

ESTTA Tracking number: **ESTTA1128832**

Filing date: **04/22/2021**

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	Gruma Corporation		
Entity	Corporation	Citizenship	Nevada
Address	5601 EXECUTIVE DRIVE, SUITE 800 IRVING, TX 75038 UNITED STATES		

Correspondence information	JOHN M. CONE ATTORNEY FERGUSON BRASWELL FRASER KUBASTA PC 2500 DALLAS PARKWAY, SUITE 600 PLANO, TX 75093 UNITED STATES Primary Email: jccone@fbfk.law Secondary Email(s): jmcdocket@fbfk.law 972 378 9111
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Applicant Information

Application No.	90145788	Publication date	03/23/2021
Opposition Filing Date	04/22/2021	Opposition Period Ends	04/22/2021
Applicants	Demos, Dina 4525 ATLANTIC BRIGANTINE BLVD. BRIGANTINE, NJ 08203 UNITED STATES Demos, Robert 4525 ATLANTIC BRIGANTINE BLVD. BRIGANTINE, NJ 08203 UNITED STATES		

Goods/Services Affected by Opposition

Class 043. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Restaurant services featuring coffee, smoothies, acai bowls

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.	1216032	Application Date	03/19/1980
Registration Date	11/09/1982	Foreign Priority Date	NONE
Word Mark	MISSION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 1959/07/11 First Use In Commerce: 1980/01/06 Corn Tortillas, Wheat Flour Tortillas, Taco Shells, Tostados Shells [, and Mexican Bread]		

U.S. Registration No.	1785711	Application Date	12/08/1992
Registration Date	08/03/1993	Foreign Priority Date	NONE
Word Mark	MISSION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 1982/11/00 First Use In Commerce: 1982/11/00 processed jalapeno peppers and fried pork rinds Class 030. First use: First Use: 1982/11/00 First Use In Commerce: 1982/11/00 tortilla chips, [bread, cookies, cakes,] salsas, taco sauce, and cheese sauce		

U.S. Registration No.	2675468	Application Date	08/14/2000
Registration Date	01/14/2003	Foreign Priority Date	NONE
Word Mark	MISSION		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 030. First use: First Use: 2000/11/00 First Use In Commerce: 2000/11/00 tostados [and taco shells]

U.S. Registration No.	3243446	Application Date	10/23/2006
Registration Date	05/22/2007	Foreign Priority Date	NONE

Word Mark	MISSION
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 030. First use: First Use: 2000/01/00 First Use In Commerce: 2000/01/00 tortilla products, namely, wraps
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U.S. Registration No.	3539989	Application Date	04/15/2008
Registration Date	12/02/2008	Foreign Priority Date	NONE

Word Mark	MISSION
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Design Mark	
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Description of Mark	The mark consists of the word "MISSION" is white; the rectangle containing the word "MISSION" is red with a yellow border outlined in black; the housing around the bell is yellow with a gold border outlined in black; the designs on either side of the opening containing the bell are gold; the bell is red with black shading/markings on the right side and gold and yellow shading/markings on the
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	leftside; the bell handle is black and the bar holding the bell is red with black markings and outlining.
Goods/Services	Class 029. First use: First Use: 2001/03/00 First Use In Commerce: 2001/03/00 [processed jalapeno peppers,] [guacamole dips,] [bean dips,] [dips] Class 030. First use: First Use: 2000/05/00 First Use In Commerce: 2000/05/00 tortillas; tortilla products, namely, wraps; taco shells, [gorditas, wheat-based snack foods,] salsas, cheese sauces

U.S. Registration No.	3634622	Application Date	10/27/2008
Registration Date	06/09/2009	Foreign Priority Date	NONE

Word Mark	MISSION
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Description of Mark	The mark consists of the word "MISSION" in a rectangle; above the rectangle is a bell tower with a bell.
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Goods/Services	Class 043. First use: First Use: 2007/02/14 First Use In Commerce: 2007/02/14 providing a database in the field of recipes and cooking information Class 044. First use: First Use: 2007/02/14 First Use In Commerce: 2007/02/14 providing nutritional information via an online website
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U.S. Registration No.	4339381	Application Date	08/24/2011
Registration Date	05/21/2013	Foreign Priority Date	NONE
Word Mark	MISSION		

Design Mark	<h1>MISSION</h1>		
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2012/10/00 First Use In Commerce: 2012/10/00 flatbreads		

U.S. Registration No.	4343167	Application Date	08/08/2011
Registration Date	05/28/2013	Foreign Priority Date	NONE
Word Mark	MISSION		
Design Mark	<h1>MISSION</h1>		
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2012/09/00 First Use In Commerce: 2012/09/00 crackers		

U.S. Registration No.	5817159	Application Date	05/16/2018
Registration Date	07/30/2019	Foreign Priority Date	NONE
Word Mark	MISSION		
Design Mark	<h1>MISSION</h1>		

Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2007/02/00 First Use In Commerce: 2007/02/00 Providing a database in the field of recipes; providing websites featuring recipes, cooking information and food preparation techniques

Attachments	76111223#TMSN.png(bytes) 77027076#TMSN.png(bytes) 77448646#TMSN.png(bytes) 77601423#TMSN.png(bytes) 85405688#TMSN.png(bytes) 85391985#TMSN.png(bytes) 87923852#TMSN.png(bytes) 210422 Notice of Opposition.pdf(110461 bytes) RN 1216032.pdf(24521 bytes) RN 1785711.pdf(18987 bytes) RN 2675468.pdf(19777 bytes) RN 3243446.pdf(23255 bytes) RN 3539989.pdf(40879 bytes) RN 3634622.pdf(64310 bytes) RN 4339381.pdf(80395 bytes) RN 4343167.pdf(59998 bytes) RN 5817159.pdf(34926 bytes)
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Signature	/s/ John M Cone
Name	John M. Cone
Date	04/22/2021

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

In the Matter of Application Serial No. 90145788 MISSION CAFÉ

<hr/> GRUMA CORPORATION,	§	
Opposer,	§	
 	§	
v.	§	Opposition No. _____
 	§	
ROBERT DEMOS and DINA DEMOS,	§	
Applicants.	§	
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TO THE HONORABLE TRADEMARK TRIAL AND APPEAL BOARD

NOTICE OF OPPOSITION

1. On information and belief, Applicants Robert Demos and Dina Demos have filed application S.N. 90145788 (the "Application") to register the mark MISSION CAFÉ (the "Mark Applied For") for Restaurant services featuring coffee, smoothies, acai bowls.

2. Gruma Corporation ("Gruma") is the owner of the famous trademark MISSION used continuously since as long ago as 1959 for tortillas, tostadas, tortilla chips, guacamole, cheese and bean dips, salsa and other Mexican food products and for on-line informational services in the field of food and nutrition. Gruma owns numerous registrations of marks consisting of or including MISSION for these products and related services. As of today, almost a quarter of all tortillas sold throughout the world are produced by Gruma and members of the Gruma group of companies.

3. Gruma is the owner of the following registrations that are duly and validly registered on the Principal Register:

<u>Mark</u>	<u>Reg. No.</u>	<u>Goods</u>
MISSION	1,216,032	Corn tortillas, wheat flour tortillas, taco shells, tostados shells

<u>Mark</u>	<u>Reg. No.</u>	<u>Goods</u>
MISSION	1,785,711	Processed jalapeno peppers and fried pork rinds; tortilla chips, salsas, taco sauce, and cheese sauce
MISSION and Design	2,675,468	Tostadas
MISSION	3,243,446	Tortilla products, namely, wraps
MISSION and Bell Design	3,539,989	Tortillas; tortilla products, namely, wraps; taco shells, salsas, cheese sauces
MISSION and Bell Design	3,634,622	Providing a database in the field of recipes and cooking information; Providing nutritional information via an online website
MISSION	4,339,381	Flatbreads
MISSION	4,343,167	Crackers
MISSION	5,817,159	Providing a database in the field of recipes; providing websites featuring recipes, cooking information and food preparation techniques

Status and title copies of these registrations are filed with this Notice.

4. The Registrations identified in paragraph 3 constitute *prima facie* evidence of the validity of the registered marks, and of the registration of the marks, and of Gruma's exclusive right to use the registered marks in commerce on the goods or services of the registrations and are constructive notice of Gruma's ownership of the marks.

5. Gruma's Registrations identified in paragraph 3, other than Registration No. 5,817,159, have been registered for more than five years.

6. Moreover, Gruma's right to use the marks of the Registrations identified in paragraph 3, other than Registrations Nos 4,339,381, 4,343,167 and 5,817,159, has become incontestable under 15 U.S.C. § 1065 and the registrations are conclusive evidence of the validity of the registered marks, of the registration of the marks, of

Gruma's ownership of the marks, and of Gruma's exclusive right to use the registered marks in commerce for the goods or services of the registrations.

6. Gruma's rights in the mark MISSION were established long before the priority date of Applicant's mark M15SION CAFÉ, which is the subject of application S.N. 90145788.

7. The Mark Applied For so resembles Gruma's mark MISSION and the various forms of that mark that Gruma has registered and used in the United States, that use of the Mark Applied For, for the services identified in application S.N. 90145788, viz, Restaurant services featuring coffee, smoothies, acai bowls, would be likely to cause confusion, or to cause mistake, or to deceive. 15 U.S.C. § 1052(d).

8. For the reasons set out above, Gruma is being damaged because application S.N. 90145788, if granted, would create statutory rights in violation of Gruma's established rights.

WHEREFORE, Gruma prays that judgment be entered refusing registration of the Mark Applied For for the services identified in application S.N. 90145788 and for such other and further relief that the Board finds just and proper.

