

ESTTA Tracking number: **ESTTA1136604**

Filing date: **05/26/2021**

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	Multidisciplinary Association for Psychedelic Studies, Inc.
Granted to Date of previous extension	05/26/2021
Address	3141 STEVENS CREEK BLVD., #40563 SAN JOSE, CA 95117 UNITED STATES
Attorney information	RONALD D. COLEMAN DHILLON LAW GROUP, INC. 8 HILLSIDE AVENUE STE 103 MONTCLAIR, NJ 07042 UNITED STATES Primary Email: rcoleman@dhillonlaw.com Secondary Email(s): Paralegal@BrandGeek.net, lara@brandgeek.net, htoschi@dhillonlaw.com 973-298-1723
Docket Number	4544

**Applicant Information**

Application No.	90001683	Publication date	01/26/2021
Opposition Filing Date	05/26/2021	Opposition Period Ends	05/26/2021
Applicant	Mindful Awareness Practices, LLC 700A LAKE STREET RAMSEY, NJ 07446 UNITED STATES		


**Goods/Services Affected by Opposition**

Class 041. First Use: 2020/01/27 First Use In Commerce: 2020/01/27  
All goods and services in the class are opposed, namely: Educational services, namely, conducting classes, seminars, conferences, workshops, retreats, camps and field trips in the field of personal wellbeing and distribution of training material in connection therewith

**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.	6224971	Application Date	07/20/2019
Registration Date	12/22/2020	Foreign Priority Date	NONE
Word Mark	MAPS MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES		
Design Mark			
Description of Mark	The mark consists of The word "MAPS" above the words "MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES" which appear to the right of a circular design of two hands.		
Goods/Services	<p>Class 041. First use: First Use: 2013/04/18 First Use In Commerce: 2013/04/18</p> <p>Educational services, namely, providing trainings on psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, providing trainings on mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, conducting workshops, seminars, trainings and conferences in the fields of mental health and wellness, mental wellbeing, mind-altering substances and science and distributing printed educational materials in connection therewith; On-line electronic newsletters delivered by e-mail in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science; On-line library services, namely, providing electronic library services which feature newspapers, research articles, magazines, photographs and pictures via an on-line computer network; Online non-downloadable periodicals in the nature of bulletins and newsletters in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Entertainment services, namely, providing podcasts in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Education services, namely, providing non-downloadable webinars in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Public educational events, namely, providing conferences and seminars, public education classes, and trainings and book signing events for entertainment purposes, all in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; none of the foregoing involving possession, distribution or dispensing of controlled substances</p>		


U.S. Registration No.	6224973	Application Date	07/20/2019
Registration Date	12/22/2020	Foreign Priority Date	NONE
Word Mark	MULTIDISCIPLINARY ASSOCIATION OF PSYCHEDELIC STUDIES		
Design Mark	<p style="text-align: center;">MULTIDISCIPLINARY ASSOCIATION OF PSYCHEDELIC STUDIES</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 1990/11/28 First Use In Commerce: 1990/11/28 Educational services, namely, providing trainings on psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, providing trainings on mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, conducting workshops, seminars, trainings and conferences in the fields of mental health and wellness, mental wellbeing, mind-altering substances and science and distributing printed educational materials in connection therewith; On-line electronic newsletters delivered by e-mail in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science; On-line library services, namely, providing electronic library services which feature newspapers, research articles, magazines, photographs and pictures via an on-line computer network; Online non-downloadable periodicals in the nature of bulletins and newsletters in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Entertainment services, namely, providing podcasts in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Education services, namely, providing non-downloadable webinars in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Public educational events, namely, providing conferences and seminars, public education classes, and trainings and book signing events for entertainment purposes, all in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm</p>		


	reduction; none of the foregoing involving possession, distribution or dispensing of controlled substances
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U.S. Registration No.	6161476	Application Date	07/20/2019
Registration Date	09/29/2020	Foreign Priority Date	NONE
Word Mark	MAPS MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES		
Design Mark			
Description of Mark	The mark consists of the stylized word "MAPS" above the stylized words "MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES", all to the right of a circle within which are two stylized hands over a repeating pattern of dots that decrease in size toward the center.		
Goods/Services	Class 036. First use: First Use: 2012/12/15 First Use In Commerce: 2012/12/15 Accepting and administering monetary charitable contributions; Accepting and administering monetary charitable contributions to fund medical research; Charitable fundraising		


