

ESTTA Tracking number: **ESTTA1140737**

Filing date: **06/16/2021**

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	Sjoklaedagerdin hf.		
Entity	Corporation	Citizenship	Iceland
Address	MIDHRAUN 11 GARDABAER, 210 ICELAND		

Attorney information	MICHELE S. KATZ ADVITAM IP, LLC 150 S. WACKER DRIVE SUITE 2400 CHICAGO, IL 60606 UNITED STATES Primary Email: mskdocket@advitamip.com Secondary Email(s): atokarz@advitamip.com 312-332-7710		
Docket Number			

**Applicant Information**

Application No.	90298857	Publication date	05/18/2021
Opposition Filing Date	06/16/2021	Opposition Period Ends	06/17/2021
Applicant	Fleet Farm Wholesale Supply Co. LLC 2401 S. MEMORIAL DR. APPLETON, WI 54915 UNITED STATES		

**Goods/Services Affected by Opposition**


Class 018. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Handbags for ladies; Wallets
Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Belts; Bottoms as clothing for WOMEN; Fleece bottoms; Fleece jackets; Fleece tops; Fleece vests; Outerwear, namely, COATS, HATS, GLOVES, JACKETS, SCARVES; Tops as clothing for WOMEN


**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	2915717	Application Date	08/13/2003
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No.			
Registration Date	01/04/2005	Foreign Priority Date	NONE
Word Mark	66° NORTH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2003/01/01 First Use In Commerce: 2003/01/01 Clothing and outdoor clothing, namely, T-shirts, shirts, trousers, jackets, and headwear [ footwear]		
U.S. Registration No.	5075756	Application Date	05/28/2015
Registration Date	11/08/2016	Foreign Priority Date	11/28/2014
Word Mark	66° NORTH		

Design Mark	
Description of Mark	<p>The mark consists of the wording "66°" in white on a red square background; beneath this is the wording "NORTH" in a smaller blue font on a white rectangular background.</p>
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0  Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury</p> <p>Class 018. First use: First Use: 0 First Use In Commerce: 0  Bags, namely, spoiling bags in the nature of all-purpose carrying bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belts, hydration packs, namely, backpacks compatible with personal hydration systems sold empty, compressorbags, namely, bags which compress horizontally or vertically via attached straps, shoulder bags, messenger bags, book bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags, boston bags, backpacks with internal and external frames, backpack bottle pockets, rain covers designed for use with backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats</p> <p>Class 020. First use: First Use: 0 First Use In Commerce: 0  Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0  Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets; jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, chil-</p>

dren's bottoms and tops, dresses; athletic tops and bottoms for gymnastics; one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding; sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts

Class 028. First use: First Use: 0 First Use In Commerce: 0  
Snowshoes


Class 035. First use: First Use: 0 First Use In Commerce: 0  
Advertising; business management; business administration; office functions; wholesale and retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, workclothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order catalogue services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods excluding the transport thereof consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device

U.S. Registration No.	5075773	Application Date	05/28/2015
Registration Date	11/08/2016	Foreign Priority Date	11/28/2014
Word Mark	66°N		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 006. First use: First Use: 0 First Use In Commerce: 0 Crampons being climbing irons Class 008. First use: First Use: 0 First Use In Commerce: 0		

