SERVICE CENTER
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Description of Mark	The mark consists of the words "AUTOPLUS PROFESSIONAL SERVICE CENTER". The word "AUTO" is shown in red and the words "PLUS PROFESSIONAL SERVICE CENTER" are shown in black.
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Goods/Services	Class 037. First use: First Use: 2015/12/00 First Use In Commerce: 2015/12/00
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	Installation of vehicle parts and accessories; mechanic services and installation of automobile parts and accessories; automotive vehicle repair services
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Attachments	75788525#TMSN.png(bytes) 86656089#TMSN.png(bytes) 86658268#TMSN.png(bytes) 86652899#TMSN.png(bytes) 86652885#TMSN.png(bytes) 86652878#TMSN.png(bytes) 86652868#TMSN.png(bytes) 86652860#TMSN.png(bytes) 86652641#TMSN.png(bytes) 86829305#TMSN.png(bytes) Notice of Opposition.pdf(475299 bytes)
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Signature	/Marsha G. Gentner/
Name	MARSHA G. GENTNER
Date	01/07/2020

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

IEH AUTO PARTS LLC,)
)
 Opposer,)
)
 v.) **OPPOSITION NO.**
)
 KYB AMERICAS CORPORATION,)
)
 Applicant.)

NOTICE OF OPPOSITION

In the matter of an application to register a trademark under the Trademark Act of 1946, Serial No. 88432936, for the mark TRUCK-PLUS PERFORMANCE MONOTUBE ASSEMBLY & Design, in the name of KYB Americas Corporation, the Opposer, IEH AUTO PARTS LLC, believes it will be damaged by registration of said alleged trademark, and hereby opposes same.

The grounds for opposition are as follows:

1. The Opposer, IEH Auto Parts LLC, dba Auto Plus (“Auto Plus”) is a limited liability company organized and existing under the laws of the state of Delaware, with an address of 3111 W Allegheny Ave, Philadelphia, PA 19132.

2. Auto Plus is a leading distributor in the U.S. for replacement parts, equipment, tools, accessories, paint and related products in the automotive aftermarket industry. Currently, there are over 271 company retail “bricks and mortar” **AUTO PLUS** stores located throughout the United States, offering a wide range of national brand name and private-label products from the world’s leading manufacturers, serving both the “do-it-yourself” (“DIY”) customers, as well as “do-it-for-me” automotive aftermarket professionals and business customers. In addition to the corporate locations there are also 490 independently owned and operated auto parts store






locations that are contractually obligated to display and advertise the **AUTO PLUS** brand as part of their membership in the **AUTO PLUS** store marketing program. Working in conjunction with both corporate and independent **AUTO PLUS** store locations are over 2500 Auto Plus Professional Service Center members that advertise and promote under the **AUTO PLUS** marks for advertising and promotions. These service centers are customers of **AUTO PLUS** stores.



3. Yet another aspect of the **AUTO PLUS** business is its fleet services, serving the vehicle fleets of businesses and government agencies. The **AUTO PLUS** fleet service offers a full line of automotive, heavy-duty and specialty products for fleets that meet or exceed OEM specifications. The **AUTO PLUS** business has supply agreements with hundreds of state and local government agencies and has partnered with GSA for federal government agencies.

4. Since long prior to the filing date of the application opposed herein, Auto Plus and its predecessors in interest (collectively, “Opposer”) continuously have used the name(s) and mark(s) **AUTO-PLUS, AUTO PLUS, AUTO PLUS AUTO PARTS, AUTO SERVICE PLUS, and AUTO PLUS PROFESSIONAL SERVICE CENTER**, alone and in combination with other words, designs and/or symbols, as trademarks and service marks [hereinafter collectively referred to as Opposer’s “**AUTO PLUS** Mark(s)”], to identify and designate Opposer, its business, wide variety of automotive aftermarket products, services and stores, and to distinguish those goods, services, business and stores from those of others. Since Opposer’s initial use of its **AUTO PLUS** Mark(s) and name, Opposer has made a substantial investment in advertising and promotion of its goods, services, retail stores and business under said name and mark(s). Opposer has extensively and continuously used, advertised, promoted and offered its goods and services and retail stores under the **AUTO PLUS** Mark(s) and name, to the public through various channels of trade in interstate commerce, with the result that customers have

