

ESTTA Tracking number: **ESTTA1084642**

Filing date: **09/27/2020**

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	Guangzhou Huanmao Business Service Co., Ltd.		
Entity	Limited Company	Citizenship	China
Address	2-133, NO. 10 YUANGANG AVE. EAST. NANCUN TOWN, PANYU DISTRICT GUANGZHOU, 511400 CHINA		
Attorney information	SHIYONG YE REID & WISE LLC 250 W 34TH STREET ONE PENN PLAZA, SUITE 2015 NEW YORK, NY 10119 UNITED STATES Primary Email: syetm@reidwise.com Secondary Email(s): sye@reidwise.com 2128589978		
Docket Number			

Applicant Information

Application No.	88432124	Publication date	09/01/2020
Opposition Filing Date	09/27/2020	Opposition Period Ends	10/01/2020
Applicant	BIGO TECHNOLOGY PTE. LTD. 391B ORCHARD ROAD, #15-05 NGEE ANN CITY SINGAPORE, 238874 SINGAPORE		

Goods/Services Affected by Opposition

Class 009. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Downloadable software in the nature of a mobile application for social networking; Downloadable software in the nature of a mobile application for facilitating communication through audio, video, image and text messaging over a wireless network; Downloadable graphics for mobile phones; Downloadable music files; Downloadable software in the nature of a mobile application for casual social online game; Downloadable video files in the fields of music, movies, digital pictures, mobile games, reality show, dancing performance, singing performance; Downloadable applications for mobiles phones to download music and videos; Cinematographic film, exposed; Video disks with recorded animated cartoons; Downloadable electronic publications in the nature of books, magazines, news journals, booklets, manuals, and pamphlets, in the fields of music, entertainment and games

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
--------------------------------------	----------------------------

Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	90077134	Application Date	07/28/2020
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LIKEE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2017/03/17 First Use In Commerce: 2017/03/17 Camcorders; Headphones; Scales; Sunglasses; Videorecorders; Cinematographic cameras; Facsimile machines; Galvanic cells; Geiger counters; Integrated circuits; Measuring buckets; Notebook computers; Optical lenses; Smartphone mounts; Telephone apparatus; Video screens		

Attachments	Notice of Opposition - 88432124.pdf(316174 bytes)
-------------	--

Signature	/Shiyong Ye/
Name	Shiyong Ye
Date	09/27/2020

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

GUANGZHOU HUANMAO BUSINESS SERVICE CO., LTD.	:	
	:	Opposition No.
Opposer	:	Mark: LIKEE (stylized)
v.	:	Application Serial No.: 88432124
BIGO TECHNOLOGY PTE. LTD.	:	Published: September 1, 2020
Applicant	:	

NOTICE OF OPPOSITION

Opposer, Guangzhou Huanmao Business Service Co., Ltd., a limited company organized and existing under the laws of China with a principal place of business at 2-133, No. 10 Yuangang Ave. East, Nancun Town, Panyu District, Guangzhou, Guangdong Province, China 511400, believes that it will be damaged by the issuance of a registration for the alleged mark shown in Application Serial No. 88432124. Opposer hereby opposes same pursuant to Section 13(a) of the Lanham Trademark Act of 1946 (“Lanham Act”), 15 U.S.C. § 1063(a).

As grounds for opposition, Opposer alleges as follows:

1. Opposer is the owner of valid and subsisting United States Trademark Application No. 90077134 on the Principal Register in the United States Patent and Trademark Office for the standard character mark “LIKEE” (“Opposer’s Mark”) for “*camcorders; headphones; scales; sunglasses; videorecorders; cinematographic cameras; facsimile machines;*

galvanic cells; geiger counters; integrated circuits; measuring buckets; notebook computers; optical lenses; smartphone mounts; telephone apparatus; video screens” in International Class 9.

The application of Opposer’s Mark was filed on July 28, 2020 and bears a first-use date of March 17, 2017. Attached as Exhibit A is a true and correct printout from the United States Patent and Trademark Office electronic database showing the current status of the application of Opposer’s Mark as of September 21, 2020.

2. Opposer has used its “LIKEE” mark in commerce in the United States continuously since March 17, 2017 in connection with the sale of Opposer’s goods.

3. As a result of its widespread, continuous, and exclusive use of the Opposer’s Mark to identify its goods and Opposer as their source, Opposer owns valid and subsisting common law rights to the Opposer’s Mark.

