

ESTTA Tracking number: **ESTTA1405650**
 Filing date: **01/02/2025**

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	PUMA SE
Granted to date of previous extension	01/01/2025
Address	PUMA WAY 1 HERZOGENAURACH, 91074 GERMANY
Attorney information	JAMES J. AQUILINA QUARLES AND BRADY LLP 2020 K STREET NW SUITE 400 WASHINGTON, DC 20006 UNITED STATES Primary email: james.aquilina@quarles.com Secondary email(s): docketwdc@quarles.com, xheneta.ademi@quarles.com, meme.hilley@quarles.com, em.santanaisbell@quarles.com, johanna.wilbert@quarles.com, elizabeth.shirreff@quarles.com (202) 372-9600
Docket no.	166755.01146

Applicant information

Application no.	98364411	Publication date	09/03/2024
Opposition filing date	01/02/2025	Opposition period ends	01/01/2025
International registration no.	NONE	International registration date	NONE
Applicant	SUNDAY RED, LLC 136 CALLE DE LOS MOLINOS SAN CLEMENTE, CA 92672 UNITED STATES		

Goods/services affected by opposition

Class 009. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Eyewear, eyeglasses, sunglasses, eye-glass frames, sunglass frames, cell phone cases
Class 018. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Luggage, purses, wallets, bags for sports, handbags, umbrellas
Class 024. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Towels, golf towels
Class 025. First Use: None First Use In Commerce: None

All goods and services in the class are opposed, namely: Clothing, namely shirts, shorts, pants, jackets, sweatshirts, sweatpants, jogging pants, skirts, dresses, hoodies, sports jackets, polo shirts, golf shirts, golf pants, footwear, headwear
Class 028. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Sports equipment, namely, golf clubs, golf club grips, golf balls, golf gloves, golf tees, golf club head covers, golf bags, and golf club shafts
Class 035. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Retail store services and online retail store services featuring apparel, headwear, footwear, accessories, bags, golf equipment, golf accessories

Applicant information

Application no.	98363643	Publication date	09/03/2024
Opposition filing date	01/02/2025	Opposition period ends	
International registration no.	NONE	International registration date	NONE
Applicant	SUNDAY RED, LLC 136 CALLE DE LOS MOLINOS SAN CLEMENTE, CA 92672 UNITED STATES		

Goods/services affected by opposition


Class 009. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Eyewear, eyeglasses, sunglasses, eyeglass frames, sunglass frames, cell phone cases
Class 018. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Luggage, purses, wallets, bags for sports, handbags, umbrellas
Class 024. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Towels, golf towels
Class 025. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Clothing, namely shirts, shorts, pants, jackets, sweatshirts, sweatpants, jogging pants, skirts, dresses, hoodies, sports jackets, polo shirts, golf shirts, golf pants, footwear, headwear
Class 028. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Sports equipment, namely, golf clubs, golf club grips, golf balls, golf gloves, golf tees, golf club head covers, golf bags, and golf club shafts
Class 035. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Retail store services and online retail store services featuring apparel, headwear, footwear, accessories, bags, golf equipment, golf accessories

Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks cited by opposer as basis for opposition

U.S. registration no.	1354044	Application date	01/12/1981
Register	Principal		
Registration date	08/13/1985	Foreign priority date	NONE

Word mark	NONE
Design mark	
Description of mark	NONE
Goods/services	<p>Class 018. First use: First Use: None First Use In Commerce: None General Purpose Carryall Bags for Sports Equipment, Trunks and Travelling Bags</p> <p>Class 025. First use: First Use: None First Use In Commerce: None Clothing-Namely, Leisure Shoes, Boots, House Slippers, Sports Shoes, Sports and Leisure Clothing-Namely, Training Suits, Shorts, Sweaters, Pullovers, T-Shirts, Tennis Wear, Ski Wear, Leisure Suits, All Weather Suits, Wind Resistant Jackets, Slickers, Stockings, Soccer Socks, Gloves, Caps, Headbands, Bathing Trunks and Bathing Suits</p> <p>Class 028. First use: First Use: None First Use In Commerce: None Balls for Sports</p>

U.S. registration no.	1808837	Application date	04/16/1987
Register	Principal		
Registration date	12/07/1993	Foreign priority date	NONE
Word mark	NONE		
Design mark			
Description of mark	NONE		
Goods/services	<p>Class 009. First use: First Use: None First Use In Commerce: None EYE GLASSES, [LENSES] AND FRAMES, [CONTACT LENSES,] STOP WATCHES, [ALTIMETERS AND PEDOMETERS AND PARTS THEREFOR, COMPUTERIZED SHOE UNITS AND PARTS THEREFOR FOR USE IN SPORTS MEDICAL MEASUREMENTS]</p> <p>Class 010. First use: First Use: None First Use In Commerce: None [COMPUTERIZED SHOE UNIT AND PARTS THEREFOR FOR USE IN SPORTS MEDICAL MEASUREMENTS]</p> <p>Class 014. First use: First Use: None First Use In Commerce: None CLOCKS AND WATCHES</p>		