Dated: April 22, 2021

Respectfully submitted,

/s/ John M. Cone

John M. Cone
Ferguson Braswell Fraser Kubasta PC
2500 Dallas Parkway, Suite 600
Plano, Texas 75093
(972) 826-4436 Telephone
(972) 378-9115 Facsimile
jccone@fbfk.law

ATTORNEY FOR OPPOSER
GRUMA CORPORATION

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Mark: MISSION

US Serial Number: 73254588

Application Filing Date: Mar. 19, 1980

US Registration Number: 1216032

Registration Date: Nov. 09, 1982

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 11, 2012

Publication Date: Aug. 17, 1982

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: No

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

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Corn Tortillas, Wheat Flour Tortillas, Taco Shells, Tostados Shells [, and Mexican Bread]

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 11, 1959

Use in Commerce: Jan. 06, 1980

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: GRUMA CORPORATION

Owner Address: 5601 Executive Drive, Suite 800
IRVING, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 513970892USv

Attorney Primary Email Address: jmc_docket@dallasbusinesslaw.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: John M. Cone
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436;972-378-9111

Fax: 972-378-9115

Correspondent e-mail: jmcdocket@fbk.law dccone@fbk.law

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 11, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 11, 2012	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	64591
Jun. 11, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	64591
Jun. 11, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
May 30, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 02, 2008	CASE FILE IN TICRS	
Mar. 03, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 03, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 05, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Nov. 05, 2002	PAPER RECEIVED	
May 17, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Nov. 23, 1987	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 09, 1982	REGISTERED-PRINCIPAL REGISTER	
Aug. 17, 1982	PUBLISHED FOR OPPOSITION	
Aug. 03, 1982	NOTICE OF PUBLICATION	
Jun. 23, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 20, 1981	NON-FINAL ACTION MAILED	
Oct. 15, 1980	ASSIGNED TO EXAMINER	
Jul. 22, 1980	ASSIGNED TO EXAMINER	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 11, 2012

Assignment Abstract Of Title Information

Summary

Total Assignments: 5

Registrant: Mission Foods Corporation

Assignment 1 of 5

Conveyance: CHANGE OF NAME 19800623

Reel/Frame: [0377/0405](#)

Pages: 3

Date Recorded: Sep. 12, 1980

Supporting Documents: No Supporting Documents Available

Assignor

Name: [MISSION MEXICAN FOOD PRODUCTS, INC.](#)

Execution Date: Aug. 25, 1980

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: [MISSION FOODS, CORPORATION](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Correspondent

Correspondent Name: REED C. LAWLOR

Correspondent Address: SUITE 350
PASADENA, CA 91107

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: CHANGE OF NAME 19800623

Reel/Frame: [0398/0347](#)

Pages: 3

Date Recorded: Aug. 28, 1981

Supporting Documents: No Supporting Documents Available

Assignor

Name: [MISSION MEXICAN FOOD PRODUCTS, INC.](#)

Execution Date: Aug. 25, 1980

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [MISSION FOODS CORPORATION](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Correspondent

Correspondent Name: M. JOHN CARSON

Correspondent Address: #4750
707 WILSHIRE BLVD.
LOS ANGELES, CA 90017

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0781/0557](#)

Pages: 4

Date Recorded: Apr. 17, 1991

Supporting Documents: No Supporting Documents Available

Assignor

Name: [MISSION FOODS CORPORATION](#)
Legal Entity Type: CORPORATION
Execution Date: Apr. 12, 1991
State or Country Where Organized: CALIFORNIA

Assignee

Name: [AZTECA MILLING CO.](#)
Legal Entity Type: CORPORATION
State or Country Where Organized: TEXAS
Address: 122 W. CARPENTER FREEWAY
IRVING, TEXAS 75039

Correspondent

Correspondent Name: CARLSMITH BALL WICHMAN ET AL
Correspondent Address: 515 SOUTH FIGUEROA STREET
MANULIFE PLAZA, NINTH FLOOR
LOS ANGELES, CA 90071

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
Reel/Frame: [0840/0966](#) **Pages:** 3
Date Recorded: Jan. 28, 1992
Supporting Documents: No Supporting Documents Available

Assignor

Name: [AZTECA MILLING CO.](#)
Legal Entity Type: CORPORATION
Execution Date: Jan. 23, 1992
State or Country Where Organized: TEXAS

Assignee

Name: [MISSION FOODS CORPORATION](#)
Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA
Address: SUITE A
5750 GRACE PLACE
LOS ANGELES, CALIFORNIA 90022

Correspondent

Correspondent Name: CARLSMITH BALL WICHMAN MURRAY CASE
Correspondent Address: MUKAI & ICHIKI
555 SOUTH FLOWER STREET
25TH FLOOR
LOS ANGELES, CALIFORNIA 90071-2326

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
Reel/Frame: [1217/0426](#) **Pages:** 9
Date Recorded: Sep. 28, 1994
Supporting Documents: No Supporting Documents Available

Assignor

Name: [MISSION FOODS CORPORATION](#)
Legal Entity Type: CORPORATION
Execution Date: Aug. 30, 1994
State or Country Where Organized: CALIFORNIA

Assignee

Name: [GRUMA CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country NEVADA
Where Organized:

Address: SUITE A
5750 GRACE PLACE
LOS ANGELES, CALIFORNIA 90022

Correspondent

Correspondent Name: CARLSMITH BALL WICHMAN MURRAY CASE

Correspondent Address: MUKAI & ICHIKI - ROBERT R. THORNTON
555 SOUTH FLOWER STREET, 25TH FLOOR
LOS ANGELES, CALIFORNIA 90071-2326

Domestic Representative - Not Found

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Mark: MISSION

US Serial Number: 74338124

Application Filing Date: Dec. 08, 1992

US Registration Number: 1785711

Registration Date: Aug. 03, 1993

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 13, 2012

Publication Date: May 11, 1993

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: No

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

Related Properties Information

Claimed Ownership of US Registrations: 1215105, 1216032

Goods and Services

Note:

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- 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: processed jalapeno peppers and fried pork rinds

International Class(es): 029 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1982

Use in Commerce: Nov. 1982

For: tortilla chips, [bread, cookies, cakes,] salsas, taco sauce, and cheese sauce

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1982

Use in Commerce: Nov. 1982

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: GRUMA CORPORATION

Owner Address: 5601 Executive Drive, Suite 800
IRVING, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 513970893USv

Attorney Primary Email Address: jmc_docket@dallasbusinesslaw.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: John M. Cone
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436;972-378-9111

Fax: 972-378-9115

Correspondent e-mail: jmcdocket@fbk.law dccone@fbk.law

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
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Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 13, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 13, 2012	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76533
Sep. 13, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76533
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Aug. 30, 2012	TEAS SECTION 8 & 9 RECEIVED	
Sep. 24, 2007	CASE FILE IN TICRS	
Oct. 11, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Oct. 11, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 16, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 17, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 17, 2003	TEAS SECTION 8 & 9 RECEIVED	

Jan. 31, 2000 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.
Jul. 30, 1999 REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED
Aug. 03, 1993 REGISTERED-PRINCIPAL REGISTER
May 11, 1993 PUBLISHED FOR OPPOSITION
Apr. 09, 1993 NOTICE OF PUBLICATION
Mar. 08, 1993 APPROVED FOR PUB - PRINCIPAL REGISTER
Feb. 26, 1993 EXAMINER'S AMENDMENT MAILED
Feb. 25, 1993 ASSIGNED TO EXAMINER

69807

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 13, 2012

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: MISSION FOODS CORPORATION

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [1217/0426](#)

Pages: 9

Date Recorded: Sep. 28, 1994

Supporting Documents: No Supporting Documents Available

Assignor

Name: [MISSION FOODS CORPORATION](#)

Execution Date: Aug. 30, 1994

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [GRUMA CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Address: SUITE A
5750 GRACE PLACE
LOS ANGELES, CALIFORNIA 90022

Correspondent

Correspondent Name: CARLSMITH BALL WICHMAN MURRAY CASE

Correspondent Address: MUKAI & ICHIKI - ROBERT R. THORNTON
555 SOUTH FLOWER STREET, 25TH FLOOR
LOS ANGELES, CALIFORNIA 90071-2326

Domestic Representative - Not Found

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Mark: MISSION



US Serial Number: 76111223

Application Filing Date: Aug. 14, 2000

US Registration Number: 2675468

Registration Date: Jan. 14, 2003

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 07, 2012

Publication Date: Oct. 23, 2001

Notice of Allowance Date: Jan. 15, 2002

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Translation: The English translation of the non-English wording on the specimens is as follows; "La Autentica Tradicion" is "The Authentic Tradition." "Caseras" is "Homestyle." "Ricas Y Crujientes" is "Tasty and Crunchy."

Design Search Code(s): 05.07.01 - Corn, stalks
22.03.01 - Liberty Bell or bells with cracks
24.09.07 - Advertising, banners; Banners
26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders
26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 1215105, 1216032, 1785711

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: tostados [and taco shells]

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 2000

Use in Commerce: Nov. 2000

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

Current Owner(s) Information

Owner Name: Gruma Corporation
Owner Address: 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038
Legal Entity Type: CORPORATION
State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone
Attorney Primary Email Address: jmc_docket@dallasbusinesslaw.com
Docket Number: 513968940USv
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: John M. Cone
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093
Phone: 972-826-4436;972-378-9111
Fax: 972-378-9115
Correspondent e-mail: jmcdocket@fbk.law dccone@fbk.law
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 07, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 07, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68973
Sep. 07, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68973
Sep. 07, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Aug. 20, 2012	TEAS SECTION 8 & 9 RECEIVED	
Sep. 06, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
Aug. 06, 2008	ASSIGNED TO PARALEGAL	68335
Aug. 04, 2008	TEAS SECTION 8 & 15 RECEIVED	
Jan. 17, 2008	CASE FILE IN TICRS	
Jan. 14, 2003	REGISTERED-PRINCIPAL REGISTER	
Sep. 23, 2002	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 18, 2002	EXAMINERS AMENDMENT MAILED	
Sep. 16, 2002	NON-FINAL ACTION MAILED	
Aug. 13, 2002	ASSIGNED TO EXAMINER	76745
Aug. 08, 2002	STATEMENT OF USE PROCESSING COMPLETE	
Jul. 12, 2002	USE AMENDMENT FILED	