4. Opposer’s Mark is distinctive to both the consuming public and Opposer’s trade.

5. Upon information and belief, Applicant, Bigo Technology Pte. Ltd., with and address at 391B Orchard Road, #15-05 Ngee Ann City, Singapore, Singapore 238874, on May 15, 2019, filed trademark Application Serial No. 88432124 to register the proposed mark “LIKEE” in stylized form (“Proposed Mark”) for “*downloadable software in the nature of a mobile application for social networking; downloadable software in the nature of a mobile application for facilitating communication through audio, video, image and text messaging over a wireless network; downloadable graphics for mobile phones; downloadable music files; downloadable software in*

the nature of a mobile application for casual social online game; downloadable video files in the fields of music, movies, digital pictures, mobile games, reality show, dancing performance, singing performance; downloadable applications for mobiles phones to download music and videos; cinematographic film, exposed; video disks with recorded animated cartoons; downloadable electronic publications in the nature of books, magazines, news journals, booklets, manuals, and pamphlets, in the fields of music, entertainment and games” in International Class 9. Attached as Exhibit B is a true and correct printout from the United States Patent and Trademark Office electronic database showing the current status of the intent-to-use application of the Proposed Mark as of September 21, 2020.

6. Upon information and belief, Applicant filed Application Serial No. 88432124 based upon an intent to use and has never begun to use the Proposed Mark.

7. Opposer’s Mark has priority over the Proposed Mark because Opposer’s use date predates the Applicant’s filing date or any other date on which the Applicant may rely for purposes of priority.

8. The Proposed Mark is confusingly similar to Opposer’s Mark in appearance. The wording in the Proposed Mark is the same as the wording in the Opposer’s mark. Both the Proposed Mark and Opposer’s Mark are comprised of the word “LIKEE”.

9. The goods covered by the Applicant’s Application Serial No. 88432124 are related to the goods Opposer offers under its “LIKEE” mark. It could give rise to the mistaken belief that both Applicant’s and Opposer’s goods emanate from the same source.

10. Applicant's Application No. 88432124 is unrestricted as to consumers and trade channels. As such, it is presumed that Applicant's goods identified in the challenged application are sold to all ordinary consumers, including consumers of Opposer and travel in all ordinary trade channels, including the online shopping websites through which Opposer sells its goods under its "LIKEE" mark.

11. Applicant's Application No. 88432124 should be barred from registration because it consists of or comprises a mark which so resembles Opposer's previously used "LIKEE" mark as to be likely, when used in connection with the alleged goods of Applicant, to cause confusion, mistake, or deception within the meaning of 15 U.S.C. § 1052(d), and to cause damage to Opposer thereby.

WHEREFORE, Opposer respectfully prays that its opposition be sustained and that that registration to Applicant be refused.

The filing fee for this Notice of Opposition is being submitted electronically via ESTTA with this opposition.

Dated: September 27, 2020

Respectfully submitted,

By: /Shiyong Ye/

Shiyong Ye

REID & WISE, LLC

250 West 34th Street

One Penn Plaza, Suite 2015

New York, NY 10119

Tel: (212) 858-9978

Fax: (516) 821-8978

Email: sye@reidwise.com

sytm@reidwise.com

Attorney for Opposer's

Application Serial No. 90077134

EXHIBIT A

Generated on: This page was generated by TSDR on 2020-09-21 05:35:38 EDT

Mark: LIKEE

likee

US Serial Number: 90077134

Application Filing Date: Jul. 28, 2020

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Status Date: Aug. 25, 2020

Mark Information

Mark Literal Elements: LIKEE

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

Translation: The wording likee has no meaning in a foreign language.

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: Camcorders; Headphones; Scales; Sunglasses; Videorecorders; Cinematographic cameras; Facsimile machines; Galvanic cells; Geiger counters; Integrated circuits; Measuring buckets; Notebook computers; Optical lenses; Smartphone mounts; Telephone apparatus; Video screens

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 17, 2017

Use in Commerce: Mar. 17, 2017

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: Guangzhou Huanmao Business Service Co., Ltd.

Owner Address: 2-133, No. 10 Yuangang Ave. East.
Nancun Town, Panyu District,
Guangzhou CHINA 511400

Legal Entity Type: limited company (Ltd.)

State or Country CHINA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jonathan G. Morton

Docket Number: AT2020-00502

Attorney Primary jmlawaotumanip@gmail.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent JONATHAN G. MORTON
Name/Address: LONG HUA
6-3A1005,YI CHENG ZHONG XIN,
SHENZHEN, GUANGDONG CHINA 518000

Phone: 305-764-9179

Correspondent e- jmlawaotumanip@gmail.com zhangariel69@gmail.com
mail: [.com](mailto:jmlawaotumanip@gmail.com)

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 25, 2020	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 31, 2020	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Aug. 25, 2020

EXHIBIT B

Generated on: This page was generated by TSDR on 2020-09-21 05:33:54 EDT

Mark: LIKEE

Likee

US Serial Number: 88432124

Application Filing Date: May 15, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: Application has been published for opposition. The opposition period begins on the date of publication.