U.S. Application No.	90563766	Application Date	03/05/2021
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MAPS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 044. First use: First Use: 1994/06/15 First Use In Commerce: 1994/06/15 Providing an online computer database featuring information about mental health professionals and mental health care facilities; Providing an on-line computer database featuring information, articles and links in the field of psychotherapeutic treatments, MDMA- and other psychedelic-assisted therapies, treatment of diseases and disorders of the central nervous system and mental health disorders		

U.S. Application No.	90563763	Application Date	03/05/2021
Registration Date	NONE	Foreign Priority	NONE


		Date	
Word Mark	MAPS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1986/04/08 First Use In Commerce: 1986/04/08 Accepting and administering monetary charitable contributions; Accepting and administering monetary charitable contributions to fund medical research; Charitable fundraising		

U.S. Application No.	90563765	Application Date	03/05/2021
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MAPS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1990/11/28 First Use In Commerce: 1990/11/28 Educational services, namely, providing trainings on psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, providing trainings on mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, conducting workshops, seminars, trainings and conferences in the fields of mental health and wellness, mental wellbeing, mind-altering substances and science and distributing printed educational materials in connection therewith; On-line electronic newsletters delivered by e-mail in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science; On-line library services, namely, providing elec-		

tronic library services which feature newspapers, research articles, magazines, photographs and pictures via an on-line computer network; Online non-downloadable periodicals in the nature of bulletins and newsletters in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Entertainment services, namely, providing podcasts in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Education services, namely, providing non-downloadable webinars in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Public educational events, namely, providing conferences and seminars, public education classes, and trainings and book signing events for entertainment purposes, all in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; none of the foregoing involving possession, distribution or dispensing of controlled substances

U.S. Application No.	90563761	Application Date	03/05/2021
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MAPS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1986/04/08 First Use In Commerce: 1986/04/08 Database management; Online retail and pop-up retail stores featuring manuals and guides in the field of science, videorecordings, jewelry, clothing, art, books, guides, water bottles, computer accessories and artifacts; Providing independent review of clinical trials for business purposes; Promoting the interests of PTSD patients and their families by means of public advocacy; Promoting public awareness of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being by means of public advocacy		

U.S. Application	90563745	Application Date	03/05/2021
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	MAPS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1988/08/29 First Use In Commerce: 1988/08/29 Printed publications, namely, brochures, booklets, and teaching materials in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, psychedelic substances and science		

Attachments	88525256#TMSN.png( bytes ) 88525695#TMSN.png( bytes ) 88525694#TMSN.png( bytes ) 90563766#TMSN.png( bytes ) 90563763#TMSN.png( bytes ) 90563765#TMSN.png( bytes ) 90563761#TMSN.png( bytes ) 90563745#TMSN.png( bytes ) Notice of Opposition - MAPS - May 26 2021.pdf(959956 bytes )
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Signature	/s/
Name	Ronald D. Coleman
Date	05/26/2021

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

<p>MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDLIC STUDIES, INC. <i>and</i> MAPS PUBLIC BENEFIT CORPORATION,</p> <p style="text-align: center;"><i>Opposers,</i></p> <p style="text-align: center;">v.</p> <p>MINDFUL AWARENESS PRACTICES, LLC,</p> <p style="text-align: center;"><i>Applicant.</i></p>	<p>In the matter of Application Ser. No. 90001683 <b>MAPS MINDFUL AWARENESS PRACTICE</b> (Stylized / Design)</p> <p>Opposition No. _____</p> <p style="text-align: center;"><b>NOTICE OF OPPOSITION</b></p>
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Multidisciplinary Association for Psychedelic Studies, Inc., a Florida not-for-profit corporation (“MAPS Inc.”) and MAPS Public Benefit Corporation (“MAPS Corp.”), a Delaware public benefit corporation (collectively, “Opposers”), both having a principal place of business at 3141 Stevens Creek Blvd. #40563, San Jose, California, believe they are and will be damaged by the registration of the mark MAPS MINDFUL AWARENESS PRACTICE (stylized design) shown in Application Serial No. 90001683 (the “Opposed Mark”), by Mindful Awareness Practices, LLC, located at 700A Lake Street, Ramsey, New Jersey (“Applicant”) and files this notice of opposition pursuant to 37 C.F.R. 2.101(b). The grounds for opposition are stated below.