Attachments	73292728#TMSN.png(bytes) 73655576#TMSN.png(bytes) Consolidated Notice of Opposition - Serial Nos. 98364411 and 98363643.pdf(3182415 bytes) Exhibit A.pdf(1230450 bytes)
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	Exhibit B.pdf(401944 bytes) Exhibit C.pdf(5798396 bytes) Exhibit D.pdf(2727056 bytes) Exhibit E.pdf(354960 bytes) Exhibit F.pdf(444207 bytes) Exhibit G.pdf(919620 bytes) Exhibit H.pdf(176708 bytes) Exhibit I.pdf(423850 bytes) Exhibit J.pdf(1107716 bytes) Exhibit K.pdf(2819357 bytes)
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Signature	/Xheneta Ademi/
Name	Xheneta Ademi
Date	01/02/2025

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

In the Matter of U.S. Application Serial Nos. 98364411 and 98363643

Mark:  and 
Date of Publication: September 3, 2024

PUMA SE,

Opposer,

v.


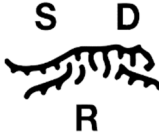
Consolidated
Opposition No. _____

Sunday Red, LLC,

Applicant.

CONSOLIDATED NOTICE OF OPPOSITION

Opposer PUMA SE (“PUMA”) hereby opposes Sunday Red, LLC’s (“Applicant”) U.S. Application Serial Nos. 98364411 and 98363643 (the “Challenged Applications”) for the marks

 (the “Tiger Logo”) and  (the “S D R Tiger Logo”), (collectively, the

“Challenged Marks”), both for eyewear, bags, golf towels, clothing, footwear, sports equipment, and retail services therefor, because they will cause confusion as to the source, sponsorship, association, or affiliation of those goods and services due to PUMA’s strong position in the footwear, apparel, and sports industries, and because they will dilute the strength and fame of

PUMA's marks. Believing that it will be damaged by the registration and continued use of the Challenged Marks, PUMA opposes the Challenged Applications pursuant to Trademark Act Section 13(a), 15 U.S.C. § 1063(a).

Consolidated proceedings are appropriate because the Challenged Applications cover identical in-part marks, identical goods and services, and Opposer's claims against the Challenged Applications involve common questions of fact and law. TBMP § 305.01.

Allegations with respect to PUMA are based upon actual knowledge. All other allegations are based upon information and belief. The grounds for opposition follow below.

PUMA, ITS LEAPING CAT LOGO, AND ITS LEAPING CAT REGISTRATIONS

1. PUMA is a Societas Europaea (joint stock company) organized under the laws of Germany.
2. PUMA is located at Puma Way 1, Herzogenaurach, 91074, Germany.
3. PUMA is a leading provider of a variety of footwear, sportswear, leisurewear, accessories, bags, eyewear, sports equipment, and other goods and services relating to sports, fashion, and lifestyle.
4. Since its inception, PUMA's identity as a brand has revolved around felines, both in terms of words and imagery.
5. For decades, PUMA has provided a broad range of footwear, apparel, accessories, equipment, and a variety of goods and services relating to sports, lifestyle, and fashion, in connection with renditions of its famous trademarks featuring depictions of a leaping cat. A representation of PUMA's famous leaping cat mark appears below:



(hereinafter, the “Leaping Cat Logo”).

6. The Leaping Cat Logo was designed in 1967–1968 by German cartoonist Lutz Backes. It was inspired by PUMA’s founder’s vision of a brand centered around a large cat reflecting the same speed, endurance, and suppleness of an athlete. Attached as **Exhibit A** are true and complete copies of the relevant pages of the book *PUMA The Graphic Heritage* discussing the original design of the Leaping Cat Logo and below appears a portion of the same.

