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ESTTA Tracking number: **ESTTA1297479**

Filing date: **07/14/2023**

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	Best Chairs Incorporated		
Entity	Corporation	Citizenship	Indiana
Address	1 BEST DRIVE FERDINAND, IN 47532 UNITED STATES		

Attorney information	BRAD R. MAURER DENTONS BINGHAM GREENEBAUM LLP 10 WEST MARKET STREET SUITE 2700 INDIANAPOLIS, IN 46204 UNITED STATES Primary email: PTODOCKET.US.DBG@DENTONS.COM Secondary email(s): brad.maurer@dentons.com 3176358900
Docket no.	800964

Applicant information

Application no.	97428100	Publication date	07/11/2023
Opposition filing date	07/14/2023	Opposition period ends	08/10/2023
Applicant	Bestsub Technologies Co. Limited RM 4411,44 F., GRANDVIEW EAST INTL PLAZA,NO. 372,HUANSHI DONG RD YUEXIU DIST.GUANGZHOU, 510000 CHINA		

Goods/services affected by opposition

Class 020. First Use: Jan 20, 2020 First Use In Commerce: Jan 20, 2020
All goods and services in the class are opposed, namely: Bolsters; Furniture; Bamboo furniture; Coat-hooks, not of metal; Containers for transport, not of metal; Internal venetian blinds; Mirrors; Name-plates, not of metal; Statues of wood, wax, plaster or plastic; Works of art of bamboo

Grounds for opposition

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

Marks cited by opposer as basis for opposition

U.S. registration no.	1421085	Application date	04/26/1985
Register	Principal		

Registration date	12/16/1986	Foreign priority date	NONE
Word mark	BEST CHAIRS INC.		
Design mark			
Description of mark	NONE		
Goods/services	Class 020. First use: First Use: Oct 1962 First Use In Commerce: Oct 1962 CHAIRS		

U.S. registration no.	2871238	Application date	08/19/2003
Register	Principal		
Registration date	08/10/2004	Foreign priority date	NONE
Word mark	BEST HOME FURNISHINGS		
Design mark			
Description of mark	NONE		
Goods/services	Class 020. First use: First Use: Nov 3, 2003 First Use In Commerce: Nov 3, 2003 Furniture		

U.S. registration no.	3839150	Application date	09/02/2009
Register	Principal		
Registration date	08/24/2010	Foreign priority date	NONE
Word mark	THE POWER OF BEST		
Design mark			
Description of mark	NONE		
Goods/services	Class 020. First use: First Use: Oct 1, 2009 First Use In Commerce: Oct 1, 2009 Furniture		

U.S. registration no.	3531915	Application date	07/18/2007
Register	Principal		
Registration date	11/11/2008	Foreign priority date	NONE
Word mark	BEST-MAX		
Design mark			
Description of mark	NONE		
Goods/services	Class 020. First use: First Use: Sep 1, 2007 First Use In Commerce: Sep 1, 2007 [Chair cushions; Cushions; Cushions;] Living room furniture; Recliners; Seats		

U.S. registration no.	4608870	Application date	01/21/2014

Register	Principal		
Registration date	09/23/2014	Foreign priority date	NONE
Word mark	THE POWER OF BEST		
Design mark			
Description of mark	The mark consists of a design of a diamond casting a dark shadow behind its lower left and right edges, with the stylized wording "The Power Of" atop the diamond design and the word "BEST" in capital letters centered below the other wording and across the body of the diamond design, all letters casting a light shadow.		
Goods/services	Class 020. First use: First Use: Oct 1, 2009 First Use In Commerce: Oct 1, 2009 Furniture; residential furniture		

U.S. registration no.	4887538	Application date	01/22/2014
Register	Principal		
Registration date	01/19/2016	Foreign priority date	NONE
Word mark	BEST		
Design mark			
Description of mark	The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold horizontal line extending from the rightward point of the diamond with black shading on the underside of the horizontal line, with the word "Best" in blue font and black shading positioned on top of the gold horizontal line.		
Goods/services	Class 020. First use: First Use: Nov 3, 2003 First Use In Commerce: Nov 3, 2003 Furniture; residential furniture		

U.S. registration no.	4930320	Application date	01/09/2015
Register	Principal		
Registration date	04/05/2016	Foreign priority date	NONE
Word mark	BEST HOME FURNISHINGS		
Design mark			
Description of mark	The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold horizontal line extending from the rightward point of the diamond with black shading on the underside of the horizontal line, with the word "Best" in blue font and black shading positioned on top of the gold horizontal line, and the words "Home Furnishings" in blue stylized font positioned under the word "Best" and the gold horizontal line.		
Goods/services	Class 020. First use: First Use: Nov 3, 2003 First Use In Commerce: Nov 3, 2003 Furniture		

U.S. registration no.	5941709	Application date	12/11/2018
Register	Principal		
Registration date	12/24/2019	Foreign priority date	NONE

Word mark	BEST HOSPITALITY
Design mark	
Description of mark	NONE
Goods/services	Class 020. First use: First Use: Nov 9, 2013 First Use In Commerce: Nov 9, 2013 Furniture, hospitality and institutional furniture, not made for medical purposes