come to know and recognize Auto Plus’s **AUTO PLUS** Mark(s) and name, and to associate same with Opposer, its stores, business, and/or the goods and services advertised, marketed, distributed, and/or sold by or on behalf of Opposer. Auto Plus thus has built up extensive goodwill under its **AUTO PLUS** Mark(s) and name.

5. Auto Plus is the owner of, and will rely upon herein, the following U.S. service mark registrations for its **AUTO PLUS** Mark(s) and name:

Mark	Reg. No.	Issue Date Filing Date
AUTO-PLUS	2703406	04/08/2003 08/31/1999
AUTO SERVICE PLUS	5006000	07/26/2016 06/09/2015
AUTO PLUS	5006010	07/26/2016 06/10/2015
	5561379	09/11/2018 06/05/2015
	5556079	09/04/2018 06/05/2015
	5556078	09/04/2018 06/05/2015
	5556077	09/04/2018 06/05/2015
	5556076 86652860	09/04/2018 06/05/2015

Mark	Reg. No.	Issue Date Filing Date
	5556075 86652641	09/04/2018 06/05/2015
	5546286 86829305	08/21/2018 11/23/2015

Said registrations operate as *prima facie* and/or conclusive evidence of Auto Plus’s ownership of the marks set forth therein and exclusive right to use same in connection with the services listed in those registrations. *See* 15 U.S.C. §§1065 and 1115(b). Attached hereto are printouts from the Trademark Electronic Search System (TESS) records of the U.S. Patent and Trademark Office showing the current status and title of these registrations.

6. Notwithstanding Opposer’s prior rights in and to the aforesaid **AUTO PLUS** Mark(s) and name, on May 16, 2019, Applicant filed an application for registration of the mark **TRUCK-PLUS PERFORMANCE MONOTUBE ASSEMBLY & Design** (“PERFORMANCE MONOTUBE ASSEMBLY” disclaimed), based on an intent to use same. Said application was assigned Serial No. 88432936, and was published for opposition on September 17, 2019. The goods identified in the application (hereafter “Applicant’s Goods”) are:

Automotive parts and components, namely, shock absorbers and suspension struts and automobile aftermarket components, namely, preassembled shock absorber and suspension spring modules, in International Class 12.

7. The **TRUCK-PLUS PERFORMANCE MONOTUBE ASSEMBLY & Design** mark sought to be registered by Applicant is a simulation and colorable imitation of, and is confusingly similar to, Opposer’s aforesaid **AUTO PLUS** Mark(s) and name.

8. Upon information and belief, Applicant's Goods are the same, similar and/or related to the goods and services, and/or business, and are and/or will be advertised, promoted and/or sold through the same and/or similar channels of trade and to the same general class of purchasers as, Opposer's goods, services, stores and business offered, distributed, sold and/or identified in connection with its **AUTO PLUS** Mark(s) and name.

9. Customers of Auto Plus, as well as the public in general, are likely to be confused, mistaken or deceived as to the origin or sponsorship of Applicant's Goods which are marketed, promoted, and/or sold under, or in connection with, the opposed TRUCK-PLUS PERFORMANCE MONOTUBE ASSEMBLY & Design mark sought to be registered by Applicant herein, and further, said persons are likely to be misled into believing that Applicant and/or Applicant's goods are rendered by, emanate from, or in some way are, directly or indirectly, associated with or connected to Opposer, its **AUTO PLUS** Mark(s) and name, and/or Auto Plus's stores, products, services and/or business, to the damage and detriment of Auto Plus, its goodwill and reputation.

10. Applicant had constructive knowledge of Opposer and its **AUTO PLUS** Mark(s) and name, and the goodwill and public recognition of said mark(s) and name in connection with automotive and related products, stores and services.