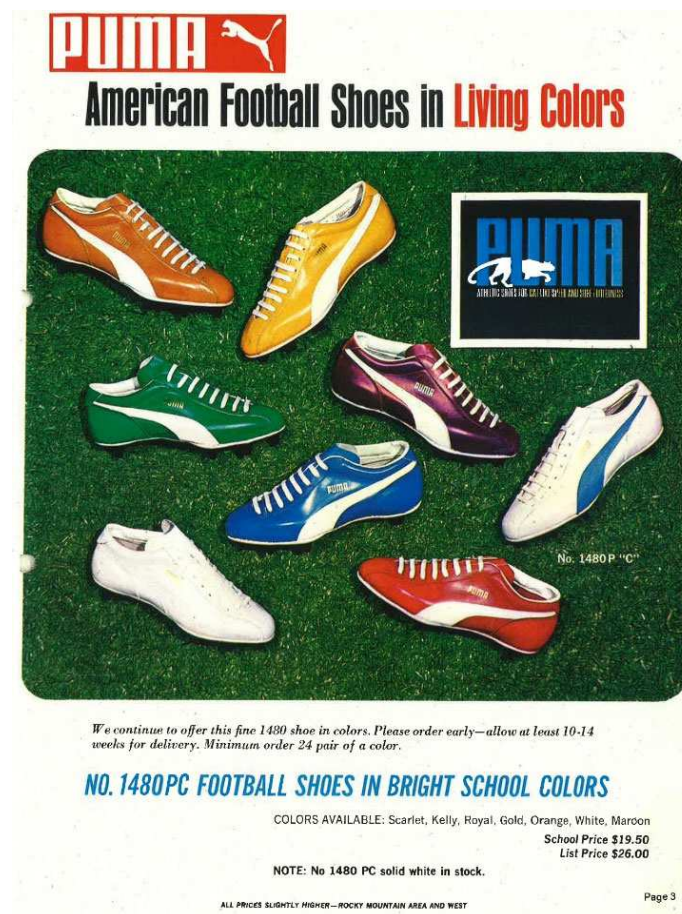


7. Since then, PUMA has obtained exclusive rights in the Leaping Cat Logo, both through common law and through federal trademark registration.

8. PUMA first used the Leaping Cat Logo in the United States over fifty (50) years ago and has continuously and exclusively used the Leaping Cat Logo in the United States thereafter.

9. PUMA has continuously used its Leaping Cat Logo in United States commerce in connection with footwear and apparel since at least as early as 1969.


10. The image below, taken from a 1969 catalog of PUMA products distributed in the United States, is a representative example of PUMA's historic use of the Leaping Cat Logo in connection with athletic footwear. A complete and accurate copy of relevant portions of this catalog is attached as **Exhibit B**.





11. While its beginnings as a footwear company trace back to a small German town, PUMA has evolved into a sportswear giant that provides specialized products for sports like soccer, basketball, running, motorsports, and golf.

12. PUMA is one of the top five sportswear and apparel companies. Complete and accurate screenshots of articles discussing PUMA's position in the industry are attached as **Exhibit C**.

13. As it has evolved, PUMA has expanded its use of the Leaping Cat Logo in commerce in terms of the number of renditions of the mark PUMA uses. For example, the Leaping

Cat Logo is used and registered in the following formats: as a standalone design  ; in

combination with PUMA's well-known PUMA wordmark  and  ; and

in combination with other words or slogans like **FOREVER BETTER.**  , etc. Accordingly, the

Leaping Cat Logo is used in various renditions, beyond those mentioned in this pleading and beyond those covered by PUMA's asserted registrations in this proceeding.

14. Likewise, the goods and services mentioned in this pleading and listed in PUMA's asserted registrations in this proceeding are only representative examples of the wide variety of goods and services with which the Leaping Cat Logo, and its various renditions, are used in commerce.

15. PUMA has long used the Leaping Cat Logo with goods and services related to the sport of golf, and as a result, consumers have come to associate the Leaping Cat Logo with such

goods and services. Complete and accurate screenshots of articles discussing PUMA's position in the golf industry are attached as **Exhibit D**.

16. PUMA even has a specialized online store, pumagolf.com, where it exclusively offers for sale its golf products to consumers.

17. The images below, captured from PUMA's online golf store, are representative examples of PUMA's use of the Leaping Cat Logo in connection with golf products, including golf shoes, shirts, umbrellas, towels, and bags. Complete and accurate screen captures of these products, and a few others, available for purchase on PUMA's online golf store are attached as **Exhibit E**.



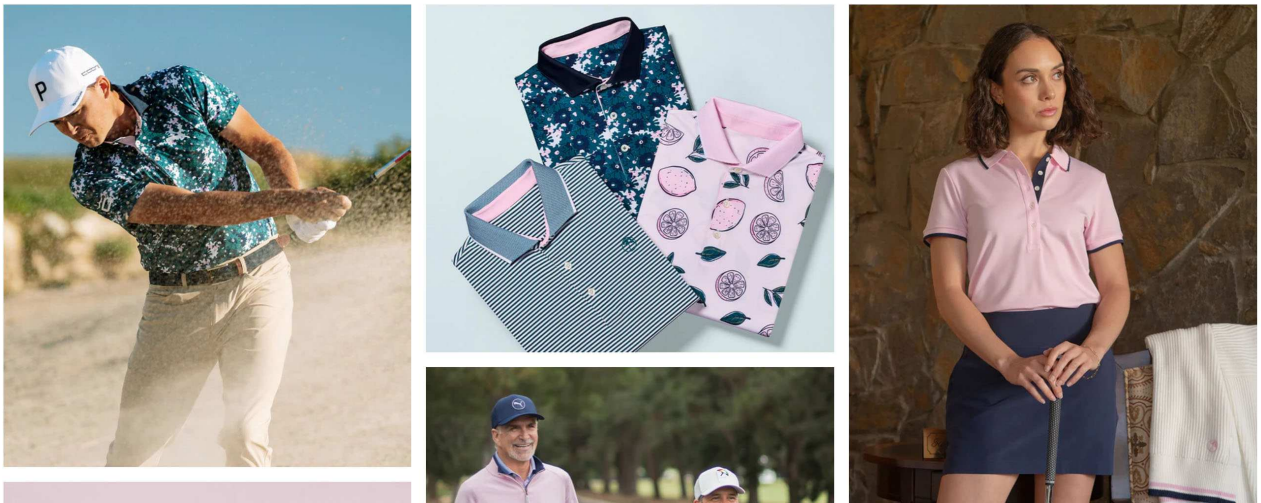
18. PUMA's golf products featuring the Leaping Cat Logo have been worn, endorsed, or used by golf icons, including Rickie Fowler, Lexi Thompson, Justin Suh, and Gary Woodland.