	<p>Ice picks; pocket knives</p> <p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury</p> <p>Class 018. First use: First Use: 0 First Use In Commerce: 0</p> <p>Bags, namely, all-purpose sporting bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belt bags, hydration packs, namely backpacks compatible with personal hydration systems sold empty, compressor traveling bags in the nature of bags which compress horizontally or vertically via attached straps, shoulder bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags in the nature of rucksacks for mountaineers, Boston bags, backpacks with internal and external frames, backpack bottle pockets, fitted protective rain covers used to cover backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats</p> <p>Class 020. First use: First Use: 0 First Use In Commerce: 0</p> <p>Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses</p> <p>Class 021. First use: First Use: 0 First Use In Commerce: 0</p> <p>Drinking flasks; hip flasks; insulating flasks; drinking flasks for travellers</p> <p>Class 022. First use: First Use: 0 First Use In Commerce: 0</p> <p>Tents; tent accessories, namely, tent storage bags, rain flies; vinyl ground cloths, tent poles sold as integral components of tents, tent pole storage sacks sold as an integral component of and being a feature of tent storage bags, and gear loft platforms used for storage, specially adapted for tents comprising of a mesh cloth or net that ties to loops suspended from the top of a tent used for storage</p> <p>Class 024. First use: First Use: 0 First Use In Commerce: 0</p> <p>Mattress covers for travels; sleeping bag liners; microfiber towels for travel; face towels of textile for travels; travelling rugs</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0</p> <p>Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts</p> <p>Class 028. First use: First Use: 0 First Use In Commerce: 0</p> <p>Snowshoes; skis; ski bindings; ski poles; bags adapted for skis; fitted protective covers specially adapted for skis; snowboards; bindings for snowboards; zip line</p>
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	<p>apparatus for recreational purposes</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Education services, namely, providing classes, lectures, seminars, and workshops in the fields of camping, outdoor activities and sporting activities; providing of training services in the fields of camping, outdoor activities and sporting activities; organizing sporting and cultural events; providing training services and educational services in the nature of providing classes in the fields of sporting activities, and camping and outdoor activities, and in the use of outdoor gear and equipment; arranging seminars and lectures in the fields of adventure and endurance sports, namely, skiing, snowboarding, running, climbing, and hiking</p>
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U.S. Registration No.	5084208	Application Date	05/28/2015
Registration Date	11/22/2016	Foreign Priority Date	11/28/2014
Word Mark	66° NORTH		

Design Mark	
Description of Mark	The mark consists of the stylized wording "66°" in a box over the stylized wording "NORTH".
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury</p> <p>Class 018. First use: First Use: 0 First Use In Commerce: 0 Bags, namely spoiling bags in the nature of all-purpose carrying bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belts, hydration packs, namely backpacks compatible with personal hydration systems sold empty, compressor bags, namely bags which compress horizontally or vertically via attached straps, shoulder bags, messenger bags, book bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags, boston bags, backpacks with internal and external frames, backpack bottle pockets, rain covers designed for use with backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats</p> <p>Class 020. First use: First Use: 0 First Use In Commerce: 0 Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0 Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets; jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; athletic tops and bottoms for gymnastics; one</p>

	<p>piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding; sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts</p> <p>Class 028. First use: First Use: 0 First Use In Commerce: 0 Snowshoes</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0 Advertising; business management; business administration; office functions; wholesale and retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, workclothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order catalogue services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods excluding the transport thereof consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coders, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device</p>
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U.S. Registration No.	5088873	Application Date	05/28/2015
Registration Date	11/29/2016	Foreign Priority Date	11/28/2014
Word Mark	66°NORTH		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 006. First use: First Use: 0 First Use In Commerce: 0 Crampons being climbing irons</p> <p>Class 008. First use: First Use: 0 First Use In Commerce: 0 Ice picks; pocket knives</p> <p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury</p> <p>Class 018. First use: First Use: 0 First Use In Commerce: 0 Bags, namely, all-purpose sporting bags, backpacks, hiking bags, hiking ruck-</p>		



sacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belt bags, hydration packs, namely, backpacks compatible with personal hydration systems sold empty, compressor traveling bags in the nature of bags which compress horizontally or vertically via attached straps, shoulder bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags in the nature of rucksacks for mountaineers, Boston bags, backpacks with internal and external frames, backpack bottle pockets, fitted protective rain covers used to cover backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats

Class 020. First use: First Use: 0 First Use In Commerce: 0

Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses

Class 021. First use: First Use: 0 First Use In Commerce: 0

Drinking flasks; hip flasks; insulating flasks; drinking flasks for travellers

Class 022. First use: First Use: 0 First Use In Commerce: 0

Tents; tent accessories, namely, tent storage bags, rain flies; vinyl ground cloths, tent poles sold as integral components of tents, tent pole storage sacks sold as an integral component of and being a feature of tent storage bags, and gear loft platforms used for storage, specially adapted for tents comprising of a mesh cloth or net that ties to loops suspended from the top of a tent used for storage

Class 024. First use: First Use: 0 First Use In Commerce: 0

Mattress covers for travels; sleeping bag liners; microfiber towels for travel; face towels of textile for travels; travelling rugs

Class 025. First use: First Use: 0 First Use In Commerce: 0

Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, earmuffs, skull caps; belts


Class 028. First use: First Use: 0 First Use In Commerce: 0

Snowshoes; skis; ski bindings; ski poles; bags adapted for skis; fitted protective covers specially adapted for skis; snowboards; bindings for snowboards; zip line apparatus for recreational purposes