Jul. 15, 2002	PAPER RECEIVED	
Jan. 15, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 23, 2001	PUBLISHED FOR OPPOSITION	
Oct. 03, 2001	NOTICE OF PUBLICATION	
Mar. 23, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 13, 2001	EXAMINER'S AMENDMENT MAILED	
Feb. 27, 2001	NON-FINAL ACTION MAILED	
Feb. 16, 2001	ASSIGNED TO EXAMINER	76745
Feb. 07, 2001	ASSIGNED TO EXAMINER	76722

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 07, 2012

Generated on: This page was generated by TSDR on 2021-04-20 15:36:01 EDT

Mark: MISSION

MISSION

US Serial Number: 77027076

Application Filing Date: Oct. 23, 2006

US Registration Number: 3243446

Registration Date: May 22, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 19, 2017

Publication Date: Mar. 06, 2007

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1216032, 2587997, 2744724 and others

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: tortilla products, namely, wraps

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2000

Use in Commerce: Jan. 2000

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: GRUMA CORPORATION

Owner Address: 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country NEVADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 513933717USv

Attorney Primary Email Address: jmc_docket@dallasbusinesslaw.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: John M. Cone
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436;972-378-9111

Fax: 972-378-9115

Correspondent e-mail: jmcdocket@fbk.law dccone@fbk.law

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 19, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 19, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Jun. 19, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Jun. 19, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
May 02, 2017	TEAS SECTION 8 & 9 RECEIVED	
May 22, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 08, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 08, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jun. 08, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
May 30, 2012	TEAS SECTION 8 & 15 RECEIVED	
May 22, 2007	REGISTERED-PRINCIPAL REGISTER	
Mar. 06, 2007	PUBLISHED FOR OPPOSITION	
Feb. 14, 2007	NOTICE OF PUBLICATION	
Jan. 23, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Jan. 23, 2007	ASSIGNED TO LIE	78413
Dec. 21, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 21, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 21, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 21, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 20, 2006	NON-FINAL ACTION E-MAILED	6325
Dec. 20, 2006	NON-FINAL ACTION WRITTEN	75589

Dec. 19, 2006 ASSIGNED TO EXAMINER
Oct. 26, 2006 NEW APPLICATION ENTERED IN TRAM

75589

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 19, 2017

Generated on: This page was generated by TSDR on 2021-04-20 15:38:27 EDT

Mark: MISSION



US Serial Number: 77448646

Application Filing Date: Apr. 15, 2008

US Registration Number: 3539989

Registration Date: Dec. 02, 2008

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Oct. 03, 2018

Publication Date: Sep. 16, 2008

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the word "MISSION" is white; the rectangle containing the word "MISSION" is red with a yellow border outlined in black; the housing around the bell is yellow with a gold border outlined in black; the designs on either side of the opening containing the bell are gold; the bell is red with black shading/markings on the right side and gold and yellow shading/markings on the left side; the bell handle is black and the bar holding the bell is red with black markings and outlining.

Color Drawing: Yes

Color(s) Claimed: The color(s) yellow, red, gold, black and white is/are claimed as a feature of the mark.

Design Search Code(s): 07.07.25 - Loading platforms; Domes; Solar panels
22.03.24 - Single bells; Hand bells; Bells, hand
24.13.02 - Cross, Greek (equal sides); Greek cross (equal sized lines)
26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 1216032, 2679614, 2744724

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: [processed jalapeno peppers,] [guacamole dips,] [bean dips,] [dips]

International Class(es): 029 - Primary Class

U.S Class(es): 046

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Mar. 2001

Use in Commerce: Mar. 2001

For: tortillas; tortilla products, namely, wraps; taco shells, [gorditas, wheat-based snack foods,] salsas, cheese sauces

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2000

Use in Commerce: May 2000

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: Gruma Corporation

Owner Address: 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 513934315USv

Attorney Primary Email Address: jmc_docket@dallasbusinesslaw.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: John M. Cone
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436;972-378-9111

Fax: 972-378-9115

Correspondent e-mail: jmcdocket@fbk.law dccone@fbk.law

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 03, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Oct. 03, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76293
Oct. 03, 2018	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	76293
Oct. 03, 2018	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	76293
Oct. 02, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Sep. 26, 2018	TEAS SECTION 8 & 9 RECEIVED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 02, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

May 07, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 07, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76873
Apr. 21, 2014	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	76873
May 07, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Apr. 21, 2014	TEAS SECTION 8 & 15 RECEIVED	
Dec. 02, 2008	REGISTERED-PRINCIPAL REGISTER	
Sep. 16, 2008	PUBLISHED FOR OPPOSITION	
Aug. 27, 2008	NOTICE OF PUBLICATION	
Aug. 14, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Aug. 13, 2008	ASSIGNED TO LIE	71441
Aug. 07, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 06, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 06, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 06, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 01, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 01, 2008	NON-FINAL ACTION E-MAILED	6325
Aug. 01, 2008	NON-FINAL ACTION WRITTEN	83175
Jul. 29, 2008	ASSIGNED TO EXAMINER	83175
Apr. 19, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Apr. 18, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 108

Date in Location: Oct. 03, 2018

Generated on: This page was generated by TSDR on 2021-04-20 15:38:54 EDT

Mark: MISSION



US Serial Number: 77601423

Application Filing Date: Oct. 27, 2008

US Registration Number: 3634622

Registration Date: Jun. 09, 2009

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 24, 2019

Publication Date: Mar. 24, 2009

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the word "MISSION" in a rectangle; above the rectangle is a bell tower with a bell.

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

Design Search Code(s): 07.09.25 - Totem poles; Tombstones; Space needle; Leaning Tower of Pisa; Gravestones

22.03.24 - Single bells; Hand bells; Bells, hand

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2679614, 2744724, 3243447 and others

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: providing a database in the field of recipes and cooking information

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 14, 2007

Use in Commerce: Feb. 14, 2007

For: providing nutritional information via an online website

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class(es):**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Feb. 14, 2007**Use in Commerce:** Feb. 14, 2007**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:** Gruma Corporation**Owner Address:** 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038**Legal Entity Type:** CORPORATION**State or Country Where Organized:** NEVADA**Attorney/Correspondence Information****Attorney of Record****Attorney Name:** John M. Cone**Docket Number:** 513934834USv**Attorney Primary Email Address:** jmc_docket@dallasbusinesslaw.com**Attorney Email Authorized:** Yes**Correspondent****Correspondent Name/Address:** John M. ConeFERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093**Phone:** 972-826-4436;972-378-9111**Fax:** 972-378-9115**Correspondent e-mail:** jmcdocket@fbfk.law dccone@fbfk.law**Correspondent e-mail Authorized:** Yes**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 24, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 24, 2019	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Jun. 24, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Jun. 24, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
May 14, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jun. 09, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 04, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 04, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76873
Jun. 04, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873

May 19, 2015	TEAS SECTION 8 & 15 RECEIVED	
May 19, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 09, 2009	REGISTERED-PRINCIPAL REGISTER	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 17, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
Feb. 17, 2009	ASSIGNED TO LIE	76537
Feb. 06, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 02, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 02, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 02, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 29, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 29, 2008	NON-FINAL ACTION E-MAILED	6325
Dec. 29, 2008	NON-FINAL ACTION WRITTEN	69940
Dec. 26, 2008	ASSIGNED TO EXAMINER	69940
Oct. 31, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Oct. 30, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 24, 2019

Proceedings

Summary

Number of Proceedings: 7

Type of Proceeding: Opposition

Proceeding Number: [91255239](#)

Filing Date: Apr 13, 2020

Status: Terminated

Status Date: Aug 25, 2020

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: LG Household & Health Care Ltd.

Correspondent Address: MARK H TIDMAN
BAKER HOSTETLER LLP
1050 CONNECTICUT AVE NW SUITE 1100
WASHINGTON DC UNITED STATES , 20036-5403

Correspondent e-mail: bhipdocket@bakerlaw.com , hpark@bakerlaw.com , jkuh@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION Y	Registered	87904902	6161089

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M. CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PARKWAY, SUITE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jmcdocket@fbfk.law , jmc@fbfk.law , jaraiza@fbfk.law , jcone@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
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MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 13, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2020	May 23, 2020
3	INSTITUTED	Apr 13, 2020	
4	D MOT FOR EXT W/ CONSENT	May 22, 2020	
5	EXTENSION OF TIME GRANTED	May 22, 2020	
6	D MOT FOR EXT W/ CONSENT	Jun 18, 2020	
7	EXTENSION OF TIME GRANTED	Jun 18, 2020	
8	D MOT FOR EXT W/ CONSENT	Jul 22, 2020	
9	EXTENSION OF TIME GRANTED	Jul 22, 2020	
10	MOT TO AMEND APPLICATION	Aug 21, 2020	
11	D MOT FOR EXT W/ CONSENT	Aug 21, 2020	
12	BD DECISION: OPP DISMISSED W/ PREJ	Aug 25, 2020	
13	TERMINATED	Aug 25, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91254703](#)

Filing Date: Mar 17, 2020

Status: Terminated

Status Date: Jul 29, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: IMA Pizza, LLC

Correspondent Address: TODD A HIGGINS
CROSBY & HIGGINS LLP
140 BROADWAY, 46TH FLOOR
NEW YORK NY UNITED STATES , 10005

Correspondent e-mail: THIGGINS@CROSBYHIGGINS.COM , KKATZ@CROSBYHIGGINS.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M15SION	First Extension - Granted	88639074	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELLFRASER KUBASTA
2500 DALLAS PARKWAY
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law , jaraiza@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468

MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 17, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 17, 2020	Apr 26, 2020
3	INSTITUTED	Mar 17, 2020	
4	ANSWER	Apr 27, 2020	
5	P MOT TO STRIKE	May 08, 2020	
6	P MOT FOR EXT W/ CONSENT	May 28, 2020	
7	STIP FOR EXT	May 28, 2020	
8	SUSP PEND DISP OF OUTSTNDNG MOT	Jun 09, 2020	
9	MOT TO AMEND APPLICATION	Jun 25, 2020	
10	BD DECISION: OPP DISMISSED W/ PREJ	Jul 29, 2020	
11	TERMINATED	Jul 29, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91253551](#)