19. PUMA's recognition in the golf industry is, in part, due to PUMA's continuous involvement, sponsorships, promotions, and collaborations with various golf icons. For example, PUMA celebrated the legendary golf icon Arnold Palmer through the PUMA x Arnold Palmer Collection. A complete and accurate screen capture of PUMA x Arnold Palmer Collection products available for purchase on PUMA's online golf store is attached as **Exhibit F** and portions thereof appear below:



PLAY BOLDLY

"You must play boldly to win." Mr. Palmer wasn't afraid to push the boundaries on and off the course. The PUMA x Arnold Palmer Collection captures the excellence of golf's global icon and embodies the essence of Mr. Palmer's legacy.



20. In addition to golf products, PUMA has thousands of SKUs that feature the Leaping Cat Logo.

21. PUMA uses the Leaping Cat Logo on footwear, apparel, bags, eyewear, accessories, and sports equipment, as well as in connection with the sale of such products, including on tags, labels, packaging, and in point-of-sale displays.

22. Footwear, sportswear, leisurewear, accessories, bags, eyewear, sports equipment, and other goods and services relating to sports, fashion, and lifestyle offered under the Leaping Cat Logo are popular products among U.S. consumers.

23. By way of its feline-evoking marks, such as its famous Leaping Cat Logo, United States consumers have come to recognize PUMA as the source of quality footwear, sportswear, leisurewear, accessories, bags, eyewear, sports equipment, and other goods and services relating to sports, fashion, and lifestyle.

24. United States consumers are constantly and consistently exposed to PUMA and the Leaping Cat Logo through PUMA's products offerings, through notable athletes, sports teams, artists, musicians, and celebrities wearing such products, as well as by way of PUMA's promotion of such products through sports, lifestyle, music, and fashion.

25. PUMA has used the Leaping Cat Logo on products that are available throughout the United States through multiple sales channels, including department stores and their associated websites, specialty stores, PUMA's own brick and mortar retail stores, and PUMA's own online stores.

26. PUMA operates its own retail stores under the Leaping Cat Logo, where products under the Leaping Cat Logo are sold, in more than three-quarters of U.S. states, with multiple locations in some states.

27. Products bearing the Leaping Cat Logo are found in hundreds of physical retail point of sale locations and online, including, for example: PUMA, Nordstrom, Macy's, Saks 5th Avenue, Neiman Marcus, Bloomingdales, Dick's Sporting Goods, Famous Footwear, Champs, DSW, TJ Maxx, Zappos, Amazon, Target, Walmart, Marshalls, Journeys, Footlocker, and Costco.

28. The United States version of PUMA's website, us.puma.com, gets over one hundred million visits on a yearly basis from customers browsing the many products featuring the Leaping Cat Logo, as well as the webpage itself, which features the Leaping Cat Logo prominently and numerous times.

29. PUMA's social media accounts and pages promote products featuring the Leaping Cat Logo to millions of people, including by advertising products, promoting the brand, interacting with customers, fans, and influencers, promoting third party media relevant to PUMA, and connecting with its brand ambassadors. Every PUMA social media account prominently shows the Leaping Cat Logo. These social media pages include: Facebook (over 22 million followers); Instagram (over 13.1 million followers); X (over 1.9 million followers); TikTok (over 5 million followers); YouTube (over 832,000 subscribers); and LinkedIn (over 1.3 million followers).

30. Each year, PUMA sells millions of units of products bearing the Leaping Cat Logo in the United States.

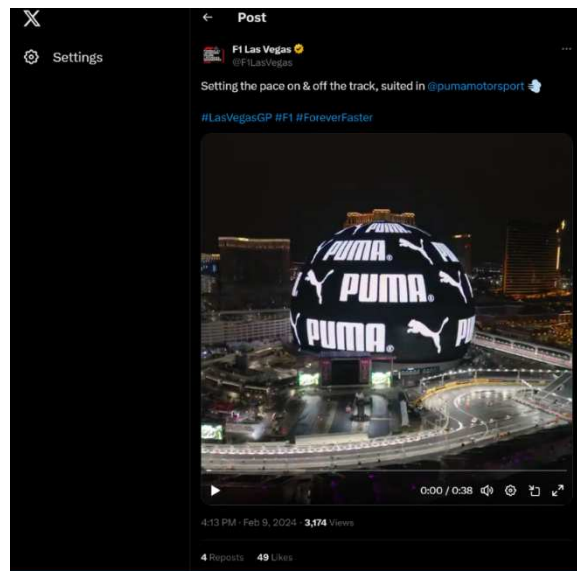
31. PUMA's annual sales in the United States of products sold in connection with the Leaping Cat Logo amount to over one billion USD.