Class 035. First use: First Use: 0 First Use In Commerce: 0

Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services fea-

	<p>turing clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Education services, namely, providing classes, lectures, seminars, and workshops in the fields of camping, outdoor activities and sporting activities; providing of training services in the fields of camping, outdoor activities and sporting activities; organizing sporting and cultural events; providing training services and educational services in the nature of providing classes in the fields of sporting activities, and camping and outdoor activities, and in the use of outdoor gear and equipment; arranging seminars and lectures in the fields of adventure and endurance sports, namely, skiing, snowboarding, running, climbing, and hiking</p>
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U.S. Registration No.	5088874	Application Date	05/28/2015
Registration Date	11/29/2016	Foreign Priority Date	11/28/2014
Word Mark	66 <sup>®</sup> NORTH ICELAND		
Design Mark			
Description of Mark	<p>The mark consists of the wording "66<sup>®</sup>" in white stylized font within a red square. To the right is the stylized wording "NORTH ICELAND" in the color blue, with the word "NORTH" stacked above the word "ICELAND". All other white in the mark represents background or transparent areas only and is not claimed as a feature of the mark.</p>		
Goods/Services	<p>Class 018. First use: First Use: 0 First Use In Commerce: 0</p> <p>Bags, namely, all-purpose sporting bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belt bags, hydration packs, namely, backpacks compatible with personal hydration systems sold empty, compressor traveling bags in the nature of bags which compress horizontally or vertically via attached straps, shoulder bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags in the nature of rucksacks for mountaineers, Boston bags, backpacks with internal and external frames, backpack bottle pockets, fitted protective rain covers used to cover backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack,</p>		

	<p>a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0</p> <p>Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, earmuffs, skull caps; belts</p> <p>Class 028. First use: First Use: 0 First Use In Commerce: 0</p> <p>Snowshoes</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device</p>
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Attachments	<p>76537147#TMSN.png( bytes )  79179325#TMSN.png( bytes )  79180159#TMSN.png( bytes )  79178485#TMSN.png( bytes )  79179566#TMSN.png( bytes )  79179567#TMSN.png( bytes )  Notice of Opposition - 44 NORTH.pdf(558195 bytes )</p>
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Signature	/Michele S. Katz/
Name	Michele S. Katz
Date	06/16/2021

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

In the Matter of Trademark Application	)	
Serial No. 90298857	)	
Filed November 4, 2020	)	
For the mark "44° NORTH"	)	
Published May 18, 2021	)	
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Sjoklaedagerdin hf.,	)	
Opposer,	)	Opposition No. _____
	)	
v.	)	Mark: 44° NORTH
	)	
Fleet Farm Wholesale Supply Co. LLC,	)	
Applicant.	)	

**NOTICE OF OPPOSITION**

Opposer Sjoklaedagerdin hf. ("Opposer") is a company organized and existing under the laws of Iceland, with a principal place of business at Midhraun 11, 210 Gardabaer, Iceland. Opposer believes that it will be damaged by registration of the Application Serial No. 90298857 for the mark 44° NORTH, filed by Fleet Farm Wholesale Supply Co., LLC ("Applicant"), and hereby opposes registration of said application.

The grounds for opposition are as follows:

1. Opposer is primarily a clothing manufacturer with a rich history of over 90 years of sales in the clothing industry.
2. Opposer's clothing business expanded to include accessories and sports equipment, as well as various business services.
3. Opposer is the owner of U.S. Registration No. 2915717 for the design mark 66°NORTH covering the following:  
  
IC 025: Clothing and outdoor clothing, namely, T-shirts, shirts, trousers, jackets, and headwear.

4. Opposer is the owner of U.S. Registration No. 5075756 for the design mark 66°NORTH covering, among other items, the following:

IC 025: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets; jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; athletic tops and bottoms for gymnastics; one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding; sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts.

IC 035: Advertising; business management; business administration; office functions; wholesale and retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order catalogue services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods excluding the transport thereof consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coders, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device.

5. Opposer is the owner of U.S. Registration No. 5075773 for the mark 66°N covering, among other items, the following:

IC 025: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops,

dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts.

IC 035: Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device.

6. Opposer is the owner of U.S. Registration No. 5084208 for the mark 66°NORTH

covering, among other items, the following:

IC 025: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets; jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; athletic tops and bottoms for gymnastics; one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding; sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts.