U.S. registration no.	6206279	Application date	10/19/2018
Register	Principal		
Registration date	11/24/2020	Foreign priority date	NONE
Word mark	BEST XPRESS		
Design mark			
Description of mark	NONE		
Goods/services	Class 020. First use: First Use: Nov 2018 First Use In Commerce: Nov 2018 furniture, residential furniture		

U.S. registration no.	6234288	Application date	09/14/2018
Register	Principal		
Registration date	12/29/2020	Foreign priority date	NONE
Word mark	WE ARE BEST		
Design mark			
Description of mark	NONE		
Goods/services	Class 020. First use: First Use: Sep 2020 First Use In Commerce: Sep 2020 Furniture, residential furniture		

U.S. registration no.	6472732	Application date	09/02/2020
Register	Principal		
Registration date	08/31/2021	Foreign priority date	NONE
Word mark	BEST		
Design mark			
Description of mark	The mark consists of a diamond design which has a horizontal line extending from the rightward point of the diamond with the literal element "BEST" positioned on top of the horizontal line congruent with the crossbar sections of the letters "B", "E" and "T" in "BEST".		
Goods/services	Class 020. First use: First Use: Jan 4, 2021 First Use In Commerce: Jan 4, 2021 furniture, residential furniture		

Attachments	bestsubopp.pdf(5282693 bytes)

Signature	/Brad R. Maurer/
Name	Brad R. Maurer
Date	07/14/2023

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

Best Chairs Incorporated, Opposer, v. Bestsub Technologies Co. Limited, Applicant.	Opposition No. _____ Application Ser. No. 97428100 Mark: bestsub Date Filed: May 25, 2022

NOTICE OF OPPOSITION

Best Chairs Incorporated d/b/a Best Home Furnishings ("Opposer" or "Best") believes that it will be damaged by registration of the mark bestsub shown in Application Serial No. 97428100 (the "'100 Application") published in the *Official Gazette* on July 11, 2023 and filed under Section 1(a) of the Trademark Act by Bestsub Technologies Co. Limited ("Applicant" or "Bestsub") and hereby opposes registration.

As grounds for opposition, Opposer alleges as follows:

1. Opposer is a corporation organized and existing under the laws of the State of Indiana with its principal place of business at 1 Best Drive, Ferdinand, Indiana.

2. Opposer is a nationally recognized and respected furniture company that has been in operation since 1962 using "Best Chairs" in its corporate name, trade name and trademarks.

3. Opposer has used "Best Chairs Incorporated," "Best Chairs Inc.," "Best Chairs," and "Best Home Furnishings" as company names, trade names and as common law trademarks in association with furniture for more than fifty years.

4. Opposer owns a family of trademarks and trade names that incorporate the element "BEST" that are used in association with furniture, including without limitation **BEST CHAIRS**,

, **THE POWER OF BEST, BEST-MAX,**

,

,

, **BEST HOSPITALITY, BEST XPRESS, WE ARE BEST,** and

(collectively, the "BEST Marks").

5. Opposer owns the following valid and subsisting United States trademark registrations which incorporate the element "BEST" and are related to several of the Best Marks:

Mark	Class/Goods	Reg. No./Key Dates
	IC 020 - Chairs	Reg. No. 1421085 First Use: October 1962 Filing Date: April 26, 1985 Reg. Date: December 16, 1986
BEST HOME FURNISHINGS	IC 020 - Furniture	Reg. No.: 2871238 Filing Date: August 19, 2003 First Use: November 3, 2003 Reg. Date: August 10, 2004
THE POWER OF BEST	IC 020 - Furniture	Reg. No.: 3839150 Filing Date: September 2, 2009 First Use: October 1, 2009 Reg. Date: August 24, 2010
BEST-MAX	IC 020: Chair cushions; cushions; cushions; living room furniture; recliners; seats	Reg. No.: 3531915 Filing Date: July 18, 2007 First Use: September 1, 2007

		Reg. Date: November 11, 2008
	IC 020 – Furniture; residential furniture	Reg. No: 4608870 First Use: October 1, 2009 Filing Date: January 21, 2014 Reg. Date: September 23, 2014
	IC 020 – Furniture; residential furniture	Reg. No.: 4887538 First Use: November 3, 2003 Filing Date: January 22, 2014 Reg. Date: January 19, 2016
	IC 020 – Furniture	Registration No.: 4930320 First Use: November 2, 2003 Filing Date: January 9, 2015 Reg. Date: April 5, 2016
BEST HOSPITALITY	IC 020 – Furniture, hospitality and institutional furniture, not made for medical purposes	Registration No.: 5941709 First Use: November 9, 2013 Filing Date: December 11, 2018 Reg. Date: December 24, 2019
BEST XPRESS	IC 020 – Furniture, residential furniture	Registration No.: 6206279 First Use: November 2018 Filing Date: October 19, 2018 Reg. Date: November 24, 2020
WE ARE BEST	IC 020 – Furniture, residential furniture	Registration No.: 6234288 First Use: September 2020 Filing Date: September 14, 2018 Reg. Date: December 29, 2020

	IC 020 – Furniture, residential furniture	Registration No.: 6472732 First Use: January 4, 2021 Filing Date: September 2, 2020 Reg. Date: August 31, 2021

Copies of United States Patent and Trademark Office ("USPTO") TSDR summaries for these registrations are attached as Exhibit 1.