Filing Date: Jan 21, 2020

Status: Terminated

Status Date: Mar 23, 2020

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: WHOLE LIVING LLC

Correspondent Address: PINA M CAMPAGNA
CARTER DELUCA & FARRELL LLP
576 BROAD HOLLOW ROAD
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@carterdeluca.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	88187249	6039913

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381

MISSION Section 8 - Accepted [85391985](#) [4343167](#)
MISSION Registered [87923852](#) [5817159](#)

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 21, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 21, 2020	Mar 01, 2020
3	INSTITUTED	Jan 21, 2020	
4	D MOT FOR EXT W/ CONSENT	Feb 28, 2020	
5	EXTENSION OF TIME GRANTED	Feb 28, 2020	
6	MOT TO AMEND APPLICATION	Mar 19, 2020	
7	BD DECISION: OPP DISMISSED	Mar 23, 2020	
8	TERMINATED	Mar 23, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91251932](#) **Filing Date:** Oct 24, 2019
Status: Terminated **Status Date:** Feb 15, 2020
Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: 9306-8294 Québec Inc.
Correspondent Address: MICHAEL J WASCO
PAUL FRANK + COLLINS PC
ONE CHURCH STREET
BURLINGTON VT UNITED STATES , 05401
Correspondent e-mail: fletendre@yulex.ca , vbagnon@yulex.ca , tboudreau@yulex.ca , trademarks@pfclaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	Abandoned - After Inter-Partes Decision	88367345	

Plaintiff(s)

Name: Gruma Corporation
Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093
Correspondent e-mail: icone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	REGISTERED AND RENEWED	77027076	3243446

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
3	INSTITUTED	Oct 30, 2019	
4	NOTICE OF DEFAULT	Dec 19, 2019	
5	D CHANGE OF CORRESP ADDRESS	Nov 04, 2019	

6 BD DECISION: OPP SUSTAINED
7 TERMINATED

Feb 15, 2020
Feb 15, 2020

Type of Proceeding: Opposition

Proceeding Number: [91248545](#)

Filing Date: Jun 03, 2019

Status: Terminated

Status Date: Nov 06, 2019

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Live Love Pop, LLC

Correspondent Address: HOWARD S HOGAN
GIBSON DUNN & CRUTCHER LLP
1050 CONNECTICUT AVENUE NW
WASHINGTON DC UNITED STATES , 20036-5306

Correspondent e-mail: pto-oc@gibsondunn.com , hhogan@gibsondunn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION DRIVEN MUNCHIES	Registered	88171596	6130970

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbk.law , jmcdocket@fbk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 03, 2019	Jul 13, 2019
3	INSTITUTED	Jun 03, 2019	
4	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
5	EXTENSION OF TIME GRANTED	Jul 12, 2019	
6	D MOT FOR EXT W/ CONSENT	Sep 11, 2019	
7	EXTENSION OF TIME GRANTED	Sep 11, 2019	
8	D MOT FOR EXT W/ CONSENT	Oct 11, 2019	
9	EXTENSION OF TIME GRANTED	Oct 11, 2019	
10	W/DRAW OF OPPOSITION	Nov 06, 2019	
11	BD DECISION: OPP DISMISSED W/ PREJ	Nov 06, 2019	
12	TERMINATED	Nov 06, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246460](#)

Filing Date: Feb 13, 2019

Status: Terminated

Status Date: Jul 08, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Whole Living LLC

Correspondent Address: PINA M CAMPAGNA
CARTER DELUCA FARRELL & SCHMIDT LLP
445 BROAD HOLLOW RD SUITE 420
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@cdfslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	87854822	5831113

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PARKWAY, SUITE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbk.law , jmcdocket@fbk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 13, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 19, 2019	Mar 31, 2019
3	PENDING, INSTITUTED	Feb 19, 2019	
4	D MOT FOR EXT W/ CONSENT	Mar 29, 2019	
5	EXTENSION OF TIME GRANTED	Mar 29, 2019	
6	P MOT FOR EXT W/ CONSENT	Apr 24, 2019	
7	EXTENSION OF TIME GRANTED	Apr 24, 2019	
8	D MOT FOR EXT W/ CONSENT	May 30, 2019	
9	EXTENSION OF TIME GRANTED	May 30, 2019	
10	D MOT FOR EXT W/ CONSENT	Jul 01, 2019	
11	EXTENSION OF TIME GRANTED	Jul 01, 2019	
12	W/DRAW OF OPPOSITION	Jul 01, 2019	
13	BD DECISION: OPP DISMISSED W/O PREJ	Jul 08, 2019	
14	TERMINATED	Jul 08, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91211904](#)

Filing Date: Aug 06, 2013

Status: Terminated

Status Date: Jun 30, 2015

Interlocutory Attorney: JENNIFER KRISP

Defendant**Name:** Chino-Latino, Inc.**Correspondent** JEFFREY HARRIS**Address:** KYLE LUDWIG HARRIS LLP
450 B STREET, SUITE 1410
SAN DIEGO CA UNITED STATES , 92101**Correspondent e-mail:** jharris@klhipbiz.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE MISSION	Abandoned - After Inter-Partes Decision	85735163	
THE MISSION CONSCIENTIOUS CUISINE	Abandoned - After Inter-Partes Decision	85735180	
THE MISSION CONSCIENTIOUS CUISINE	Abandoned - After Inter-Partes Decision	85735220	

Plaintiff(s)**Name:** Gruma Corporation**Correspondent** JOHN M CONE**Address:** FERGUSON BRASWELL & FRASER PC
2500 DALLAS PARKWAY, SUITE 501
PLANO TX UNITED STATES , 75093**Correspondent e-mail:** jcone@dallasbusinesslaw.com , jmcdocket@dallasbusinesslaw.com , jaraiza@dallasbusinesslaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	Cancelled - Section 8	76111200	2529463
MISSION	REGISTERED AND RENEWED	76111201	2529464
MISSION	Cancelled - Section 8	76229760	2587997
MISSION	Cancelled - Section 8	76229761	2591165
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	76111203	2679614
MISSION	REGISTERED AND RENEWED	76975389	2744724
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77027108	3243447
MISSION	Cancelled - Section 8	77027155	3243448
MISSION WRAPS	Cancelled - Section 8	77027179	3246033
MISSION	Cancelled - Section 8	77336926	3462007
MISSION	Cancelled - Section 8	77336970	3462008
MISSION	Cancelled - Section 8	77485823	3537049
MISSION	Cancelled - Section 8	77485853	3537050
MISSION	Cancelled - Section 8	77485952	3537051
MISSION	Cancelled - Section 8	77486001	3537052
MISSION	Cancelled - Section 8	77486183	3537053
MISSION	REGISTERED AND RENEWED	77448646	3539989
INCENTIVE LIFE LEGACY	REGISTERED AND RENEWED	77482259	3546823
MISSION WRAPS	Cancelled - Section 8	77435560	3512400
MISSION WRAPS	Cancelled - Section 8	77435593	3512401
MISSION WRAPS	Cancelled - Section 8	77435608	3512402
MISSION WRAPS	Cancelled - Section 8	77435682	3512403
MISSION WRAPS	Cancelled - Section 8	77435710	3512404
MISSION WRAPS	Cancelled - Section 8	77435729	3512405
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Cancelled - Section 8	85254247	4034776

MISSION	Section 8 and 15 - Accepted and Acknowledged	85524755	4205280
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2013	Sep 15, 2013
3	PENDING, INSTITUTED	Aug 06, 2013	
4	ANSWER	Sep 05, 2013	
5	TRIAL DATES REMAIN AS SET	Oct 02, 2013	
6	P MOT FOR EXT W/ CONSENT	Nov 12, 2013	
7	D MOT FOR EXT W/ CONSENT	Dec 16, 2013	
8	EXTENSION OF TIME GRANTED	Dec 16, 2013	
9	BOARD ORDER; TRIAL DATES RESET	Jan 24, 2014	
10	D CHANGE OF CORRESP ADDRESS	Apr 24, 2014	
11	P MOT FOR EXT W/ CONSENT	Jun 04, 2014	
12	EXTENSION OF TIME GRANTED	Jun 04, 2014	
13	P MOT FOR EXT W/ CONSENT	Aug 06, 2014	
14	EXTENSION OF TIME GRANTED	Aug 06, 2014	
15	P MOT FOR EXT W/ CONSENT	Sep 08, 2014	
16	EXTENSION OF TIME GRANTED	Sep 08, 2014	
17	P MOT FOR EXT W/ CONSENT	Nov 10, 2014	
18	EXTENSION OF TIME GRANTED	Nov 10, 2014	
19	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 27, 2015	
20	SUSPENDED	Mar 27, 2015	
21	P CHANGE OF CORRESP ADDRESS	Jun 11, 2015	
22	W/DRAW OF APPLICATION	Jun 19, 2015	
23	BD DECISION: SUSTAINED	Jun 30, 2015	
24	TERMINATED	Jun 30, 2015	

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Mark: MISSION

MISSION

US Serial Number: 85405688

Application Filing Date: Aug. 24, 2011

US Registration Number: 4339381

Registration Date: May 21, 2013

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Section 8 declaration has been accepted.