IC 035: Advertising; business management; business administration; office functions; wholesale and retail store services featuring clothing, footwear and headwear, in

particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order catalogue services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods excluding the transport thereof consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coders, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device.

7. Opposer is the owner of U.S. Registration No. 5088873 for the mark 66°NORTH covering, among other items, the following:

IC 025: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts.

IC 035: Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and

sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device.

8. Opposer is the owner of U.S. Registration No. 5088874 for the design mark

66°NORTH ICELAND covering, among other items, the following:

IC 025: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts.

IC 035: Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device.



9. U.S. Registration Nos. 2915717, 5075756, 5075773, 5084208, 5088873, and 5088874 are owned by Opposer, are valid trademark registrations, and Opposer's use of the 66°NORTH mark that is the subject of these registrations, whether in word or design format (hereinafter collectively called "66°NORTH Marks"), has been continuous; the marks have not been abandoned.

10. Opposer's 66°NORTH Marks are symbolic of the extensive goodwill and consumer recognition built up by Opposer through substantial amounts of time, effort and investment in advertising and promotion.

11. Opposer's website is <https://www.66north.com>.

12. Opposer's 66°NORTH Marks are distinctive and well recognized, having tens of thousands of followers on social media.

13. On March 5, 2017, Applicant filed the subject Application Serial No. 90298857, covering the following:

IC 018: Handbags for ladies; Wallets

IC 025: Belts; Bottoms as clothing for WOMEN; Fleece bottoms; Fleece jackets; Fleece tops; Fleece vests; Outerwear, namely, COATS, HATS, GLOVES, JACKETS, SCARVES; Tops as clothing for WOMEN.

14. Upon information and belief, Applicant has made no use of the 44° NORTH mark because the subject application is based on intent-to-use rather than actual use.

15. As provided under 15 U.S.C. §1072, Applicant has had constructive notice and knowledge of Opposer's federal registration rights in and under the 66°NORTH Marks since at least as early as January 4, 2005, the grant to Opposer of the first federal registration at issue.

16. Opposer has prior rights over Applicant for all items claimed in Applicant's application.

17. Upon information and belief, Applicant selected its mark with full knowledge of Opposer's marks and with the intent to confuse, mislead, and deceive the public into believing that Applicant's products and services are of the same high quality as those distributed and rendered by Opposer and/or that Applicant is in some way sponsored by, associated with, or endorsed by Opposer, when there is no such sponsorship, association or endorsement.

18. Registration of the applied for mark is likely to damage Opposer in that Applicant's mark, when used on or in connection with the identified goods and services, so resembles Opposer's marks in U.S. Registration Nos. 2915717, 5075756, 5075773, 5084208, 5088873, and 5088874, as to be likely to cause confusion, to cause mistake, or to deceive. Such confusion is likely to place a cloud on Opposer's title to its respective marks and the goodwill inherent therein, and falsely suggest a connection between Applicant and Opposer where there is none, all to the irreparable injury of Opposer.

19. Registration of the applied for mark is likely to damage Opposer in that Applicant's mark when used on or in connection with the identified goods causes dilution of the distinctive quality of the Opposer's famous 66°NORTH Marks.

20. Current printouts of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of Opposer's six trademark registrations are attached hereto as Exhibit A and are made part of the record.

WHEREFORE, Opposer requests that Applicant's application Serial No. 90298857 be refused registration; that no registration be issued to Applicant for the mark 44° NORTH; and that this opposition be sustained in favor of Opposer.

Dated: June 16, 2021.

Respectfully submitted,

By: /s/ Michele S. Katz  
Michele S. Katz, Esq.  
ADVITAM IP, LLC  
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Chicago, IL 60606  
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Fax: (312) 332-7701  
Email: [mkatz@advitamip.com](mailto:mkatz@advitamip.com)  
*Attorney for Opposer*

# **EXHIBIT A**

**Int. Cl.: 25**

**Prior U.S. Cls.: 22 and 39**

**United States Patent and Trademark Office**

**Reg. No. 2,915,717**

**Registered Jan. 4, 2005**

**TRADEMARK  
PRINCIPAL REGISTER**



SJOKLAEDAGERDIN HF. (ICELAND CORPORATION)  
MIDHRAUNI 11  
GARDABAER, ICELAND 210

FIRST USE 1-1-2003; IN COMMERCE 1-1-2003.