11. By virtue of the foregoing, Auto Plus believes it will be damaged by the registration by Applicant of the TRUCK-PLUS PERFORMANCE MONOTUBE ASSEMBLY & Design mark, as set forth in the application therefor, serial no. 88432936.

12. If Applicant is granted the registration opposed herein, and Applicant obtains such rights as conferred under the Principal Register of the Trademark Act of 1946, Applicant will obtain unlawful gain and advantage to which it is not entitled under the Trademark Act of 1946, to the detriment and harm of Opposer.



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AUTO-PLUS

Word Mark AUTO-PLUS

Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring motor vehicle parts and accessories

Mark Drawing Code (1) TYPED DRAWING

Serial Number 75788525

Filing Date August 31, 1999

Current Basis 44E

Original Filing Basis 44D

Published for Opposition January 14, 2003

Registration Number **2703406**

Registration Date April 8, 2003

Owner (REGISTRANT) UNI-SELECT INC. CORPORATION CANADA 170, boulevard Industriel Boucherville, Province of Quebec CANADA J4B 2X3
(LAST LISTED OWNER) IEH AUTO PARTS LLC CORPORATION DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Brent E. Routman

Priority Date July 19, 1999

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130221.

Renewal 1ST RENEWAL 20130221

Live/Dead Indicator LIVE

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AutoPlus

AUTO PARTS**Word Mark** AUTOPLUS AUTO PARTS**Goods and Services** IC 035, US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 20150800. FIRST USE IN COMMERCE: 20150800**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM**Serial Number** 86652641**Filing Date** June 5, 2015**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** May 10, 2016**Registration Number** 5556075**Registration Date** September 4, 2018**Owner** (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132**Attorney of Record** Marsha G. Gentner**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO PARTS" APART FROM THE MARK AS SHOWN**Description of Mark** The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTOPLUS AUTO PARTS". The words "AUTO" and "AUTO PARTS" are shown in red. The word "PLUS" is shown in black.**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [Top](#) [HELP](#) [PREV LIST](#) [CURR LIST](#) [NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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AutoPlus

EXPERTISE AT EVERY TURN

Word Mark AUTOPLUS EXPERTISE AT EVERY TURN

Goods and Services IC 035, US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 20150800. FIRST USE IN COMMERCE: 20150800

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86652860

Filing Date June 5, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition May 10, 2016

Registration Number 5556076

Registration Date September 4, 2018

Owner (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132

Attorney of Record Marsha G. Gentner

Description of Mark The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTOPLUS" and "EXPERTISE AT EVERY TURN". The word "AUTO" is shown in red and the words "PLUS" and "EXPERTISE AT EVERY TURN" are shown in black.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Plus**
AUTO PARTS**Word Mark** AUTO PLUS AUTO PARTS**Goods and Services** IC 035, US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 20150800. FIRST USE IN COMMERCE: 20150800**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM**Serial Number** 86652868**Filing Date** June 5, 2015**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** May 10, 2016**Registration Number** 5556077**Registration Date** September 4, 2018**Owner** (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132**Attorney of Record** Marsha G. Gentner**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO" AND "AUTO PARTS" APART FROM THE MARK AS SHOWN**Description of Mark** The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTO PLUS AUTO PARTS". The words "AUTO" and "AUTO PARTS" are shown in red. The word "PLUS" is shown in black.**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [Top](#) [HELP](#) [PREV LIST](#) [CURR LIST](#) [NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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Plus**

EXPERTISE AT EVERY TURN

Word Mark AUTO PLUS EXPERTISE AT EVERY TURN

Goods and Services IC 035, US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 20150800. FIRST USE IN COMMERCE: 20150800

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86652878

Filing Date June 5, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition May 10, 2016

Registration Number 5556078

Registration Date September 4, 2018

Owner (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132

Attorney of Record Marsha G. Gentner

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO" APART FROM THE MARK AS SHOWN