1. Beginning as early as the mid-1980’s, and in all cases no later than February of 2013 – well before the filing date of the application to register the Opposed Mark – Opposer MAPS Inc. has used its mark MAPS and various related marks for services, detailed in the respective registrations and applications to register that mark and related marks shown below, in connection with mental health, psychotherapeutic treatments, MDMA- and other psychedelic-assisted therapies, treatment of diseases and disorders of the central nervous system and mental health





disorders, psychotherapy, mental health care, and mental well-being, as well as the provision of educational services, public advocacy, an online computer database offering information, and articles and links in the field concerning the treatment of diseases and disorders of the central nervous system and mental health disorders.

2. The various marks used as described above by Opposer MAPS Inc. are detailed below:

Mark	Date of first use / first use in commerce	Class & Goods / services	USPTO status
	4/18/2013	041 - Educational services, namely, providing trainings on psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, providing trainings on mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, conducting workshops, seminars, trainings and conferences in the fields of mental health and wellness, mental wellbeing, mind-altering substances and science and distributing printed educational materials in connection therewith; On-line electronic newsletters delivered by e-mail in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science; On-line library services, namely, providing electronic library services which feature newspapers, research articles, magazines, photographs and pictures via an on-line computer network; Online non-downloadable periodicals in the nature of	Reg. No. 6224971 issued 12/22/2020

		<p>bulletins and newsletters in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Entertainment services, namely, providing podcasts in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Education services, namely, providing non-downloadable webinars in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Public educational events, namely, providing conferences and seminars, public education classes, and trainings and book signing events for entertainment purposes, all in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; none of the foregoing involving possession, distribution or dispensing of controlled substances</p>	
	<p>11/28/1990</p>	<p>041 - Educational services, namely, providing trainings on psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being and</p>	<p>Reg. No. 6224973 issued 12/22/2020</p>

		<p>distributing printed educational materials in connection therewith; Educational services, namely, providing trainings on mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, conducting workshops, seminars, trainings and conferences in the fields of mental health and wellness, mental wellbeing, mind-altering substances and science and distributing printed educational materials in connection therewith; On-line electronic newsletters delivered by e-mail in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science; On-line library services, namely, providing electronic library services which feature newspapers, research articles, magazines, photographs and pictures via an on-line computer network; Online non-downloadable periodicals in the nature of bulletins and newsletters in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Entertainment services, namely, providing podcasts in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Education services, namely, providing non-downloadable webinars in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care</p>	
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		and mental well-being, mind-altering substances and science and psychedelic harm reduction; Public educational events, namely, providing conferences and seminars, public education classes, and trainings and book signing events for entertainment purposes, all in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; none of the foregoing involving possession, distribution or dispensing of controlled substances First use: 11/28/1990 Use in commerce: 11/28/1990	
	12/15/2012	036 - Accepting and administering monetary charitable contributions; Accepting and administering monetary charitable contributions to fund medical research; Charitable fundraising	Reg. No. 6161476 issued 09/29/2020
	10/20/2014	025 - Beanies; Hats; Headwear; Hooded sweatshirts; One-piece garments for children; Shirts; T-shirts; Tank tops	Reg. No. 6150634 issued 12/22/2020
MAPS	6/15/1994	044 - Providing an online computer database featuring information about mental health professionals and mental health care facilities; Providing an on-line computer database featuring information, articles and links in the field of psychotherapeutic treatments, MDMA- and other psychedelic-assisted therapies, treatment of diseases and disorders of the central nervous system and mental health disorders	Ser. No. 90563766  (Application date March 5, 2021)
MAPS	4/8/1986	036 - Accepting and administering monetary charitable contributions; Accepting and administering monetary charitable contributions to fund medical research;	Ser. No. 90563763

		Charitable fundraising	(Application date March 5, 2021)
MAPS	11/28/1990	041 - Educational services, namely, providing trainings on psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, providing trainings on mental health care and mental well-being and distributing printed educational materials in connection therewith; Educational services, namely, conducting workshops, seminars, trainings and conferences in the fields of mental health and wellness, mental wellbeing, mind-altering substances and science and distributing printed educational materials in connection therewith; On-line electronic newsletters delivered by e-mail in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science; On-line library services, namely, providing electronic library services which feature newspapers, research articles, magazines, photographs and pictures via an on-line computer network; Online non-downloadable periodicals in the nature of bulletins and newsletters in the fields of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Entertainment services, namely, providing podcasts in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy,	Ser. No. 90563765  (Application date March 5, 2021)