OWNER OF U.S. REG. NO. 1,390,812.

FOR: CLOTHING AND OUTDOOR CLOTHING,  
NAMELY T-SHIRTS, SHIRTS, TROUSERS, JACK-  
ETS, HEADWEAR AND FOOTWEAR, IN CLASS 25  
(U.S. CLS. 22 AND 39).

SER. NO. 76-537,147, FILED 8-13-2003.

MICHAEL BAIRD, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office



**Reg. No. 5,075,756**

**Registered Nov. 08, 2016**

**Int. Cl.: 9, 18, 20, 25, 28,  
35**

**Service Mark**

**Trademark**

**Principal Register**

Sjoklaedagerdin hf. (ICELAND LIMITED LIABILITY COMPANY)  
Midhrauni 11  
IS-210 Gardabae  
ICELAND

CLASS 9: Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury

CLASS 18: Bags, namely, spoiling bags in the nature of all-purpose carrying bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belts, hydration packs, namely, backpacks compatible with personal hydration systems sold empty, compressor bags, namely, bags which compress horizontally or vertically via attached straps, shoulder bags, messenger bags, book bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags, boston bags, backpacks with internal and external frames, backpack bottle pockets, rain covers designed for use with backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats

CLASS 20: Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses

CLASS 25: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets; jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; athletic tops and bottoms for gymnastics; one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding; sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

CLASS 28: Snowshoes

CLASS 35: Advertising; business management; business administration; office functions; wholesale and retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order catalogue services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods excluding the transport thereof consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coders, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device

The color(s) red, white and blue is/are claimed as a feature of the mark.

The mark consists of the wording "66°" in white on a red square background; beneath this is the wording "NORTH" in a smaller blue font on a white rectangular background.

PRIORITY DATE OF 11-28-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1280645 DATED 05-28-2015,  
EXPIRES 05-28-2025

SER. NO. 79-179,325, FILED 05-28-2015  
AISHA CLARKE JOHNSON, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**



# United States of America

United States Patent and Trademark Office

# 66°N

**Reg. No. 5,075,773**

Sjoklaedagerdin hf. (ICELAND LIMITED LIABILITY COMPANY)  
Midhrauni 11  
IS-210 Gardabae  
ICELAND

**Registered Nov. 08, 2016**

**Int. Cl.: 6, 8, 9, 18, 20, 21,  
22, 24, 25, 28, 35, 41**

CLASS 6: Crampons being climbing irons

CLASS 8: Ice picks; pocket knives

**Service Mark**

CLASS 9: Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury

**Trademark**

**Principal Register**

CLASS 18: Bags, namely, all-purpose sporting bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belt bags, hydration packs, namely backpacks compatible with personal hydration systems sold empty, compressor traveling bags in the nature of bags which compress horizontally or vertically via attached straps, shoulder bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags in the nature of rucksacks for mountaineers, Boston bags, backpacks with internal and external frames, backpack bottle pockets, fitted protective rain covers used to cover backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats

CLASS 20: Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses

CLASS 21: Drinking flasks; hip flasks; insulating flasks; drinking flasks for travellers

CLASS 22: Tents; tent accessories, namely, tent storage bags, rain flies; vinyl ground cloths, tent poles sold as integral components of tents, tent pole storage sacks sold as an integral component of and being a feature of tent storage bags, and gear loft platforms used for storage, specially adapted for tents comprising of a mesh cloth or net that ties to loops suspended from the top of a tent used for storage

CLASS 24: Mattress covers for travels; sleeping bag liners; microfiber towels for travel; face towels of textile for travels; travelling rugs

CLASS 25: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts,



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts

CLASS 28: Snowshoes; skis; ski bindings; ski poles; bags adapted for skis; fitted protective covers specially adapted for skis; snowboards; bindings for snowboards; zip line apparatus for recreational purposes

CLASS 35: Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device

CLASS 41: Education services, namely, providing classes, lectures, seminars, and workshops in the fields of camping, outdoor activities and sporting activities; providing of training services in the fields of camping, outdoor activities and sporting activities; organizing sporting and cultural events; providing training services and educational services in the nature of providing classes in the fields of sporting activities, and camping and outdoor activities, and in the use of outdoor gear and equipment; arranging seminars and lectures in the fields of adventure and endurance sports, namely, skiing, snowboarding, running, climbing, and hiking

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 11-28-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1282413 DATED 05-28-2015, EXPIRES 05-28-2025