Status Date: Sep. 01, 2020

Publication Date: Sep. 01, 2020

Mark Information

Mark Literal Elements: LIKEE

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of stylized wording "Likee".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Translation: The wording "LIKEE" has no meaning in a foreign language.

Related Properties Information

Parent Of: 88976659

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: Downloadable software in the nature of a mobile application for social networking; Downloadable software in the nature of a mobile application for facilitating communication through audio, video, image and text messaging over a wireless network; Downloadable graphics for mobile phones; Downloadable music files; Downloadable software in the nature of a mobile application for casual social online game; Downloadable video files in the fields of music, movies, digital pictures, mobile games, reality show, dancing performance, singing performance; Downloadable applications for mobiles phones to download music and videos; Cinematographic film, exposed; Video disks with recorded animated cartoons; Downloadable electronic publications in the nature of books, magazines, news journals, booklets, manuals, and pamphlets, in the fields of music, entertainment and games

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

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

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

Current Owner(s) Information

Owner Name: BIGO TECHNOLOGY PTE. LTD.

Owner Address: 391B ORCHARD ROAD, #15-05 NGEE ANN CITY
SINGAPORE SINGAPORE 238874

Legal Entity Type: limited company (Ltd.)

State or Country Where Organized: SINGAPORE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Timothy T. Wang

Docket Number: ACIP0698

Attorney Primary Email Address: twang@nilawfirm.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Timothy T. Wang
NI, WANG & MASSAND PLLC
8140 WALNUT LANE, SUITE 500
DALLAS, TEXAS UNITED STATES 75231

Phone: 972-331-4603

Fax: 9723140900

Correspondent e-mail: twang@nilawfirm.com tim2074@yahoo.com mzhang@nilawfirm.com rdu@nilawfirm.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 01, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2020	PUBLISHED FOR OPPOSITION	
Aug. 12, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 30, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 30, 2020	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jan. 30, 2020	LETTER OF SUSPENSION E-MAILED	6332
Jan. 30, 2020	SUSPENSION LETTER WRITTEN	92458
Jan. 30, 2020	DIVISIONAL PROCESSING COMPLETE	
Jan. 13, 2020	DIVISIONAL REQUEST RECEIVED	
Jan. 23, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Jan. 22, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	66121
Jan. 22, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	66121
Jan. 21, 2020	ASSIGNED TO LIE	66121
Jan. 13, 2020	TEAS REQUEST TO DIVIDE RECEIVED	
Jan. 09, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 07, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 07, 2019	NON-FINAL ACTION E-MAILED	6325
Aug. 07, 2019	NON-FINAL ACTION WRITTEN	92458
Jul. 31, 2019	ASSIGNED TO EXAMINER	92458
May 31, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 18, 2019	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: O'ROURKE, JONATHAN RYA

Law Office: LAW OFFICE 104
Assigned:**File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 30, 2020

Proceedings

SummaryNumber of 1
Proceedings:**Type of Proceeding: Cancellation**Proceeding Number: [92073149](#)

Filing Date: Jan 08, 2020

Status: Terminated

Status Date: May 25, 2020

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Guangzhou Huaimao Business Service Co., Ltd.

Correspondent: GUANGZHOU HUAIMAO BUSINESS SERVICE CO LTD

Address: ROOM 602 CHUANGQI BLDI 2 , NO 63 CHUANGQI ROAD SHILOU TOWN FANYU DISTRICT
GUANGZHOU CHINA , 511400**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LIKEE	Cancelled - Section 18	87037666	5109132

Plaintiff(s)

Name: Bigo Technology Pte. Ltd.

Correspondent: GREGORY F BUHYOFF

Address: BAYRAMOGLU LAW OFFICES LLC
1540 WEST WARM SPRINGS RD STE 100
HENDERSON NV UNITED STATES , 89014Correspondent e-mail: greg@bayramoglu-legal.com , tm@bayramoglu-legal.com , deniz@bayramoglu-legal.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LIKEE	Published For Opposition	88432124	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 10, 2020	Feb 19, 2020
3	INSTITUTED	Jan 10, 2020	
4	NOTICE OF DEFAULT	Feb 29, 2020	
5	BD DECISION: CAN GRANTED	Apr 10, 2020	
6	COMMR ORDER CANCELLING REG	May 25, 2020	
7	TERMINATED	May 25, 2020	