		<p>ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Education services, namely, providing non-downloadable webinars in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; Public educational events, namely, providing conferences and seminars, public education classes, and trainings and book signing events for entertainment purposes, all in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, mind-altering substances and science and psychedelic harm reduction; none of the foregoing involving possession, distribution or dispensing of controlled substances</p>	
MAPS	4/8/1986	<p>035 - Database management; Online retail and pop-up retail stores featuring manuals and guides in the field of science, video recordings, jewelry, clothing, art, books, guides, water bottles, computer accessories and artifacts; Providing independent review of clinical trials for business purposes; Promoting the interests of PTSD patients and their families by means of public advocacy; Promoting public awareness of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being by means of public advocacy</p>	<p>Ser. No. 90563761  (Application date March 5, 2021)</p>

MAPS	8/29/1988	016 - Printed publications, namely, brochures, booklets, and teaching materials in the field of psychedelic research, psychotherapeutic treatments and therapies, MDMA therapies, medical marijuana, LSD-assisted psychotherapy, ibogaine-assisted treatment, ayahuasca-assisted therapy, mental health care and mental well-being, psychedelic substances and science	Ser. No. 90563745  (Application date March 5, 2021)
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3. Opposer MAPS Corp., a wholly owned subsidiary of Opposer MAPS Inc., providing many complementary services and uses numerous MAPS-related marks as well, including of course in its own name. MAPS Inc.’s focus is on advocacy and education, while MAPS Corp. is dedicated mainly to research.

4. Since 2004, Opposers have raised millions of dollars in donations to sponsor research, and to develop and commercialize the MAPS marks described above throughout the United States.

5. By virtue of their fundraising, promotions, and other activities, Opposers own or benefit from the valuable goodwill symbolized in the MAPS mark.

6. On June 15, 2020 Applicant filed Application Serial No. 90001683 to register the purported mark MAPS MINDFUL AWARENESS PRACTICES in connection with the following goods and services, claiming a first use / first use in commerce date of January 27, 2020:

Class	Description
41	Educational services, namely, conducting classes, seminars, conferences, workshops, retreats, camps and field trips in the field of personal wellbeing and distribution of training material in connection therewith

7. Applicant's applications to register the Opposed Mark are without Opposer's consent.

8. Applicant's applications to register the Opposed Mark are likely to result in confusion, mistake, or deception with Opposers' MAPS and MAPS-related marks, or in the belief that Applicant's goods and services are in some way connected with, licensed, or approved by Opposers, or that Opposers are sponsors, business partners of, or otherwise affiliated with Applicant.

9. Accordingly, registration by Applicant of the Opposed Mark would be damaging to Opposers.

WHEREFORE, Opposers pray that their opposition be sustained and registration of the Opposed Mark be refused in its entirety.

Opposers submit the requisite filing fee for the opposition.

**DHILLON LAW GROUP, INC.**

By: 

Ronald D. Coleman

8 Hillside Avenue  
Montclair, NJ 07042  
973-298-1723

[rcoleman@dhillonlaw.com](mailto:rcoleman@dhillonlaw.com)

*Attorneys for Opposers*

Dated: May 26, 2021



**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that on this 26th day of May, 2020 a true copy of the foregoing NOTICE OF OPPOSITION was served on counsel for the Applicant by causing the same to be mailed via U.S. First Class mail, postage prepaid, and emailed to:

Ashley G. Kessler  
Cozen O'Connor  
175 Greenwich Street, 55th Floor  
3 World Trade Center  
New York, NY 10007  
[akessler@cozen.com](mailto:akessler@cozen.com) [phipdocketing@cozen.com](mailto:phipdocketing@cozen.com) [mlima@cozen.com](mailto:mlima@cozen.com)

**CERTIFICATE OF ELECTRONIC FILING**

The undersigned certifies that this submission (along with any paper referred to as being attached or enclosed) is being filed with the United States Patent and Trademark Office via the Electronic System for Trademark Trials and Appeals (ESTTA) on this 26<sup>th</sup> day of May, 2021.

By:   
RONALD D. COLEMAN