Status Date: Dec. 09, 2019

Publication Date: Jan. 17, 2012

Notice of Allowance Date: Mar. 13, 2012

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1216032, 2679614, 3818319 and others

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: flatbreads

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2012

Use in Commerce: Oct. 2012

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Gruma Corporation

Owner Address: 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 513936323USv

Attorney Primary Email Address: jmcdocket@fbk.law

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: John M. Cone
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436; 972-378-9111

Fax: 972-378-9115

Correspondent e-mail: jmcdocket@fbk.law

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 09, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Dec. 09, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED	77074
Dec. 09, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77074
Nov. 14, 2019	TEAS SECTION 8 RECEIVED	
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 21, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 21, 2013	REGISTERED-PRINCIPAL REGISTER	
Apr. 16, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 13, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	62282
Apr. 13, 2013	ASSIGNED TO LIE	62282
Apr. 09, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 25, 2013	STATEMENT OF USE PROCESSING COMPLETE	61813
Mar. 13, 2013	USE AMENDMENT FILED	61813
Mar. 13, 2013	TEAS STATEMENT OF USE RECEIVED	
Sep. 07, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 06, 2012	EXTENSION 1 GRANTED	61813
Sep. 04, 2012	EXTENSION 1 FILED	61813
Sep. 06, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Sep. 04, 2012	TEAS EXTENSION RECEIVED	
Mar. 13, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 17, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 17, 2012	PUBLISHED FOR OPPOSITION	

Dec. 28, 2011 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
 Dec. 06, 2011 APPROVED FOR PUB - PRINCIPAL REGISTER
 Nov. 30, 2011 ASSIGNED TO EXAMINER
 Aug. 29, 2011 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
 Aug. 27, 2011 NEW APPLICATION ENTERED IN TRAM

83177

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Dec. 09, 2019

Proceedings

Summary

Number of Proceedings: 10

Type of Proceeding: Opposition

Proceeding Number: [91255239](#)

Filing Date: Apr 13, 2020

Status: Terminated

Status Date: Aug 25, 2020

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: LG Household & Health Care Ltd.

Correspondent Address: MARK H TIDMAN

BAKER HOSTETLER LLP
 1050 CONNECTICUT AVE NW SUITE 1100
 WASHINGTON DC UNITED STATES , 20036-5403

Correspondent e-mail: bhpdocket@bakerlaw.com , hpark@bakerlaw.com , jkuh@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION Y	Registered	87904902	6161089

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M. CONE

FERGUSON BRASWELL FRASER KUBASTA PC
 2500 DALLAS PARKWAY, SUITE 600
 PLANO TX UNITED STATES , 75093

Correspondent e-mail: jmcdoCKET@fbfk.law , jmc@fbfk.law , jaraiza@fbfk.law , jcone@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Apr 13, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2020	May 23, 2020
3	INSTITUTED	Apr 13, 2020	
4	D MOT FOR EXT W/ CONSENT	May 22, 2020	
5	EXTENSION OF TIME GRANTED	May 22, 2020	
6	D MOT FOR EXT W/ CONSENT	Jun 18, 2020	
7	EXTENSION OF TIME GRANTED	Jun 18, 2020	
8	D MOT FOR EXT W/ CONSENT	Jul 22, 2020	
9	EXTENSION OF TIME GRANTED	Jul 22, 2020	
10	MOT TO AMEND APPLICATION	Aug 21, 2020	
11	D MOT FOR EXT W/ CONSENT	Aug 21, 2020	
12	BD DECISION: OPP DISMISSED W/ PREJ	Aug 25, 2020	
13	TERMINATED	Aug 25, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91254703](#)

Filing Date: Mar 17, 2020

Status: Terminated

Status Date: Jul 29, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: IMA Pizza, LLC

Correspondent Address: TODD A HIGGINS
CROSBY & HIGGINS LLP
140 BROADWAY, 46TH FLOOR
NEW YORK NY UNITED STATES , 10005

Correspondent e-mail: THIGGINS@CROSBYHIGGINS.COM , KKATZ@CROSBYHIGGINS.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M15SION	First Extension - Granted	88639074	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELLFRASER KUBASTA
2500 DALLAS PARKWAY
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law , jaraiza@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 17, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 17, 2020	Apr 26, 2020
3	INSTITUTED	Mar 17, 2020	

4	ANSWER	Apr 27, 2020
5	P MOT TO STRIKE	May 08, 2020
6	P MOT FOR EXT W/ CONSENT	May 28, 2020
7	STIP FOR EXT	May 28, 2020
8	SUSP PEND DISP OF OUTSTNDNG MOT	Jun 09, 2020
9	MOT TO AMEND APPLICATION	Jun 25, 2020
10	BD DECISION: OPP DISMISSED W/ PREJ	Jul 29, 2020
11	TERMINATED	Jul 29, 2020

Type of Proceeding: Opposition

Proceeding Number: [91253551](#)

Filing Date: Jan 21, 2020

Status: Terminated

Status Date: Mar 23, 2020

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: WHOLE LIVING LLC

Correspondent Address: PINA M CAMPAGNA
CARTER DELUCA & FARRELL LLP
576 BROAD HOLLOW ROAD
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@carterdeluca.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	88187249	6039913

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 21, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 21, 2020	Mar 01, 2020
3	INSTITUTED	Jan 21, 2020	
4	D MOT FOR EXT W/ CONSENT	Feb 28, 2020	
5	EXTENSION OF TIME GRANTED	Feb 28, 2020	
6	MOT TO AMEND APPLICATION	Mar 19, 2020	
7	BD DECISION: OPP DISMISSED	Mar 23, 2020	
8	TERMINATED	Mar 23, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91251932](#)

Filing Date: Oct 24, 2019

Status: Terminated

Status Date: Feb 15, 2020

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: 9306-8294 Québec Inc.

Correspondent Address: MICHAEL J WASCO
PAUL FRANK + COLLINS PC
ONE CHURCH STREET
BURLINGTON VT UNITED STATES , 05401

Correspondent e-mail: fletendre@yulex.ca , vbagnon@yulex.ca , tboudreau@yulex.ca , trademarks@pfclaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	Abandoned - After Inter-Partes Decision	88367345	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	REGISTERED AND RENEWED	77027076	3243446

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
3	INSTITUTED	Oct 30, 2019	
4	NOTICE OF DEFAULT	Dec 19, 2019	
5	D CHANGE OF CORRESP ADDRESS	Nov 04, 2019	
6	BD DECISION: OPP SUSTAINED	Feb 15, 2020	
7	TERMINATED	Feb 15, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91248545](#)

Filing Date: Jun 03, 2019

Status: Terminated

Status Date: Nov 06, 2019

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Live Love Pop, LLC

Correspondent Address: HOWARD S HOGAN
GIBSON DUNN & CRUTCHER LLP

1050 CONNECTICUT AVENUE NW
WASHINGTON DC UNITED STATES , 20036-5306

Correspondent e-mail: pto-oc@gibsondunn.com , hhogan@gibsondunn.com

Mark	Application Status	Serial Number	Registration Number
MISSION DRIVEN MUNCHIES	Registered	88171596	6130970

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent JOHN M CONE
Address: FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: icone@fbfk.law , jmcdocket@fbfk.law

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 03, 2019	Jul 13, 2019
3	INSTITUTED	Jun 03, 2019	
4	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
5	EXTENSION OF TIME GRANTED	Jul 12, 2019	
6	D MOT FOR EXT W/ CONSENT	Sep 11, 2019	
7	EXTENSION OF TIME GRANTED	Sep 11, 2019	
8	D MOT FOR EXT W/ CONSENT	Oct 11, 2019	
9	EXTENSION OF TIME GRANTED	Oct 11, 2019	
10	W/DRAW OF OPPOSITION	Nov 06, 2019	
11	BD DECISION: OPP DISMISSED W/ PREJ	Nov 06, 2019	
12	TERMINATED	Nov 06, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246460](#)

Filing Date: Feb 13, 2019

Status: Terminated

Status Date: Jul 08, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Whole Living LLC

Correspondent PINA M CAMPAGNA
Address: CARTER DELUCA FARRELL & SCHMIDT LLP
445 BROAD HOLLOW RD SUITE 420
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@cdfslaw.com

Mark	Application Status	Serial Number	Registration Number
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Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	87854822	5831113

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PARKWAY, SUITE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 13, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 19, 2019	Mar 31, 2019
3	PENDING, INSTITUTED	Feb 19, 2019	
4	D MOT FOR EXT W/ CONSENT	Mar 29, 2019	
5	EXTENSION OF TIME GRANTED	Mar 29, 2019	
6	P MOT FOR EXT W/ CONSENT	Apr 24, 2019	
7	EXTENSION OF TIME GRANTED	Apr 24, 2019	
8	D MOT FOR EXT W/ CONSENT	May 30, 2019	
9	EXTENSION OF TIME GRANTED	May 30, 2019	
10	D MOT FOR EXT W/ CONSENT	Jul 01, 2019	
11	EXTENSION OF TIME GRANTED	Jul 01, 2019	
12	W/DRAW OF OPPOSITION	Jul 01, 2019	
13	BD DECISION: OPP DISMISSED W/O PREJ	Jul 08, 2019	
14	TERMINATED	Jul 08, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91223568](#)

Filing Date: Aug 31, 2015

Status: Terminated

Status Date: May 19, 2016

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Revolution Foods, Inc.