6. Opposer uses its BEST Marks in association with furniture goods on tags, labels, and packaging for its furniture goods, and in advertising to promote its furniture goods, throughout the United States.

7. Opposer has expended substantial sums of money in advertising and promoting its furniture goods under the BEST Marks such that the public recognizes Opposer as the source, sponsor, and otherwise affiliated with the furniture goods offered under the BEST Marks.

8. By virtue of these efforts, the longstanding use of the BEST Marks, and the quality of Opposer's furniture goods, the BEST Marks have acquired valuable goodwill in the marketplace.

9. Based on these and other efforts, the public has come to know the BEST Marks, and recognizes that furniture goods offered under the BEST Marks have a source, sponsorship, or other affiliation with Opposer.

10. The BEST Marks are all assets of substantial value to Opposer as a symbol of Opposer, its high quality furniture goods, and the valuable goodwill associated therewith.

11. Opposer has prior use of its BEST Marks in the United States in connection with furniture goods, which therefore qualifies Opposer as the senior rights holder in and to the BEST Marks.

12. Notwithstanding Opposer's senior rights to the BEST Marks, Applicant filed the '100 Application with the USPTO to register the mark bestsub for "*Bolsters; Furniture; Bamboo furniture; Coathooks, not of metal; Containers for transport, not of metal; Internal venetian blinds; Mirrors; Nameplates, not of metal; Statues of wood, wax, plaster or plastic; Works of art of bamboo"* in International Class 20. A copy of the USPTO TSDR summary for the '100 Application is attached as Exhibit 2.

13. Applicant in the '100 Application has alleged a date of first use of the mark in the United States of January 20, 2020.

14. Opposer's first use of the BEST Marks is earlier than Applicant's first use of the bestsub mark and is earlier than the filing date of the '100 Application.

15. Applicant's bestsub mark includes the same literal element BEST as in Opposer's BEST Marks.

16. Applicant's applied-for goods are related to the goods for which Opposer uses the BEST Marks in United States commerce as, *inter alia*, "furniture" in express terms implicates and overlaps with furniture goods.

17. Registration of Applicant's mark will damage the goodwill and consumer recognition that Opposer has built up in its BEST Marks.

18. For the above reasons, Opposer will be damaged by the registration of the bestsub mark.

WHEREFORE, Opposer believes that it will be damaged by registration of Applicant's mark and requests that registration be denied.

Opposer authorizes the Commissioner for Trademarks to charge the fee for filing this Notice of Opposition, or any additional fees that may be due, to Deposit Account No. DA500410.

Respectfully submitted,

Dated: July 14, 2023

/s/ /Brad R. Maurer/

Brad R. Maurer
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ptodocket.us.dbg@dentons.com
Attorneys for Opposer Best Chairs Incorporated

CERTIFICATE OF FILING

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION was submitted electronically to the Trademark Trial and Appeal Board at the United States Patent and Trademark Office via ESTTA on this 14th day of July, 2023.

/s/ /Brad R. Maurer/
Brad R. Maurer

EXHIBIT 1

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Mark: BEST CHAIRS INC.

US Serial Number:	73534333	**Application Filing Date:**	Apr. 26, 1985
US Registration Number:	1421085	**Registration Date:**	Dec. 16, 1986
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Feb. 15, 2017		
Publication Date:	Sep. 23, 1986		

Mark Information

Mark Literal Elements:	BEST CHAIRS INC.
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Disclaimer:	"CHAIRS INC."
Acquired Distinctiveness Claim:	In whole
Design Search Code(s):	01.01.02 - Star - a single star with four points 26.07.28 - Miscellaneous designs with overall diamond shape, including letters forming or comprising a diar (miscellaneous overall shape) 26.17.01 - Straight line(s), band(s) or bar(s); Lines, straight; Bars, straight; Bands, straight 26.17.05 - Lines, horizontal; Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s) 26.17.08 - Bar, one; Line, one; One line, band, bar or angle; Band, one (geometric)

Goods and Services

Note:

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

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

For: CHAIRS

International Class(es): 020 - Primary Class **U.S Class(es):** 032

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 1962 **Use in Commerce:** Oct. 1962

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: BEST CHAIRS, INC.