SER. NO. 79-180,159, FILED 05-28-2015

CHAU CRISTIA H SCHWAB, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

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# United States of America

United States Patent and Trademark Office



**Reg. No. 5,084,208**

**Registered Nov. 22, 2016**

**Int. Cl.: 9, 18, 20, 25, 28,  
35**

**Service Mark**

**Trademark**

**Principal Register**

Sjoklaedagerdin hf. (ICELAND LIMITED LIABILITY COMPANY)  
Midhrauni 11  
IS-210 Gardabae  
ICELAND

CLASS 9: Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury

CLASS 18: Bags, namely spoiling bags in the nature of all-purpose carrying bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belts, hydration packs, namely backpacks compatible with personal hydration systems sold empty, compressor bags, namely bags which compress horizontally or vertically via attached straps, shoulder bags, messenger bags, book bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags, boston bags, backpacks with internal and external frames, backpack bottle pockets, rain covers designed for use with backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats

CLASS 20: Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses

CLASS 25: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets; jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; athletic tops and bottoms for gymnastics; one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding; sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

CLASS 28: Snowshoes

CLASS 35: Advertising; business management; business administration; office functions; wholesale and retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order catalogue services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods excluding the transport thereof consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coders, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device

The mark consists of the stylized wording "66" in a box over the stylized wording "NORTH".

PRIORITY DATE OF 11-28-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1278650 DATED 05-28-2015,  
EXPIRES 05-28-2025

SER. NO. 79-178,485, FILED 05-28-2015  
CIMMERIAN COLEMAN, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

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# United States of America

United States Patent and Trademark Office

## 66°NORTH

**Reg. No. 5,088,873**

Sjoklaedagerdin hf. (ICELAND LIMITED LIABILITY COMPANY)  
Midhrauni 11

**Registered Nov. 29, 2016**

IS-210 Gardabae  
ICELAND

**Int. Cl.: 6, 8, 9, 18, 20, 21,  
22, 24, 25, 28, 35, 41**

CLASS 6: Crampons being climbing irons

CLASS 8: Ice picks; pocket knives

**Service Mark**

CLASS 9: Life belts; protective helmets; ski helmets; snowboard helmets; eyewear, eye glasses, ski glasses, sun glasses, sport glasses; safety clothing, footwear and headwear for protection against accident or injury

**Trademark**

**Principal Register**

CLASS 18: Bags, namely, all-purpose sporting bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belt bags, hydration packs, namely, backpacks compatible with personal hydration systems sold empty, compressor traveling bags in the nature of bags which compress horizontally or vertically via attached straps, shoulder bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags in the nature of rucksacks for mountaineers, Boston bags, backpacks with internal and external frames, backpack bottle pockets, fitted protective rain covers used to cover backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats

CLASS 20: Sleeping bags; fitted covers for sleeping bags; sleeping bag pads; sacks for carrying and storing sleeping bags; non-metal tent poles and tent stakes; bivouac sacks, namely, sleeping bags that are normally used in association with traditional sleeping bags, thus eliminating the need for a tent when sleeping outdoors; camping mattresses

CLASS 21: Drinking flasks; hip flasks; insulating flasks; drinking flasks for travellers

CLASS 22: Tents; tent accessories, namely, tent storage bags, rain flies; vinyl ground cloths, tent poles sold as integral components of tents, tent pole storage sacks sold as an integral component of and being a feature of tent storage bags, and gear loft platforms used for storage, specially adapted for tents comprising of a mesh cloth or net that ties to loops suspended from the top of a tent used for storage

CLASS 24: Mattress covers for travels; sleeping bag liners; microfiber towels for travel; face towels of textile for travels; travelling rugs

CLASS 25: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits;



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts

CLASS 28: Snowshoes; skis; ski bindings; ski poles; bags adapted for skis; fitted protective covers specially adapted for skis; snowboards; bindings for snowboards; zip line apparatus for recreational purposes

CLASS 35: Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device

CLASS 41: Education services, namely, providing classes, lectures, seminars, and workshops in the fields of camping, outdoor activities and sporting activities; providing of training services in the fields of camping, outdoor activities and sporting activities; organizing sporting and cultural events; providing training services and educational services in the nature of providing classes in the fields of sporting activities, and camping and outdoor activities, and in the use of outdoor gear and equipment; arranging seminars and lectures in the fields of adventure and endurance sports, namely, skiing, snowboarding, running, climbing, and hiking