Correspondent Address: KAREN S FRANK
COBLENTZ PATCH DUFFY & BASS LLP
ONE MONTGOMERY ST, SUITE 3000
SAN FRANCISCO CA UNITED STATES , 94104

Correspondent e-mail: tm@cpdb.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MOMS ON A MISSION	Abandoned - No Statement Of Use Filed	86578593	

Plaintiff(s)**Name:** Gruma Corporation**Correspondent Address:** JOHN M CONE
FERGUSON BRASWELL & FRASER PC
2500 DALLAS PKWY, STE 501
PLANO TX UNITED STATES , 75093**Correspondent e-mail:** jcone@dallasbusinesslaw.com , jmcdocket@dallasbusinesslaw.com , jaraiza@dallasbusinesslaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	Section 8 - Accepted	85405688	4339381

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 31, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 31, 2015	Oct 10, 2015
3	PENDING, INSTITUTED	Aug 31, 2015	
4	ANSWER	Sep 03, 2015	
5	W/DRAW OF OPPOSITION	May 12, 2016	
6	BD DECISION: DISMISSED W/ PREJ	May 19, 2016	
7	TERMINATED	May 19, 2016	

Type of Proceeding: Opposition**Proceeding Number:** [91223569](#)**Filing Date:** Aug 31, 2015**Status:** Terminated**Status Date:** May 19, 2016**Interlocutory Attorney:** CHRISTEN M ENGLISH**Defendant****Name:** Revolution Foods, Inc.**Correspondent Address:** KAREN S FRANK
COBLENTZ PATCH DUFFY & BASS LLP
ONE MONTGOMERY ST, STE 3000
SAN FRANCISCO CA UNITED STATES , 94104**Correspondent e-mail:** tm@cpdb.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MOMS ON A MISSION	Abandoned - No Statement Of Use Filed	86578621	

Plaintiff(s)**Name:** Gruma Corporation**Correspondent Address:** JOHN M CONE
FERGUSON BRASWELL & FRASER PC
2500 DALLAS PKWY, STE 501
PLANO TX UNITED STATES , 75093**Correspondent e-mail:** jcone@dallasbusinesslaw.com , jmcdocket@dallasbusinesslaw.com , jaraiza@dallasbusinesslaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	77027076	3243446

MISSION REGISTERED AND RENEWED [77448646](#) [3539989](#)
MISSION Section 8 - Accepted [85405688](#) [4339381](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 31, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 31, 2015	Oct 10, 2015
3	PENDING, INSTITUTED	Aug 31, 2015	
4	ANSWER	Sep 03, 2015	
5	MOT TO AMEND APPLICATION	May 03, 2016	
6	SUSPENDED	May 11, 2016	
7	W/DRAW OF OPPOSITION	May 12, 2016	
8	BD DECISION: DISMISSED W/ PREJ	May 19, 2016	
9	TERMINATED	May 19, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91209457](#) **Filing Date:** Apr 30, 2014
Status: Terminated **Status Date:** Oct 15, 2014
Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Greyston Bakery, Inc.
Correspondent Address: MARGARITA WALLACH
MCCARTER & ENGLISH LLP
245 PARK AVE FL 27
NEW YORK NY UNITED STATES , 10167 2801
Correspondent e-mail: mwallach@mccarter.com , dlynch@mccarter.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BAKERS ON A MISSION	Registered	85588598	4795503

Plaintiff(s)

Name: Gruma Corporation
Correspondent Address: JOHN M CONE
HITCHOCK EVERT LLP
PO BOX 131709
DALLAS TX UNITED STATES , 75313 1709
Correspondent e-mail: icone@hitchcockevert.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	Cancelled - Section 8	76111200	2529463
MISSION	REGISTERED AND RENEWED	76111201	2529464
MISSION	Cancelled - Section 8	76229760	2587997
MISSION	Cancelled - Section 8	76229761	2591165
MISSION	REGISTERED AND RENEWED	76975389	2744724
MISSION	REGISTERED AND RENEWED	76111203	2679614
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77027108	3243447
MISSION	Cancelled - Section 8	77027155	3243448
MISSION	Cancelled - Section 8	77336926	3462007
MISSION	Cancelled - Section 8	77336970	3462008

MISSION	Cancelled - Section 8	77485823	3537049
MISSION	Cancelled - Section 8	77485853	3537050
MISSION	Cancelled - Section 8	77485952	3537051
MISSION	Cancelled - Section 8	77486001	3537052
MISSION	Cancelled - Section 8	77486183	3537053
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION WRAPS	Cancelled - Section 8	77435560	3512400
MISSION WRAPS	Cancelled - Section 8	77435593	3512401
MISSION WRAPS	Cancelled - Section 8	77435608	3512402
MISSION WRAPS	Cancelled - Section 8	77435682	3512403
MISSION WRAPS	Cancelled - Section 8	77435710	3512404
MISSION WRAPS	Cancelled - Section 8	77435729	3512405
MISSION WRAPS	Cancelled - Section 8	77027179	3246033
MISSION MAZINA	Cancelled - Section 8	76403651	3073914
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85405734	4339382
MISSION	Cancelled - Section 8	77485881	3546832

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 25, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2013	Apr 06, 2013
3	PENDING, INSTITUTED	Feb 25, 2013	
4	STIP FOR EXT	Apr 05, 2013	
5	EXTENSION OF TIME GRANTED	Apr 05, 2013	
6	STIP FOR EXT	May 31, 2013	
7	EXTENSION OF TIME GRANTED	Jun 03, 2013	
8	STIP FOR EXT	Jul 31, 2013	
9	EXTENSION OF TIME GRANTED	Jul 31, 2013	
10	STIP FOR EXT	Sep 26, 2013	
11	EXTENSION OF TIME GRANTED	Sep 26, 2013	
12	STIP FOR EXT	Oct 30, 2013	
13	EXTENSION OF TIME GRANTED	Oct 30, 2013	
14	STIP FOR EXT	Dec 02, 2013	
15	EXTENSION OF TIME GRANTED	Dec 02, 2013	
16	STIP FOR EXT	Dec 27, 2013	
17	EXTENSION OF TIME GRANTED	Dec 27, 2013	
18	STIP FOR EXT	Jan 28, 2014	
19	EXTENSION OF TIME GRANTED	Jan 28, 2014	
20	STIP FOR EXT	Feb 25, 2014	
21	EXTENSION OF TIME GRANTED	Feb 25, 2014	
22	D MOT FOR EXT W/ CONSENT	Mar 28, 2014	
23	EXTENSION OF TIME GRANTED	Apr 01, 2014	
24	EXTENSION OF TIME GRANTED	Apr 01, 2014	
25	D MOT FOR EXT W/ CONSENT	Apr 30, 2014	
26	ANSWER	May 01, 2014	
27	TRIAL DATES REMAIN AS SET	May 02, 2014	
28	DUPLICATE ENTRY TO NO. 27	May 02, 2014	
29	W/DRAW OF OPPOSITION	Sep 18, 2014	
30	BD DECISION: DISMISSED W/ PREJ	Oct 15, 2014	
31	TERMINATED	Oct 15, 2014	

Type of Proceeding: Opposition

Proceeding [91211904](#)
Number:

Status: Terminated

Filing Date: Aug 06, 2013

Status Date: Jun 30, 2015

Interlocutory JENNIFER KRISP
Attorney:

Defendant

Name: Chino-Latino, Inc.

Correspondent Address: JEFFREY HARRIS
KYLE LUDWIG HARRIS LLP
450 B STREET, SUITE 1410
SAN DIEGO CA UNITED STATES , 92101

Correspondent e-mail: jharris@klhipbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE MISSION	Abandoned - After Inter-Partes Decision	85735163	
THE MISSION CONSCIENTIOUS CUISINE	Abandoned - After Inter-Partes Decision	85735180	
THE MISSION CONSCIENTIOUS CUISINE	Abandoned - After Inter-Partes Decision	85735220	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL & FRASER PC
2500 DALLAS PARKWAY, SUITE 501
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@dallasbusinesslaw.com , jmcdocket@dallasbusinesslaw.com , jaraiza@dallasbusinesslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	Cancelled - Section 8	76111200	2529463
MISSION	REGISTERED AND RENEWED	76111201	2529464
MISSION	Cancelled - Section 8	76229760	2587997
MISSION	Cancelled - Section 8	76229761	2591165
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	76111203	2679614
MISSION	REGISTERED AND RENEWED	76975389	2744724
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77027108	3243447
MISSION	Cancelled - Section 8	77027155	3243448
MISSION WRAPS	Cancelled - Section 8	77027179	3246033
MISSION	Cancelled - Section 8	77336926	3462007
MISSION	Cancelled - Section 8	77336970	3462008
MISSION	Cancelled - Section 8	77485823	3537049
MISSION	Cancelled - Section 8	77485853	3537050
MISSION	Cancelled - Section 8	77485952	3537051
MISSION	Cancelled - Section 8	77486001	3537052
MISSION	Cancelled - Section 8	77486183	3537053
MISSION	REGISTERED AND RENEWED	77448646	3539989
INCENTIVE LIFE LEGACY	REGISTERED AND RENEWED	77482259	3546823
MISSION WRAPS	Cancelled - Section 8	77435560	3512400
MISSION WRAPS	Cancelled - Section 8	77435593	3512401
MISSION WRAPS	Cancelled - Section 8	77435608	3512402
MISSION WRAPS	Cancelled - Section 8	77435682	3512403
MISSION WRAPS	Cancelled - Section 8	77435710	3512404
MISSION WRAPS	Cancelled - Section 8	77435729	3512405

MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Cancelled - Section 8	85254247	4034776
MISSION	Section 8 and 15 - Accepted and Acknowledged	85524755	4205280
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2013	Sep 15, 2013
3	PENDING, INSTITUTED	Aug 06, 2013	
4	ANSWER	Sep 05, 2013	
5	TRIAL DATES REMAIN AS SET	Oct 02, 2013	
6	P MOT FOR EXT W/ CONSENT	Nov 12, 2013	
7	D MOT FOR EXT W/ CONSENT	Dec 16, 2013	
8	EXTENSION OF TIME GRANTED	Dec 16, 2013	
9	BOARD ORDER; TRIAL DATES RESET	Jan 24, 2014	
10	D CHANGE OF CORRESP ADDRESS	Apr 24, 2014	
11	P MOT FOR EXT W/ CONSENT	Jun 04, 2014	
12	EXTENSION OF TIME GRANTED	Jun 04, 2014	
13	P MOT FOR EXT W/ CONSENT	Aug 06, 2014	
14	EXTENSION OF TIME GRANTED	Aug 06, 2014	
15	P MOT FOR EXT W/ CONSENT	Sep 08, 2014	
16	EXTENSION OF TIME GRANTED	Sep 08, 2014	
17	P MOT FOR EXT W/ CONSENT	Nov 10, 2014	
18	EXTENSION OF TIME GRANTED	Nov 10, 2014	
19	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 27, 2015	
20	SUSPENDED	Mar 27, 2015	
21	P CHANGE OF CORRESP ADDRESS	Jun 11, 2015	
22	W/DRAW OF APPLICATION	Jun 19, 2015	
23	BD DECISION: SUSTAINED	Jun 30, 2015	
24	TERMINATED	Jun 30, 2015	

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Mark: MISSION

MISSION

US Serial Number: 85391985

Application Filing Date: Aug. 08, 2011

US Registration Number: 4343167

Registration Date: May 28, 2013

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Section 8 declaration has been accepted.