Owner Address: P.O. Box 158
1 Best Drive
FERDINAND, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
May 13, 2020	NOTICE OF SUIT	
Feb. 15, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 15, 2017	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	75461
Feb. 15, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Feb. 15, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Dec. 13, 2016	TEAS SECTION 8 & 9 RECEIVED	
Dec. 16, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 20, 2014	AMENDMENT UNDER SECTION 7 – PROCESSED	75184
Mar. 04, 2014	SEC 7 REQUEST FILED	75184
Mar. 04, 2014	SEC 7 REQUEST FILED	75184
Mar. 18, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Mar. 04, 2014	TEAS SECTION 7 REQUEST RECEIVED	
Dec. 18, 2012	NOTICE OF SUIT	
Aug. 15, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 15, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 16, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Jun. 16, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 03, 2006	CASE FILE IN TICRS	
May 26, 2006	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	68502
May 26, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 10, 2006	ASSIGNED TO PARALEGAL	68502
Mar. 07, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 07, 2006	PAPER RECEIVED	
Feb. 05, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Dec. 13, 1996	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Mar. 12, 1993	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 01, 1992	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Dec. 16, 1986	REGISTERED-PRINCIPAL REGISTER	
Sep. 23, 1986	PUBLISHED FOR OPPOSITION	
Aug. 24, 1986	NOTICE OF PUBLICATION	
Jul. 18, 1986	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 17, 1986	EXAMINERS AMENDMENT MAILED	
Jul. 17, 1986	ASSIGNED TO EXAMINER	59959
Jun. 30, 1986	JURISDICTION RESTORED TO EXAMINING ATTORNEY	
Jun. 30, 1986	EX PARTE APPEAL-INSTITUTED	534333
Dec. 09, 1985	FINAL REFUSAL MAILED	
Oct. 23, 1985	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 09, 1985	NON-FINAL ACTION MAILED	

TM Staff and Location Information

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Mark: BEST HOME FURNISHINGS

BEST HOME FURNISHINGS

US Serial Number:	76538283	**Application Filing Date:**	Aug. 19, 2003
US Registration Number:	2871238	**Registration Date:**	Aug. 10, 2004
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Aug. 19, 2014		
Publication Date:	May 18, 2004		

Mark Information

Mark Literal Elements:	BEST HOME FURNISHINGS
Standard Character Claim:	No
Mark Drawing Type:	1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)
Disclaimer:	"HOME FURNISHINGS"

Goods and Services

Note:

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

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

For:	Furniture		
International Class(es):	020 - Primary Class	**U.S Class(es):**	002, 013, 022, 025, 03
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Nov. 03, 2003	**Use in Commerce:**	Nov. 03, 2003

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: One Best Drive
P.O. Box 158
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
May 13, 2020	NOTICE OF SUIT	
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 19, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 19, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Aug. 19, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Aug. 19, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Jul. 31, 2014	TEAS SECTION 8 & 9 RECEIVED	
Dec. 18, 2012	NOTICE OF SUIT	
Aug. 15, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 15, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 11, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	73376
Jul. 15, 2010	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	73376
Aug. 11, 2010	REVIEW OF CORRESPONDENCE COMPLETE	73376
Aug. 06, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Jul. 15, 2010	TEAS SECTION 8 & 15 RECEIVED	
Jun. 16, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 16, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 10, 2004	REGISTERED-PRINCIPAL REGISTER	
May 18, 2004	PUBLISHED FOR OPPOSITION	
Apr. 28, 2004	NOTICE OF PUBLICATION	
Mar. 15, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 15, 2004	USE AMENDMENT ACCEPTED	
Mar. 10, 2004	EXAMINER'S AMENDMENT MAILED	

Mar. 05, 2004	ASSIGNED TO EXAMINER	76147
Jan. 15, 2004	PRELIMINARY/VOLUNTARY AMENDMENT - ENTERED	
Jan. 15, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 04, 2004	AMENDMENT TO USE PROCESSING COMPLETE	
Jan. 20, 2004	USE AMENDMENT FILED	
Jan. 20, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 20, 2004	PAPER RECEIVED	

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Mark: THE POWER OF BEST

THE POWER OF BEST

US Serial Number:	77818610	**Application Filing Date:**	Sep. 02, 2009
US Registration Number:	3839150	**Registration Date:**	Aug. 24, 2010
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic	
Status:	The registration has been renewed.		
Status Date:	Sep. 26, 2020		
Publication Date:	Jan. 26, 2010	**Notice of Allowance Date:**	Apr. 20, 2010

Mark Information

Mark Literal Elements:	THE POWER OF BEST
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For:	Furniture		
International Class(es):	020 - Primary Class	**U.S Class(es):**	002, 013, 022, 025, 03
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Oct. 01, 2009	**Use in Commerce:**	Oct. 01, 2009

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs, Inc.