32. For decades, PUMA has extensively advertised and promoted the goods and services offered in connection with the Leaping Cat Logo and has made substantial sales of athletic and casual goods, including but not limited to apparel and footwear, bearing the Leaping Cat Logo.

33. PUMA's products, including but not limited to apparel, footwear, and accessories offered in connection with the Leaping Cat Logo, have been featured in countless consumer publications and advertisements and have been endorsed, worn, and used by various athletes, artists, musicians, celebrities, and other public figures.



34. PUMA has been involved in the footwear and sportswear industry in the United States since the 1960s, and in that time, it has collaborated with and/or sponsored hundreds of athletes, artists, musicians, celebrities, models, fashion designers, and influencers at the top of their respective sport or industry. Through the years, in addition to its own fame as a global sportswear company which has sold billions of dollars' worth of products, its partners and collaborators have further extended PUMA's reach to audiences of sport superstars, major recording artists, and fashion icons. PUMA's partnerships, sponsorships, and collaborations through its ambassadors, partners, and brand collaborators put the Leaping Cat Logo in front of consumers in every industry and geographic location within the United States.

35. In November 2023, in partnership with Formula 1 Las Vegas Grand Prix 2023 and with famous musician A\$AP Rocky, PUMA created a 90-second content takeover featured on the Las Vegas Sphere, debuting a first-of-its-kind immersive human animation featuring A\$AP Rocky and the Leaping Cat Logo, and hosted various star-studded events to promote its brands. The attached **Exhibit G** contains complete and accurate screenshots of articles and social media posts highlighting PUMA's partnership at Formula 1 Las Vegas Grand Prix 2023 and below appears a portion of the same.



36. PUMA has developed, at immense effort and expense, valuable goodwill and reputation with respect to the Leaping Cat Logo.

37. In addition to its common law rights in the Leaping Cat Logo, PUMA owns the following U.S. registrations (collectively, the “Leaping Cat Registrations”) that feature the famous Leaping Cat Logo, among many other registrations not listed herein:

Trademark	Reg. No.	Registration Date	Goods
	1354044	August 13, 1985	<p>Class 18: General purpose carryall bags for sports equipment, trunks and travelling bags</p> <p>Class 25: Clothing-namely, leisure shoes, boots, house slippers, sports shoes, sports and leisure clothing-namely, training suits, shorts, sweaters, pullovers, t-shirts, tennis wear, ski wear, leisure suits, all weather suits, wind resistant jackets, slickers, stockings, soccer socks, gloves, caps, headbands, bathing trunks and bathing suits</p> <p>Class 28: Balls for Sports</p>
	1808837	December 7, 1993	<p>Class 9: Eye glasses, [lenses] and frames, [contact lenses,] stop watches, [altimeters and pedometers and parts therefor, computerized shoe units and parts therefor for use in sports medical measurements]</p> <p>Class 10: [Computerized shoe unit and parts therefor for use in sports medical measurements]</p> <p>Class 14: Clocks and watches</p>

Printouts from the U.S. Patent and Trademark Office’s TSDR database for the Leaping Cat Registrations are attached as **Exhibit H**.

38. The Leaping Cat Registrations have not been cancelled, are valid, are in full force and effect, and are *prima facie* evidence of PUMA's exclusive right to use in United States commerce the Leaping Cat Logo and the marks in the Leaping Cat Registrations in connection with the goods specified in the Leaping Cat Registrations, as well as with goods and services related thereto.

39. The Leaping Cat Logo is an inherently distinctive mark.

40. The Leaping Cat Logo is a strong mark.

41. The Leaping Cat Logo is not a diluted mark.

42. The marks in the Leaping Cat Registrations are inherently distinctive marks.

43. The marks in the Leaping Cat Registrations are strong marks.

44. The marks in the Leaping Cat Registrations are not diluted marks.

45. Due to PUMA's extensive distribution, sale, promotion, advertising, and public recognition of goods and services offered in connection with the Leaping Cat Logo and the marks in the Leaping Cat Registrations, as well as due to the quality of those goods and services, the Leaping Cat Logo and the marks in the Leaping Cat Registrations have become well-known and famous and are widely recognized in the United States as designating the source of quality athletic and casual products, and other related goods and services, originating exclusively with PUMA.

46. As a result of the inherent distinctiveness and widespread use and promotion throughout the United States, the Leaping Cat Logo and the marks in the Leaping Cat Registrations are distinctive and famous marks within the meaning of Trademark Act Section 43(c), 15 U.S.C. § 1125(c).

APPLICANT, THE CHALLENGED APPLICATIONS, AND THE CHALLENGED MARKS

47. Applicant is a Delaware limited liability company.
48. Applicant is located at 136 Calle de los Molinos, San Clemente, California 92672.
49. Applicant filed the Challenged Applications on January 18, 2024.
50. The Challenged Applications were both filed under a Trademark Act Section 1(b)

intent-to-use basis.

51. The Challenged Applications were both published for opposition in the Trademark Official Gazette on September 3, 2024.