Status Date: Oct. 23, 2019

Publication Date: Jan. 17, 2012

Notice of Allowance Date: Mar. 13, 2012

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1216032, 2679614, 3818319 and others

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: crackers

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2012

Use in Commerce: Sep. 2012

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Gruma Corporation

Owner Address: 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country NEVADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 513936281USv

Attorney Primary jmcdocket@fbfk.law
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent John M. Cone
Name/Address: FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436; 972-378-9111

Fax: 972-378-9115

Correspondent e- jmcdocket@fbfk.law
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 23, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Oct. 23, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED	74272
Oct. 23, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74272
Oct. 03, 2019	TEAS SECTION 8 RECEIVED	
Jul. 22, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 28, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jan. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 28, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 28, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 02, 2016	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 02, 2016	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 28, 2013	REGISTERED-PRINCIPAL REGISTER	
Apr. 25, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 24, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
Apr. 24, 2013	ASSIGNED TO LIE	68171
Apr. 09, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 04, 2013	STATEMENT OF USE PROCESSING COMPLETE	69302
Mar. 12, 2013	USE AMENDMENT FILED	69302
Apr. 04, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Mar. 12, 2013	TEAS STATEMENT OF USE RECEIVED	
Aug. 31, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 30, 2012	EXTENSION 1 GRANTED	76873
Aug. 23, 2012	EXTENSION 1 FILED	76873
Aug. 28, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76873
Aug. 23, 2012	TEAS EXTENSION RECEIVED	
Mar. 13, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 17, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	

Jan. 17, 2012 PUBLISHED FOR OPPOSITION
 Dec. 28, 2011 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
 Dec. 06, 2011 APPROVED FOR PUB - PRINCIPAL REGISTER
 Nov. 30, 2011 ASSIGNED TO EXAMINER
 Aug. 11, 2011 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
 Aug. 11, 2011 NEW APPLICATION ENTERED IN TRAM

83177

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Oct. 23, 2019

Proceedings

Summary

Number of Proceedings: 7

Type of Proceeding: Opposition

Proceeding Number: [91255239](#)

Filing Date: Apr 13, 2020

Status: Terminated

Status Date: Aug 25, 2020

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: LG Household & Health Care Ltd.

Correspondent Address: MARK H TIDMAN
 BAKER HOSTETLER LLP
 1050 CONNECTICUT AVE NW SUITE 1100
 WASHINGTON DC UNITED STATES , 20036-5403

Correspondent e-mail: hjpdocket@bakerlaw.com , hpark@bakerlaw.com , jkuh@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION Y	Registered	87904902	6161089

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M. CONE
 FERGUSON BRASWELL FRASER KUBASTA PC
 2500 DALLAS PARKWAY, SUITE 600
 PLANO TX UNITED STATES , 75093

Correspondent e-mail: jmcdocket@fbfk.law , jmc@fbfk.law , jaraiza@fbfk.law , jcone@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 13, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2020	May 23, 2020
3	INSTITUTED	Apr 13, 2020	
4	D MOT FOR EXT W/ CONSENT	May 22, 2020	
5	EXTENSION OF TIME GRANTED	May 22, 2020	
6	D MOT FOR EXT W/ CONSENT	Jun 18, 2020	
7	EXTENSION OF TIME GRANTED	Jun 18, 2020	
8	D MOT FOR EXT W/ CONSENT	Jul 22, 2020	
9	EXTENSION OF TIME GRANTED	Jul 22, 2020	
10	MOT TO AMEND APPLICATION	Aug 21, 2020	
11	D MOT FOR EXT W/ CONSENT	Aug 21, 2020	
12	BD DECISION: OPP DISMISSED W/ PREJ	Aug 25, 2020	
13	TERMINATED	Aug 25, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91254703](#)

Filing Date: Mar 17, 2020

Status: Terminated

Status Date: Jul 29, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: IMA Pizza, LLC

Correspondent Address: TODD A HIGGINS
CROSBY & HIGGINS LLP
140 BROADWAY, 46TH FLOOR
NEW YORK NY UNITED STATES , 10005

Correspondent e-mail: THIGGINS@CROSBYHIGGINS.COM , KKATZ@CROSBYHIGGINS.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M15SION	First Extension - Granted	88639074	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELLFRASER KUBASTA
2500 DALLAS PARKWAY
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbk.law , jmcdocket@fbk.law , jaraiza@fbk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 17, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 17, 2020	Apr 26, 2020

3	INSTITUTED	Mar 17, 2020
4	ANSWER	Apr 27, 2020
5	P MOT TO STRIKE	May 08, 2020
6	P MOT FOR EXT W/ CONSENT	May 28, 2020
7	STIP FOR EXT	May 28, 2020
8	SUSP PEND DISP OF OUTSTNDNG MOT	Jun 09, 2020
9	MOT TO AMEND APPLICATION	Jun 25, 2020
10	BD DECISION: OPP DISMISSED W/ PREJ	Jul 29, 2020
11	TERMINATED	Jul 29, 2020

Type of Proceeding: Opposition

Proceeding Number: [91253551](#)

Filing Date: Jan 21, 2020

Status: Terminated

Status Date: Mar 23, 2020

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: WHOLE LIVING LLC

Correspondent Address: PINA M CAMPAGNA
CARTER DELUCA & FARRELL LLP
576 BROAD HOLLOW ROAD
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@carterdeluca.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	88187249	6039913

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 21, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 21, 2020	Mar 01, 2020
3	INSTITUTED	Jan 21, 2020	
4	D MOT FOR EXT W/ CONSENT	Feb 28, 2020	
5	EXTENSION OF TIME GRANTED	Feb 28, 2020	
6	MOT TO AMEND APPLICATION	Mar 19, 2020	
7	BD DECISION: OPP DISMISSED	Mar 23, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91251932](#)

Filing Date: Oct 24, 2019

Status: Terminated

Status Date: Feb 15, 2020

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: 9306-8294 Québec Inc.

Correspondent Address: MICHAEL J WASCO
PAUL FRANK + COLLINS PC
ONE CHURCH STREET
BURLINGTON VT UNITED STATES , 05401

Correspondent e-mail: fletendre@yulex.ca , vbagnon@yulex.ca , tboudreau@yulex.ca , trademarks@pfclaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	Abandoned - After Inter-Partes Decision	88367345	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbk.law , jmcdocket@fbk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	REGISTERED AND RENEWED	77027076	3243446

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 30, 2019	Dec 09, 2019
3	INSTITUTED	Oct 30, 2019	
4	NOTICE OF DEFAULT	Dec 19, 2019	
5	D CHANGE OF CORRESP ADDRESS	Nov 04, 2019	
6	BD DECISION: OPP SUSTAINED	Feb 15, 2020	
7	TERMINATED	Feb 15, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91248545](#)

Filing Date: Jun 03, 2019

Status: Terminated

Status Date: Nov 06, 2019

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Live Love Pop, LLC

Correspondent HOWARD S HOGAN
Address: GIBSON DUNN & CRUTCHER LLP
1050 CONNECTICUT AVENUE NW
WASHINGTON DC UNITED STATES , 20036-5306

Correspondent e-mail: pto-oc@gibsondunn.com , hhogan@gibsondunn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION DRIVEN MUNCHIES	Registered	88171596	6130970

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent JOHN M CONE
Address: FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 03, 2019	Jul 13, 2019
3	INSTITUTED	Jun 03, 2019	
4	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
5	EXTENSION OF TIME GRANTED	Jul 12, 2019	
6	D MOT FOR EXT W/ CONSENT	Sep 11, 2019	
7	EXTENSION OF TIME GRANTED	Sep 11, 2019	
8	D MOT FOR EXT W/ CONSENT	Oct 11, 2019	
9	EXTENSION OF TIME GRANTED	Oct 11, 2019	
10	W/DRAW OF OPPOSITION	Nov 06, 2019	
11	BD DECISION: OPP DISMISSED W/ PREJ	Nov 06, 2019	
12	TERMINATED	Nov 06, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91246460](#)

Filing Date: Feb 13, 2019

Status: Terminated

Status Date: Jul 08, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Whole Living LLC

Correspondent Address: PINA M CAMPAGNA
CARTER DELUCA FARRELL & SCHMIDT LLP
445 BROAD HOLLOW RD SUITE 420
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@cdfslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	87854822	5831113
Plaintiff(s)			

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
 FERGUSON BRASWELL FRASER KUBASTA PC
 2500 DALLAS PARKWAY, SUITE 600
 PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 13, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 19, 2019	Mar 31, 2019
3	PENDING, INSTITUTED	Feb 19, 2019	
4	D MOT FOR EXT W/ CONSENT	Mar 29, 2019	
5	EXTENSION OF TIME GRANTED	Mar 29, 2019	
6	P MOT FOR EXT W/ CONSENT	Apr 24, 2019	
7	EXTENSION OF TIME GRANTED	Apr 24, 2019	
8	D MOT FOR EXT W/ CONSENT	May 30, 2019	
9	EXTENSION OF TIME GRANTED	May 30, 2019	
10	D MOT FOR EXT W/ CONSENT	Jul 01, 2019	
11	EXTENSION OF TIME GRANTED	Jul 01, 2019	
12	W/DRAW OF OPPOSITION	Jul 01, 2019	
13	BD DECISION: OPP DISMISSED W/O PREJ	Jul 08, 2019	
14	TERMINATED	Jul 08, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91211904](#)

Filing Date: Aug 06, 2013

Status: Terminated

Status Date: Jun 30, 2015

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Chino-Latino, Inc.