Owner Address: One Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 26, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Sep. 26, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Sep. 26, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Aug. 14, 2020	TEAS SECTION 8 & 9 RECEIVED	
May 13, 2020	NOTICE OF SUIT	
Aug. 24, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 01, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 01, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 01, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Aug. 26, 2015	TEAS SECTION 8 & 15 RECEIVED	
Aug. 24, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 18, 2012	NOTICE OF SUIT	
Aug. 15, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 15, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 24, 2010	REGISTERED-PRINCIPAL REGISTER	
Jul. 20, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 17, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	70884
Jul. 16, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	61813
Jun. 04, 2010	USE AMENDMENT FILED	61813

Jun. 28, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Jun. 04, 2010	TEAS STATEMENT OF USE RECEIVED	
Apr. 20, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 26, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 26, 2010	PUBLISHED FOR OPPOSITION	
Jan. 05, 2010	ASSIGNED TO EXAMINER	77764
Dec. 23, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Dec. 23, 2009	ASSIGNED TO LIE	70884
Dec. 06, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 05, 2009	ASSIGNED TO EXAMINER	76927
Sep. 08, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Sep. 05, 2009	NEW APPLICATION ENTERED	

TM Staff and Location Information

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Mark: BEST-MAX

BEST-MAX

US Serial Number:	77232709	**Application Filing Date:**	Jul. 18, 2007
US Registration Number:	3531915	**Registration Date:**	Nov. 11, 2008
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Mar. 21, 2018		
Publication Date:	Feb. 12, 2008	**Notice of Allowance Date:**	May 06, 2008

Mark Information

Mark Literal Elements: BEST-MAX

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: [Chair cushions; Cushions; Cushions;] Living room furniture; Recliners; Seats

International Class(es):	020 - Primary Class	**U.S Class(es):**	002, 013, 022, 025, 03
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Sep. 01, 2007	**Use in Commerce:**	Sep. 01, 2007

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Inc.

Owner Address: 1 Best Drive
P.O. Box 158
ferdinand, LOUISIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
May 13, 2020	NOTICE OF SUIT	
Mar. 21, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 21, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	30006
Mar. 21, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	30006
Mar. 20, 2018	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Mar. 20, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	30006
Mar. 16, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	30006
Feb. 16, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	72156
Feb. 12, 2018	TEAS SECTION 8 & 9 RECEIVED	
Nov. 11, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 02, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 02, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
May 13, 2014	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	76293
Jun. 02, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
May 13, 2014	TEAS SECTION 8 & 15 RECEIVED	
Dec. 18, 2012	NOTICE OF SUIT	
Nov. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Oct. 06, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76985
Oct. 01, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 01, 2008	STATEMENT OF USE PROCESSING COMPLETE	64657
Sep. 29, 2008	USE AMENDMENT FILED	64657
Oct. 01, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	64657
Sep. 29, 2008	TEAS STATEMENT OF USE RECEIVED	

May 06, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 12, 2008	PUBLISHED FOR OPPOSITION	
Jan. 23, 2008	NOTICE OF PUBLICATION	
Jan. 07, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jan. 05, 2008	ASSIGNED TO LIE	76985
Nov. 19, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 16, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 23, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 23, 2007	NON-FINAL ACTION E-MAILED	6325
Oct. 23, 2007	NON-FINAL ACTION WRITTEN	80804
Oct. 23, 2007	ASSIGNED TO EXAMINER	80804
Jul. 23, 2007	NEW APPLICATION ENTERED	

TM Staff and Location Information

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Mark: THE POWER OF BEST

US Serial Number:	86171087	**Application Filing Date:**	Jan. 21, 2014
US Registration Number:	4608870	**Registration Date:**	Sep. 23, 2014
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	May 28, 2021		
Publication Date:	Jul. 08, 2014		

Mark Information

Mark Literal Elements:	THE POWER OF BEST
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a design of a diamond casting a dark shadow behind its lower left and right edges, wit Power Of" atop the diamond design and the word "BEST" in capital letters centered below the other wordin diamond design, all letters casting a light shadow.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	26.07.01 - Diamonds with plain multiple line border; Diamonds with plain single line border

Related Properties Information

Claimed Ownership of US Registrations: 3839150

Goods and Services

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

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

For: Furniture; residential furniture

International Class(es): 020 - Primary Class **U.S Class(es):** 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2009 **Use in Commerce:** Oct. 01, 2009

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
May 28, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 28, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68502
Oct. 19, 2020	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Oct. 19, 2020	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	68502
Oct. 06, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Aug. 14, 2020	TEAS SECTION 8 & 15 RECEIVED	
Sep. 23, 2019	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 23, 2014	REGISTERED-PRINCIPAL REGISTER	
Jul. 08, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 08, 2014	PUBLISHED FOR OPPOSITION	
Jun. 18, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 05, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312

Jun. 04, 2014	ASSIGNED TO LIE	77312
May 21, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 28, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 06, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 05, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 05, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 28, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 28, 2014	NON-FINAL ACTION E-MAILED	6325
Mar. 28, 2014	NON-FINAL ACTION WRITTEN	69192
Mar. 26, 2014	ASSIGNED TO EXAMINER	69192
Feb. 01, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jan. 31, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jan. 24, 2014	NEW APPLICATION ENTERED	

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SEARCH MULTI-SEARCH

US Serial, Registration, or Reference No. 4887538

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Mark: BEST

US Serial Number:	86172267	**Application Filing Date:**	Jan. 22, 2014
US Registration Number:	4887538	**Registration Date:**	Jan. 19, 2016
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Jul. 13, 2021		
Publication Date:	Nov. 03, 2015		