Description of Mark The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTO PLUS" and "EXPERTISE AT EVERY TURN". The word "AUTO" is shown in red. The words "PLUS" and "EXPERTISE AT EVERY TURN" are shown in black.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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AutoPlus

Word Mark AUTOPLUS**Goods and Services** IC 035, US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 20150800. FIRST USE IN COMMERCE: 20150800**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM**Serial Number** 86652885**Filing Date** June 5, 2015**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** May 10, 2016**Registration Number** 5556079**Registration Date** September 4, 2018**Owner** (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132**Attorney of Record** Marsha G. Gentner**Description of Mark** The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTOPLUS". The word "AUTO" is shown in red and the word "PLUS" is shown in black.**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#) [PREV LIST](#) [CURR LIST](#) [NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[HOME](#) [SITE INDEX](#) [SEARCH](#) [eBUSINESS](#) [HELP](#) [PRIVACY POLICY](#)



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Auto Plus

Word Mark AUTO PLUS**Goods and Services** IC 035, US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 20150800. FIRST USE IN COMMERCE: 20150800**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM**Serial Number** 86652899**Filing Date** June 5, 2015**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** May 10, 2016**Registration Number** 5561379**Registration Date** September 11, 2018**Owner** (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132**Attorney of Record** Marsha G. Gentner**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO" APART FROM THE MARK AS SHOWN**Description of Mark** The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTO PLUS". The word "AUTO" is shown in red and the word "PLUS" is shown in black.**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [Top](#) [HELP](#) [PREV LIST](#) [CURR LIST](#) [NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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AUTO SERVICE PLUS

Word Mark AUTO SERVICE PLUS

Goods and Services IC 037. US 100 103 106. G & S: Installation of vehicle parts and accessories; mechanic services and installation of automobile parts and accessories; automotive vehicle repair services. FIRST USE: 20071201. FIRST USE IN COMMERCE: 20071201

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86656089

Filing Date June 9, 2015

Current Basis 1A

Original Filing Basis 1A

Published for Opposition May 10, 2016

Registration Number 5006000

Registration Date July 26, 2016

Owner (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132

Attorney of Record Marsha G. Gentner

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO SERVICE" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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AUTO PLUS

Word Mark AUTO PLUS

Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; on-line retail store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale distributorships featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; Wholesale store services featuring automotive parts and accessories, batteries, tools and equipment, chemicals, paints and body repair products; retail automotive parts and accessories stores. FIRST USE: 19891100. FIRST USE IN COMMERCE: 20040115

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86658268

Filing Date June 10, 2015

Current Basis 1A

Original Filing Basis 1A

Published for Opposition May 10, 2016

Registration Number **5006010**

Registration Date July 26, 2016

Owner (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132

Attorney of Record Marsha G. Gentner

Prior Registrations 2703406

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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AutoPlus

PROFESSIONAL SERVICE CENTER

Word Mark AUTOPLUS PROFESSIONAL SERVICE CENTER

Goods and Services IC 037. US 100 103 106. G & S: Installation of vehicle parts and accessories; mechanic services and installation of automobile parts and accessories; automotive vehicle repair services. FIRST USE: 20151200. FIRST USE IN COMMERCE: 20151200

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86829305

Filing Date November 23, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition October 25, 2016

Registration Number 5546286

Registration Date August 21, 2018

Owner (REGISTRANT) IEH Auto Parts LLC LIMITED LIABILITY COMPANY DELAWARE 3111 W Allegheny Ave. Philadelphia PENNSYLVANIA 19132

Attorney of Record Marsha G. Gentner

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PROFESSIONAL SERVICE CENTER" APART FROM THE MARK AS SHOWN

Description of Mark The color(s) red and black is/are claimed as a feature of the mark. The mark consists of the words "AUTOPLUS PROFESSIONAL SERVICE CENTER". The word "AUTO" is shown in red and the words "PLUS PROFESSIONAL SERVICE CENTER" are shown in black.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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