Correspondent Address: JEFFREY HARRIS
 KYLE LUDWIG HARRIS LLP
 450 B STREET, SUITE 1410
 SAN DIEGO CA UNITED STATES , 92101

Correspondent e-mail: jharris@klhipbiz.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number

THE MISSION	Abandoned - After Inter-Partes Decision	85735163
THE MISSION CONSCIENTIOUS CUISINE	Abandoned - After Inter-Partes Decision	85735180
THE MISSION CONSCIENTIOUS CUISINE	Abandoned - After Inter-Partes Decision	85735220

Plaintiff(s)

Name: Gruma Corporation

Correspondent JOHN M CONE
Address: FERGUSON BRASWELL & FRASER PC
 2500 DALLAS PARKWAY, SUITE 501
 PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@dallasbusinesslaw.com , jmcdocket@dallasbusinesslaw.com , jaraiza@dallasbusinesslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	Cancelled - Section 8	76111200	2529463
MISSION	REGISTERED AND RENEWED	76111201	2529464
MISSION	Cancelled - Section 8	76229760	2587997
MISSION	Cancelled - Section 8	76229761	2591165
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	76111203	2679614
MISSION	REGISTERED AND RENEWED	76975389	2744724
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77027108	3243447
MISSION	Cancelled - Section 8	77027155	3243448
MISSION WRAPS	Cancelled - Section 8	77027179	3246033
MISSION	Cancelled - Section 8	77336926	3462007
MISSION	Cancelled - Section 8	77336970	3462008
MISSION	Cancelled - Section 8	77485823	3537049
MISSION	Cancelled - Section 8	77485853	3537050
MISSION	Cancelled - Section 8	77485952	3537051
MISSION	Cancelled - Section 8	77486001	3537052
MISSION	Cancelled - Section 8	77486183	3537053
MISSION	REGISTERED AND RENEWED	77448646	3539989
INCENTIVE LIFE LEGACY	REGISTERED AND RENEWED	77482259	3546823
MISSION WRAPS	Cancelled - Section 8	77435560	3512400
MISSION WRAPS	Cancelled - Section 8	77435593	3512401
MISSION WRAPS	Cancelled - Section 8	77435608	3512402
MISSION WRAPS	Cancelled - Section 8	77435682	3512403
MISSION WRAPS	Cancelled - Section 8	77435710	3512404
MISSION WRAPS	Cancelled - Section 8	77435729	3512405
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Cancelled - Section 8	85254247	4034776
MISSION	Section 8 and 15 - Accepted and Acknowledged	85524755	4205280
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2013	Sep 15, 2013
3	PENDING, INSTITUTED	Aug 06, 2013	
4	ANSWER	Sep 05, 2013	
5	TRIAL DATES REMAIN AS SET	Oct 02, 2013	

6	P MOT FOR EXT W/ CONSENT	Nov 12, 2013
7	D MOT FOR EXT W/ CONSENT	Dec 16, 2013
8	EXTENSION OF TIME GRANTED	Dec 16, 2013
9	BOARD ORDER; TRIAL DATES RESET	Jan 24, 2014
10	D CHANGE OF CORRESP ADDRESS	Apr 24, 2014
11	P MOT FOR EXT W/ CONSENT	Jun 04, 2014
12	EXTENSION OF TIME GRANTED	Jun 04, 2014
13	P MOT FOR EXT W/ CONSENT	Aug 06, 2014
14	EXTENSION OF TIME GRANTED	Aug 06, 2014
15	P MOT FOR EXT W/ CONSENT	Sep 08, 2014
16	EXTENSION OF TIME GRANTED	Sep 08, 2014
17	P MOT FOR EXT W/ CONSENT	Nov 10, 2014
18	EXTENSION OF TIME GRANTED	Nov 10, 2014
19	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 27, 2015
20	SUSPENDED	Mar 27, 2015
21	P CHANGE OF CORRESP ADDRESS	Jun 11, 2015
22	W/DRAW OF APPLICATION	Jun 19, 2015
23	BD DECISION: SUSTAINED	Jun 30, 2015
24	TERMINATED	Jun 30, 2015

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Mark: MISSION

MISSION

US Serial Number: 87923852

Application Filing Date: May 16, 2018

US Registration Number: 5817159

Registration Date: Jul. 30, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 30, 2019

Publication Date: May 14, 2019

Mark Information

Mark Literal Elements: MISSION

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1216032, 1785711, 3634622 and others

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing a database in the field of recipes; providing websites featuring recipes, cooking information and food preparation techniques

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2007

Use in Commerce: Feb. 2007

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: GRUMA CORPORATION

Owner Address: 5601 Executive Drive, Suite 800
Irving, TEXAS UNITED STATES 75038

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John M. Cone

Docket Number: 5139.066.US

Attorney Primary Email Address: jmcdocket@fbk.law

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JOHN M. CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PARKWAY, SUITE 600
PLANO, TEXAS UNITED STATES 75093

Phone: 972-826-4436

Fax: 972-378-9115

Correspondent e-mail: jmcdocket@fbk.law

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 30, 2019	REGISTERED-PRINCIPAL REGISTER	
May 14, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 14, 2019	PUBLISHED FOR OPPOSITION	
Apr. 24, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 24, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 24, 2019	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 24, 2019	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 24, 2019	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 24, 2019	EXAMINERS AMENDMENT -WRITTEN	74677
Feb. 28, 2019	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Feb. 28, 2019	LETTER OF SUSPENSION E-MAILED	6332
Feb. 28, 2019	SUSPENSION LETTER WRITTEN	74677
Feb. 21, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 20, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 20, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 07, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 07, 2018	NON-FINAL ACTION E-MAILED	6325
Sep. 07, 2018	NON-FINAL ACTION WRITTEN	74677
Sep. 07, 2018	ASSIGNED TO EXAMINER	74677
May 23, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 19, 2018	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 30, 2019

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91255239](#)

Filing Date: Apr 13, 2020

Status: Terminated

Status Date: Aug 25, 2020

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: LG Household & Health Care Ltd.

Correspondent Address: MARK H TIDMAN
BAKER HOSTETLER LLP
1050 CONNECTICUT AVE NW SUITE 1100
WASHINGTON DC UNITED STATES , 20036-5403

Correspondent e-mail: bhipdocket@bakerlaw.com , hpark@bakerlaw.com , jkuh@bakerlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION Y	Registered	87904902	6161089

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M. CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PARKWAY, SUITE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jmcdocket@fbfk.law , jmc@fbfk.law , jaraiza@fbfk.law , jcone@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 13, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2020	May 23, 2020
3	INSTITUTED	Apr 13, 2020	
4	D MOT FOR EXT W/ CONSENT	May 22, 2020	
5	EXTENSION OF TIME GRANTED	May 22, 2020	
6	D MOT FOR EXT W/ CONSENT	Jun 18, 2020	
7	EXTENSION OF TIME GRANTED	Jun 18, 2020	
8	D MOT FOR EXT W/ CONSENT	Jul 22, 2020	
9	EXTENSION OF TIME GRANTED	Jul 22, 2020	
10	MOT TO AMEND APPLICATION	Aug 21, 2020	
11	D MOT FOR EXT W/ CONSENT	Aug 21, 2020	

12 BD DECISION: OPP DISMISSED W/ PREJ
13 TERMINATED

Aug 25, 2020
Aug 25, 2020

Type of Proceeding: Opposition

Proceeding Number: [91254703](#)

Filing Date: Mar 17, 2020

Status: Terminated

Status Date: Jul 29, 2020

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: IMA Pizza, LLC

Correspondent Address: TODD A HIGGINS
CROSBY & HIGGINS LLP
140 BROADWAY, 46TH FLOOR
NEW YORK NY UNITED STATES , 10005

Correspondent e-mail: THIGGINS@CROSBYHIGGINS.COM , KKATZ@CROSBYHIGGINS.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M15SION	First Extension - Granted	88639074	

Plaintiff(s)

Name: Gruma Corporation

Correspondent Address: JOHN M CONE
FERGUSON BRASWELLFRASER KUBASTA
2500 DALLAS PARKWAY
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law , jaraiza@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 17, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 17, 2020	Apr 26, 2020
3	INSTITUTED	Mar 17, 2020	
4	ANSWER	Apr 27, 2020	
5	P MOT TO STRIKE	May 08, 2020	
6	P MOT FOR EXT W/ CONSENT	May 28, 2020	
7	STIP FOR EXT	May 28, 2020	
8	SUSP PEND DISP OF OUTSTNDNG MOT	Jun 09, 2020	
9	MOT TO AMEND APPLICATION	Jun 25, 2020	
10	BD DECISION: OPP DISMISSED W/ PREJ	Jul 29, 2020	
11	TERMINATED	Jul 29, 2020	

Type of Proceeding: Opposition

Proceeding [91253551](#)

Filing Date: Jan 21, 2020

Number: _____

Status: Terminated

Status Date: Mar 23, 2020

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: WHOLE LIVING LLC

Correspondent Address: PINA M CAMPAGNA
CARTER DELUCA & FARRELL LLP
576 BROAD HOLLOW ROAD
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: docket@carterdeluca.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION NUTRITION	Registered	88187249	6039913

Plaintiff(s)

Name: GRUMA CORPORATION

Correspondent Address: JOHN M CONE
FERGUSON BRASWELL FRASER KUBASTA PC
2500 DALLAS PKWY STE 600
PLANO TX UNITED STATES , 75093

Correspondent e-mail: jcone@fbfk.law , jmcdocket@fbfk.law

Associated marks

Mark	Application Status	Serial Number	Registration Number
MISSION	REGISTERED AND RENEWED	73254588	1216032
MISSION	REGISTERED AND RENEWED	74338124	1785711
MISSION	REGISTERED AND RENEWED	76111223	2675468
MISSION	REGISTERED AND RENEWED	77027076	3243446
MISSION	REGISTERED AND RENEWED	77448646	3539989
MISSION	REGISTERED AND RENEWED	77601423	3634622
MISSION	Section 8 - Accepted	85405688	4339381
MISSION	Section 8 - Accepted	85391985	4343167
MISSION	Registered	87923852	5817159

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 21, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 21, 2020	Mar 01, 2020
3	INSTITUTED	Jan 21, 2020	
4	D MOT FOR EXT W/ CONSENT	Feb 28, 2020	
5	EXTENSION OF TIME GRANTED	Feb 28, 2020	
6	MOT TO AMEND APPLICATION	Mar 19, 2020	
7	BD DECISION: OPP DISMISSED	Mar 23, 2020	
8	TERMINATED	Mar 23, 2020	