Mark Information

Mark Literal Elements:	BEST
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold h the rightward point of the diamond with black shading on the underside of the horizontal line, with the word ' shading positioned on top of the gold horizontal line.
Color Drawing:	Yes
Color(s) Claimed:	The color(s) blue, gold, and black is/are claimed as a feature of the mark.
Acquired Distinctiveness Claim:	In part

Distinctiveness Limitation Statement: as to "BEST"

Design Search Code(s): 26.07.21 - Diamonds that are completely or partially shaded
26.17.01 - Lines, straight; Bars, straight; Straight line(s), band(s) or bar(s); Bands, straight
26.17.05 - Lines, horizontal; Horizontal line(s), band(s) or bar(s); Bars, horizontal; Bands, horizontal

Related Properties Information

Claimed Ownership of US Registrations: 1421085, 2871238, 3531915 and others

Goods and Services

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

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

For: Furniture; residential furniture

International Class(es): 020 - Primary Class **U.S Class(es):** 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2003 **Use in Commerce:** Nov. 03, 2003

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Jul. 13, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 13, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Jul. 12, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Mar. 02, 2021	TEAS SECTION 8 & 15 RECEIVED	
Jan. 19, 2021	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jan. 19, 2016	REGISTERED-PRINCIPAL REGISTER	

Nov. 03, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 03, 2015	PUBLISHED FOR OPPOSITION	
Oct. 14, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 26, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Sep. 24, 2015	ASSIGNED TO LIE	77312
Aug. 31, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 12, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 11, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 11, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 11, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 11, 2015	NON-FINAL ACTION E-MAILED	6325
Feb. 11, 2015	NON-FINAL ACTION WRITTEN	69192
Jan. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 21, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 21, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 23, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 23, 2014	NON-FINAL ACTION E-MAILED	6325
Jul. 23, 2014	NON-FINAL ACTION WRITTEN	69192
Jul. 15, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 15, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 15, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 17, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 17, 2014	NON-FINAL ACTION E-MAILED	6325
Apr. 17, 2014	NON-FINAL ACTION WRITTEN	69192
Mar. 26, 2014	ASSIGNED TO EXAMINER	69192
Feb. 04, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Feb. 03, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jan. 25, 2014	NEW APPLICATION ENTERED	

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SEARCH MULTI-SEARCH

US Serial, Registration, or Reference No. 4930320

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Mark: BEST HOME FURNISHINGS

US Serial Number:	86499741	**Application Filing Date:**	Jan. 09, 2015
US Registration Number:	4930320	**Registration Date:**	Apr. 05, 2016
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Oct. 10, 2021		
Publication Date:	Jan. 19, 2016		

Mark Information

Mark Literal Elements:	BEST HOME FURNISHINGS
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of an image of a blue diamond with a gold outline and black shading, which has a gold h the rightward point of the diamond with black shading on the underside of the horizontal line, with the word ' shading positioned on top of the gold horizontal line, and the words "Home Furnishings" in blue stylized font "Best" and the gold horizontal line.
Color Drawing:	Yes
Color(s) Claimed:	The color(s) blue, gold and black is/are claimed as a feature of the mark.
Disclaimer:	"HOME FURNISHINGS"

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: As to "BEST"

Design Search Code(s): 26.07.21 - Diamonds that are completely or partially shaded
26.17.01 - Lines, straight; Bars, straight; Straight line(s), band(s) or bar(s); Bands, straight
26.17.05 - Lines, horizontal; Horizontal line(s), band(s) or bar(s); Bars, horizontal; Bands, horizontal

Related Properties Information

Claimed Ownership of US Registrations: 2871238

Goods and Services

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

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

For: Furniture

International Class(es): 020 - Primary Class

U.S Class(es): 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2003

Use in Commerce: Nov. 03, 2003

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Oct. 10, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 10, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Oct. 10, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Jun. 30, 2021	TEAS SECTION 8 & 15 RECEIVED	
Apr. 05, 2021	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	

Apr. 05, 2016	REGISTERED-PRINCIPAL REGISTER	
Jan. 19, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 19, 2016	PUBLISHED FOR OPPOSITION	
Dec. 30, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 17, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Dec. 10, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 08, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	73296
Dec. 08, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	73296
Dec. 01, 2015	ASSIGNED TO LIE	73296
Nov. 12, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 13, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 13, 2015	NON-FINAL ACTION E-MAILED	6325
May 13, 2015	NON-FINAL ACTION WRITTEN	76136
Apr. 22, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 22, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 15, 2015	ASSIGNED TO EXAMINER	76136
Jan. 23, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jan. 22, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jan. 13, 2015	NEW APPLICATION ENTERED	

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SEARCH MULTI-SEARCH

US Serial, Registration, or Reference No. 5941709

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Mark: BEST HOSPITALITY

BEST HOSPITALITY

US Serial Number:	88224760	**Application Filing Date:**	Dec. 11, 2018
US Registration Number:	5941709	**Registration Date:**	Dec. 24, 2019
Filed as TEAS RF:	Yes	**Currently TEAS RF:**	Yes
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are c		
Status Date:	Dec. 24, 2019		
Publication Date:	Oct. 08, 2019		