52. As of the date of publication, the goods and services in the Challenged Applications are:

Class 9: Eyewear, eyeglasses, sunglasses, eyeglass frames, sunglass frames, cell phone cases;

Class 18: Luggage, purses, wallets, bags for sports, handbags, umbrellas;

Class 24: Towels, golf towels;

Class 25: Clothing, namely shirts, shorts, pants, jackets, sweatshirts, sweatpants, jogging pants, skirts, dresses, hoodies, sports jackets, polo shirts, golf shirts, golf pants, footwear, headwear;

Class 28: Sports equipment, namely, golf clubs, golf club grips, golf balls, golf gloves, golf tees, golf club head covers, golf bags, and golf club shafts; *and*

Class 35: Retail store services and online retail store services featuring apparel, headwear, footwear, accessories, bags, golf equipment, golf accessories.

53. The images below, captured from Applicant's online store are representative examples of Applicant's use of the Challenged Marks in connection with golf products in a similar manner as PUMA. Complete and accurate screen captures of these products available for purchase are attached as **Exhibit I** and portions thereof appear below:



54. PUMA filed thirty (30) day extensions to oppose the Challenged Applications on October 2, 2024.

55. The Board granted PUMA's thirty (30) day extensions to oppose.

56. PUMA filed additional sixty (60) day extensions to oppose the Challenged Applications on November 1, 2024.

57. The Board granted PUMA's sixty (60) day extensions to oppose.

58. Believing that it will be damaged by the registration of the Challenged Marks, PUMA hereby timely opposes the Challenged Applications pursuant to Trademark Act Section 13(a), 15 U.S.C. § 1063(a).

ENTITLEMENT TO THE STATUTORY CAUSES OF ACTION

59. PUMA has collaborated with prominent athletes, celebrities, artists, and public figures to promote its footwear, sportswear, leisurewear, accessories, sports equipment, and other goods and services relating to sports, fashion, and lifestyle offered in connection with the Leaping Cat Logo to consumers in the United States.

60. Through those efforts, coupled with PUMA's rights in the Leaping Cat Logo arising from common law and from the Leaping Cat Registrations, PUMA has built substantial goodwill in the Leaping Cat Logo and in the marks in the Leaping Cat Registrations, and as such, PUMA's interests are within the zone of interests protected by statute.

61. Due to the confusing similarity of the marks and the closely related nature of the goods and services of the parties, the registration and continued use of the Challenged Marks is likely to cause consumer confusion as to the source or sponsorship of Applicant's goods and services or as to the affiliation or connection between Applicant and PUMA in violation of Trademark Act Section 2(d), 15 U.S.C. § 1052(d).

62. Further, the registration and continued use of the Challenged Marks in connection with Applicant's goods and services will damage PUMA's intellectual property and business interests because it is likely to impair the distinctiveness, and cause dilution by blurring, of PUMA's famous Leaping Cat Logo and the marks in the Leaping Cat Registrations in violation of Trademark Act Section 43(c), 15 U.S.C. § 1125(c).

COUNT I: LIKELIHOOD OF CONFUSION
Trademark Act Section 2(d), 15 U.S.C. § 1052(d)

63. PUMA repeats, re-alleges, and incorporates by reference the preceding paragraphs.

64. Registration of the Challenged Marks by Applicant in connection with Applicant's goods and services—which are identical, legally identical, or closely related to PUMA's goods and

services—will result in irreparable damage and injury to PUMA in violation of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d), and cause consumer confusion.

65. PUMA first used the Leaping Cat Logo in the United States for its various lines of products, including footwear, clothing, bags, and accessories, over half a century ago and has continuously and exclusively used the Leaping Cat Logo in the United States since then.

66. PUMA has priority with respect to the marks at issue because PUMA used and registered the Leaping Cat Logo and the marks in the Leaping Cat Registrations in the United States long before Applicant filed the Challenged Applications or any other date on which Applicant may seek to rely on for priority purposes.

67. The Challenged Marks consist of a design of a large feline in a leaping position.

68. The Tiger Logo consists solely of a design of a large feline in a leaping position.

69. The prominent element of the S D R Tiger Logo is a design of a large feline in a leaping position.

70. The Leaping Cat Logo and the marks in the Leaping Cat Registrations consist solely of a design of a large feline in a leaping position.

71. The Challenged Marks and the Leaping Cat Logo and the marks in the Leaping Cat Registrations all consist of a design of a large feline in a leaping position.

72. The leaping feline design in the Challenged Marks is highly similar in appearance to the leaping feline design in the Leaping Cat Logo and in the marks in the Leaping Cat Registrations.

73. The Tiger Logo does not contain any other distinctive elements, such as wording, that would help distinguish it from the Leaping Cat Logo and the marks in the Leaping Cat Registrations.

74. The Leaping Cat Logo and the marks in the Leaping Cat Registrations do not contain any other distinctive elements, such as wording, that would help distinguish them from the Challenged Marks.

75. The Challenged Marks convey or evoke a thought of a large cat.

76. The Leaping Cat Logo and the marks in the Leaping Cat Registrations convey or evoke a thought of a large cat.

77. The Challenged Marks and the Leaping Cat Logo and the marks in the Leaping Cat Registrations all convey or evoke a thought of a large cat.