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 11-28-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1281054 DATED 05-28-2015, EXPIRES 05-28-2025

SER. NO. 79-179,566, FILED 05-28-2015

CHAU CRISTIA H SCHWAB, EXAMINING ATTORNEY



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

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# United States of America

United States Patent and Trademark Office



**Reg. No. 5,088,874**

**Registered Nov. 29, 2016**

**Int. Cl.: 18, 25, 28, 35**

**Service Mark**

**Trademark**

**Principal Register**

Sjoklaedagerdin hf. (ICELAND LIMITED LIABILITY COMPANY)  
Midhrauni 11  
IS-210 Gardabae  
ICELAND

CLASS 18: Bags, namely, all-purpose sporting bags, backpacks, hiking bags, hiking rucksacks, day packs, knapsacks, rucksacks, book bags, tote bags, handbags, duffel bags, sacks in the nature of drawstring bags used as backpacks, messenger bags, hip and lumbar packs, hip belt bags, hydration packs, namely, backpacks compatible with personal hydration systems sold empty, compressor traveling bags in the nature of bags which compress horizontally or vertically via attached straps, shoulder bags, waist packs, fanny packs, belt bags, satchels, tent storage bags, mountaineering bags in the nature of rucksacks for mountaineers, Boston bags, backpacks with internal and external frames, backpack bottle pockets, fitted protective rain covers used to cover backpacks and carrying bags; hydration packs, namely, backpack hydration systems consisting of a backpack, a reservoir, and a mouthpiece connected to the reservoir by a tube; shoulder harnesses, shoulder belts being straps of leather; walking sticks, alpenstocks, trekking poles, hiking poles, hiking sticks, walking staffs, umbrellas, parasols, walking stick handles, walking stick seats

CLASS 25: Clothing, namely, T-shirts, shirts, tops, sweatshirts, sweatpants, pants, shorts, trousers, vests, parkas, pullovers, anoraks, coats, jackets, jacket hoods, sweaters, coveralls, jumpers, underwear, gloves, snowboarding gloves, ski gloves, neck gaiters, gaiter straps, mittens, leg gaiters and ankle gaiters, jerseys, children's bottoms and tops, dresses; tops and bottoms for gymnastics, one piece shell suits for adults and children, shell tops and bottoms, ski wear, overalls, bib pants, bib overalls, snow pants, wind-resistant jackets, snow suits; rainwear, raincoats, waterproof clothing in the nature of waterproof tops and bottoms; leggings; ponchos; pajamas; skirts; uniforms; footwear; socks, stockings, tights, shoes, athletic shoes, sneakers, hiking shoes, boots, hiking boots, ski boots, boots for snowboarding, sandals; headgear, namely, caps and hats; headbands, scarves, bandanas, balaclavas, visors, ear muffs, skull caps; belts

CLASS 28: Snowshoes

CLASS 35: Advertising; business management; business administration; office functions; wholesale and retail store services relating to clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets; on-line retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; retail store services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; mail order services, catalogue ordering services and wholesale distributorship services featuring clothing, footwear and headwear, in particular outerwear and sportswear, work clothing, rescue clothing, safety clothing, and protective clothing, outdoor and sporting goods; the bringing together, for the benefit of



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

others, of a variety of goods, excluding the transport thereof, such goods consisting of clothing, footwear and headwear, in particular outerwear and sportswear and related goods, watches, eyewear, binoculars, scopes, knives and cutlery, outdoor camping tools and utensils, portable coolers, tents, bags, packs, sleeping bags, towels, bicycles and bicycle accessories including bicycle trailers and helmets, enabling customers to conveniently view and purchase those goods via the Internet or via wireless electronic communication device

The color(s) red, blue, and white is/are claimed as a feature of the mark.

The mark consists of the wording "66°" in white stylized font within a red square. To the right is the stylized wording "NORTH ICELAND" in the color blue, with the word "NORTH" stacked above the word "ICELAND". All other white in the mark represents background or transparent areas only and is not claimed as a feature of the mark.

PRIORITY DATE OF 11-28-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1281055 DATED 05-28-2015,  
EXPIRES 05-28-2025

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"ICELAND"

SER. NO. 79-179,567, FILED 05-28-2015  
CHAU CRISTIA H SCHWAB, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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**Requirements in the First Ten Years\***

**What and When to File:**

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

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