Mark Information

Mark Literal Elements:	BEST HOSPITALITY
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK
Disclaimer:	"HOSPITALITY"
Acquired Distinctiveness Claim:	In whole

Related Properties Information

Claimed Ownership of US Registrations:	4762089

Goods and Services

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

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

For: Furniture, hospitality and institutional furniture, not made for medical purposes

International Class(es): 020 - Primary Class **U.S Class(es):** 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 09, 2013 **Use in Commerce:** Nov. 09, 2013

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Dec. 24, 2019	REGISTERED-PRINCIPAL REGISTER	
Oct. 08, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 08, 2019	PUBLISHED FOR OPPOSITION	
Sep. 18, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 05, 2019	ASSIGNED TO LIE	76568
Aug. 29, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 21, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 21, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 21, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 16, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 16, 2019	NON-FINAL ACTION E-MAILED	6325

Mar. 16, 2019	NON-FINAL ACTION WRITTEN	66593
Mar. 09, 2019	ASSIGNED TO EXAMINER	66593
Jan. 03, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Dec. 14, 2018	NEW APPLICATION ENTERED	

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SEARCH MULTI-SEARCH

US Serial, Registration, or Reference No. 6206279

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Mark: BEST XPRESS

BEST XPRESS

US Serial Number:	88161350	**Application Filing Date:**	Oct. 19, 2018
US Registration Number:	6206279	**Registration Date:**	Nov. 24, 2020
Filed as TEAS RF:	Yes	**Currently TEAS RF:**	Yes
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are c		
Status Date:	Nov. 24, 2020		
Publication Date:	Feb. 05, 2019	**Notice of Allowance Date:**	Apr. 02, 2019

Mark Information

Mark Literal Elements:	BEST XPRESS
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: furniture, residential furniture

International Class(es): 020 - Primary Class **U.S Class(es):** 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 2018 **Use in Commerce:** Nov. 2018

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Nov. 24, 2020	REGISTERED-PRINCIPAL REGISTER	
Oct. 23, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 22, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 21, 2020	STATEMENT OF USE PROCESSING COMPLETE	71906
Oct. 07, 2020	USE AMENDMENT FILED	71906
Oct. 21, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71906
Oct. 07, 2020	TEAS STATEMENT OF USE RECEIVED	
Sep. 10, 2020	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 08, 2020	SOU EXTENSION 3 GRANTED	98765
Sep. 08, 2020	SOU EXTENSION 3 FILED	98765
Sep. 08, 2020	TEAS EXTENSION RECEIVED	
Mar. 31, 2020	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 28, 2020	SOU EXTENSION 2 GRANTED	98765
Mar. 28, 2020	SOU EXTENSION 2 FILED	98765
Mar. 28, 2020	TEAS EXTENSION RECEIVED	
Sep. 28, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 26, 2019	SOU EXTENSION 1 GRANTED	98765

Sep. 26, 2019	SOU EXTENSION 1 FILED	98765
Sep. 26, 2019	TEAS EXTENSION RECEIVED	
Apr. 02, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 05, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 05, 2019	PUBLISHED FOR OPPOSITION	
Jan. 16, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 27, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 26, 2018	ASSIGNED TO EXAMINER	91237
Oct. 31, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Oct. 23, 2018	NEW APPLICATION ENTERED	

TM Staff and Location Information

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SEARCH MULTI-SEARCH

US Serial, Registration, or Reference No. 6234288

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Mark: WE ARE BEST

WE ARE BEST

US Serial Number:	88117745	**Application Filing Date:**	Sep. 14, 2018
US Registration Number:	6234288	**Registration Date:**	Dec. 29, 2020
Filed as TEAS RF:	Yes	**Currently TEAS RF:**	Yes
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are c		
Status Date:	Dec. 29, 2020		
Publication Date:	Feb. 05, 2019	**Notice of Allowance Date:**	Apr. 02, 2019

Mark Information

Mark Literal Elements:	WE ARE BEST
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1421085, 2871238, 3839150 and others

Goods and Services

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

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

For: Furniture, residential furniture

International Class(es): 020 - Primary Class

U.S Class(es): 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2020

Use in Commerce: Sep. 2020

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION

State or Country Where Organized: INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Dec. 29, 2020	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 23, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 12, 2020	STATEMENT OF USE PROCESSING COMPLETE	66154
Oct. 29, 2020	USE AMENDMENT FILED	66154
Nov. 12, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Oct. 29, 2020	TEAS STATEMENT OF USE RECEIVED	
Sep. 10, 2020	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 08, 2020	SOU EXTENSION 3 GRANTED	98765
Sep. 08, 2020	SOU EXTENSION 3 FILED	98765
Sep. 08, 2020	TEAS EXTENSION RECEIVED	
Mar. 31, 2020	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 28, 2020	SOU EXTENSION 2 GRANTED	98765
Mar. 28, 2020	SOU EXTENSION 2 FILED	98765