78. The Challenged Applications do not contain any limitations as to the color in which the Challenged Marks may be displayed, and as such, the Challenged Marks can be presumed to be displayed in all possible colors, including in the same colors that the Leaping Cat Logo and the marks in the Leaping Cat Registrations may be displayed.

79. The marks in the Leaping Cat Registrations do not contain any limitations as to the color in which the mark may be displayed, and as such, they can be presumed to be displayed in all possible colors—like the Challenged Marks.

80. Because the Leaping Cat Logo and the marks in the Leaping Cat Registrations and the Challenged Marks are each comprised of leaping felines, they will all convey a similar mental impression in the minds of consumers, namely, that of a strong and fast animal in the cat family in a springing movement. Thus, the Challenged Marks convey a highly similar overall commercial impression as the Leaping Cat Logo and the marks in the Leaping Cat Registrations.

81. The goods listed in the Challenged Applications are identical, legally identical, or related to the goods listed in the Leaping Cat Registrations and the goods and services with which the Leaping Cat Logo is used in the marketplace.

82. Neither the identifications in the Challenged Applications nor the identifications in the Leaping Cat Registrations contain any limitations as to channels of trade, classes of consumers, or purchasing conditions; thus, the goods of the parties are presumed to travel in the same channels of trade and to be available to the same types and classes of consumers under the same purchasing conditions.

83. Not only are the goods listed in the Challenged Applications identical or related to the goods with which the Leaping Cat Logo is used, but Applicant presents the Challenged Marks in the marketplace in a similar manner as PUMA presents its Leaping Cat Logo, as demonstrated by the examples below. Complete and accurate screen captures of PUMA's and Applicant's clothing and footwear presented in a similar manner are attached as **Exhibit J** and side-by-side comparisons thereof appear below:







84. When U.S. consumers encounter the Challenged Marks in the marketplace in connection with apparel, footwear, bags, accessories, and related goods and services, they are likely to mistakenly believe that Applicant's products emanate from PUMA or are otherwise endorsed, sponsored, or approved by PUMA.

85. The Challenged Marks have caused consumer confusion as to the affiliation or connection between Applicant and PUMA since Applicant announced its launch. And consumer confusion continues to arise. Complete and accurate screen captures of articles and social media

posts evidencing consumer confusion as to the connection between PUMA and Applicant are attached as **Exhibit K** and portions thereof appear below:

Tiger Woods Launches 'Sun Day Red' in Los Angeles // Fans are Confused



Published 1 month ago on February 13, 2024
By **Patrick Brennan**



We were promised 12th February for the Sun Day Red launch.



Tiger's personal account on X had been drip feeding teasers of his new apparel line following the split from Nike after 27 years. ['A new day rises 2.12.24.'](#)



We also got 'the vision remains the same' tweet on February 6th. The steely glare that has stared down so many competitors and eight footers down the stretch on Sunday as an accompanying [image](#).

The announcement took place at a limited invite event in the Los Angeles area in the dusk hours of Monday evening, with Tiger answering a few questions at the presser.

I think the SDR logo is cool, although striking similarities to PUMA as it is quite literally, a big cat. The fact that they chose to split it into three words is a tough one to negotiate, as simply



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← Post

Swale Golf
@swalegolf

We can all agree that it's not as good as the iconic TW.

While the logo of the tiger itself is pretty cool, the weird Sun Day Red tex is absolutely awful.

For some reason I thought it looked like Puma's logo. May just be the fact

MYGOLFSPY

MGS HQ
Testers Wanted
Forums ▾
Spy Chat
MGS V

Current Week
YTD Leaderboard
MGS VCT Tour Card

Home > CONTENT CORNER > Breaking News and Debate > Opinions I

Opinions Needed! Sun Day Red

By **GolfSpy APH**
February 21 in Breaking News and Debate

"Mr. 72"

Member

Posted February 21

My survey response: Puma did it better.

Thanks for the TM info!

Just_the_Chip

Posted February 21

I feel like the Logo is too close to Slazenger and Puma, and other cat brands. They



Jonathan Bell • 3rd+
 Founder/CEO, WANT | Top5 Ranked Branding Agency in L...
[Request services](#)
 1mo • Edited •

+ Follow ...

Tiger Woods new golf and apparel brand will be named Sun Day Red (don't forget the spaces!). According to Sun Day Red's official website, the word mark appears as 3 words for a simple reason: "there is a special power in 3's. Calling it Sun Day Red was a fun way for us to create something completely different and unexpected." The logo design has 15 stripes (one for each of Tiger's major tournament wins) but the company noted they would add stripes to the design if Woods' manages to add to his majors haul before he retires. [#branding #naming](#)



Amitha Kalaichandran (She/Her) • 3rd+
 Public health, Pediatrics, & Integrative medicine-trained physician, writer, ...

1mo ...

Looks like the PUMA Group logo but..the skeleton?!