Mar. 28, 2020	TEAS EXTENSION RECEIVED	
Sep. 28, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 26, 2019	SOU EXTENSION 1 GRANTED	98765
Sep. 26, 2019	SOU EXTENSION 1 FILED	98765
Sep. 26, 2019	TEAS EXTENSION RECEIVED	
Apr. 02, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 05, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 05, 2019	PUBLISHED FOR OPPOSITION	
Jan. 16, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 27, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 26, 2018	ASSIGNED TO EXAMINER	91237
Sep. 21, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Sep. 18, 2018	NEW APPLICATION ENTERED	

TM Staff and Location Information

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SEARCH MULTI-SEARCH

US Serial, Registration, or Reference No. 6472732

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Mark: BEST

US Serial Number:	90154597	**Application Filing Date:**	Sep. 02, 2020
US Registration Number:	6472732	**Registration Date:**	Aug. 31, 2021
Register:	Principal		
Mark Type:	Trademark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are c		
Status Date:	Aug. 31, 2021		
Publication Date:	Feb. 16, 2021	**Notice of Allowance Date:**	Apr. 13, 2021

Mark Information

Mark Literal Elements:	BEST
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a diamond design which has a horizontal line extending from the rightward point of the element "BEST" positioned on top of the horizontal line congruent with the crossbar sections of the letters "I
Acquired Distinctiveness Claim:	In part
Distinctiveness Limitation Statement:	as to "BEST"
Design Search Code(s):	26.07.01 - Diamonds with plain multiple line border; Diamonds with plain single line border 26.13.25 - Quadrilaterals with one or more curved sides 26.17.05 - Bars, horizontal; Horizontal line(s), band(s) or bar(s); Bands, horizontal; Lines, horizontal

Related Properties Information

Claimed Ownership of US Registrations: 1421085, 4887538, 4930320 and others

Goods and Services

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

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

For: furniture, residential furniture

International Class(es): 020 - Primary Class **U.S Class(es):** 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 04, 2021 **Use in Commerce:** Jan. 04, 2021

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Best Chairs Incorporated

Owner Address: 1 Best Drive
Ferdinand, INDIANA UNITED STATES 47532

Legal Entity Type: CORPORATION **State or Country Where Organized:** INDIANA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Aug. 31, 2021	REGISTERED-PRINCIPAL REGISTER	
Jul. 27, 2021	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 26, 2021	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 12, 2021	STATEMENT OF USE PROCESSING COMPLETE	66230
Jun. 30, 2021	USE AMENDMENT FILED	66230
Jul. 12, 2021	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jun. 30, 2021	TEAS STATEMENT OF USE RECEIVED	
Apr. 13, 2021	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	

Feb. 16, 2021	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 16, 2021	PUBLISHED FOR OPPOSITION	
Jan. 27, 2021	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 08, 2021	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 08, 2021	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 08, 2021	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2021	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2021	EXAMINERS AMENDMENT -WRITTEN	74825
Jan. 07, 2021	ASSIGNED TO EXAMINER	74825
Oct. 08, 2020	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Oct. 07, 2020	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Sep. 05, 2020	NEW APPLICATION ENTERED	

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EXHIBIT 2

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Mark: BESTSUB

US Serial Number: 97428100 **Application Filing Date:** May 25, 2022

Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor: LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the been published in a way that provides an opportunity for the registration.

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

Status Date: Jul. 11, 2023

Publication Date: Jul. 11, 2023

Mark Information

Mark Literal Elements: BESTSUB

Standard Character Claim: No

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

Description of Mark: The mark consists of the stylized wording "BESTSUB" with six lines on the left side of the "U".

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

Goods and Services

Note:

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

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

For: Bolsters; Furniture; Bamboo furniture; Coathooks, not of metal; Containers for transport, not of metal; Intern Nameplates, not of metal; Statues of wood, wax, plaster or plastic; Works of art of bamboo

International Class(es): 020 - Primary Class **U.S Class(es):** 002, 013, 022, 025, 03

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 20, 2020 **Use in Commerce:** Jul. 05, 2021

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: Bestsub Technologies Co. Limited

Owner Address: Rm 4411,44 F., Grandview East
Intl Plaza,No. 372,Huanshi Dong Rd
Yuexiu Dist.Guangzhou CHINA 510000

Legal Entity Type: limited company (ltd.)

State or Country Where Organized: CHINA

Attorney/Correspondence Information

Prosecution History

Date	Description	Proceeding Number
Jul. 11, 2023	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 11, 2023	PUBLISHED FOR OPPOSITION	
Jun. 21, 2023	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 06, 2023	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 03, 2023	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 02, 2023	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 02, 2023	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 02, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 02, 2023	TEAS CHANGE OF DOMESTIC REPRESENTATIVES ADDRESS	
Jun. 02, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 02, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 30, 2023	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Mar. 30, 2023	NON-FINAL ACTION E-MAILED	
Mar. 30, 2023	NON-FINAL ACTION WRITTEN	97789
Mar. 13, 2023	ASSIGNED TO EXAMINER	97789
Jun. 01, 2022	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
May 28, 2022	NEW APPLICATION ENTERED	

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