Like | Reply

86. Due to the confusing similarity of the marks and the identical, legally identical, or closely related nature of the goods and services of the parties, consumer confusion is likely between the Challenged Marks and the Leaping Cat Logo and the marks in the Leaping Cat Registrations pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

87. Trademark offices in other jurisdictions have rejected registration of Applicant's Tiger Logo as being likely to cause consumer confusion based on PUMA's registrations featuring the Leaping Cat Logo. For instance, the Moroccan Office of Industrial and Commercial Property issued favorable decisions to PUMA's oppositions of Applicant's Tiger Logo, based on a finding that Applicant's Tiger Logo is confusingly similar with PUMA's registrations featuring the Leaping Cat Logo and on the notoriety of the Leaping Cat Logo. Similarly, the Mexican Institute of

Industrial Property refused registration of Applicant's Tiger Logo because it found it confusingly similar to PUMA's Mexican registrations featuring the Leaping Cat Logo.

88. This Board too should refuse registration of the Challenged Marks, as their registration and continued use by Applicant in connection with Applicant's goods and services in the United States creates a likelihood of confusion and will result in irreparable damage and injury to PUMA in violation of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

COUNT II: DILUTION

Trademark Act Section 43(c), 15 U.S.C. § 1125(c)

89. PUMA repeats, re-alleges, and incorporates by reference the preceding paragraphs.

90. As a result of their conceptual strength and inherent distinctiveness, in addition to PUMA's widespread and substantially exclusive use and extensive promotion throughout the United States, the Leaping Cat Logo and the marks in the Leaping Cat Registrations are distinctive, strong, and famous marks within the meaning of Section 43(c) of the Trademark Act, 15 U.S.C. § 1125(c).

91. The Leaping Cat Logo and the marks in the Leaping Cat Registrations became distinctive, strong, and famous prior to the filing date of the Challenged Applications.

92. The Leaping Cat Logo and the marks in the Leaping Cat Registrations have priority with respect to the marks at issue because PUMA used and registered the Leaping Cat Logo and the marks in the Leaping Cat Registrations, and such marks became famous, long before Applicant filed the Challenged Applications or any other date on which Applicant may seek to rely on for purposes of priority.

93. The Challenged Marks dilute the strength of the Leaping Cat Logo and the marks in the Leaping Cat Registrations.

94. The Challenged Marks dilute the fame of the Leaping Cat Logo and the marks in the Leaping Cat Registrations.

95. The use and registration of the Challenged Marks, therefore, will blur the distinctive quality of PUMA's famous Leaping Cat Logo and of the marks in the Leaping Cat Registrations in violation of Section 43(c) of the Trademark Act, 15 U.S.C. § 1125(c), and will decrease the ability of the Leaping Cat Logo and the marks in the Leaping Cat Registrations to distinguish PUMA's products and services from those of others. Accordingly, the Challenged Marks are not entitled to registration.

WHEREFORE, PUMA believes and avers that it will be damaged by the registration of the Challenged Marks, and as such, PUMA requests that the Challenged Applications be refused registration and that this Opposition be sustained in PUMA's favor.

Dated this 2nd day of January, 2025.

By: /Xheneta Ademi/

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Attorneys for Opposer, PUMA SE

EXHIBIT A

PUMA PUMA®

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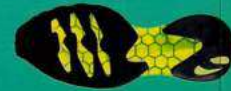
PUMA — THE GRAPHIC HERITAGE





PUMA

The Graphic Heritage



AEROBIC BY PUMA



12345 67890



In 1948, Rudolf Dassler established a sports shoe factory in a small town in Germany with just a few employees. In the decades to follow, his company PUMA grew into one of the world's most important sports and lifestyle brands. Illustrated with selected objects and images from the corporate archives, this book visually chronicles for the first time this fascinating success story.

Over the course of the years, PUMA has written its own unique design history. In this book, the graphic evolution of the global brand is reconstructed piece by piece: from the first letterhead of the early postwar years and global campaigns created by renowned design agencies, to the creation of iconic sneaker lines, such as TRINOMIC or DISC, and innovative typography for football jerseys. With nearly 1,000 rare illustrations, readers gain remarkable insight into the special relationship between sport and design.





PUMA — THE GRAPHIC HERITAGE



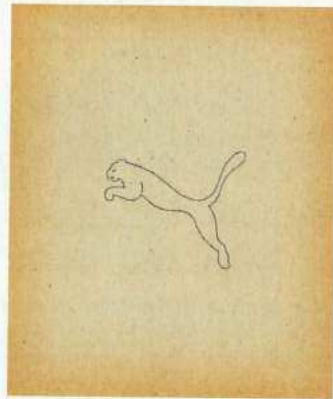
At the end of the 1960s, PUMA started to produce the first PUMA textiles under license. For this a new logo was needed. Rudolf Dassler's son Gerd called in his former schoolmate Lutz Backes (*1938), who was just starting out as a graphic artist and caricaturist in Nuremberg. Rudolf sent him to the nearest zoo to draw a puma. After two weeks, Backes came back with the first sketches, but they were based on a panther, as there was no puma in the zoo. After several revisions, Rudolf Dassler approved the big new cat.

For his preferred design – the basic shape of today's logo – Backes was offered a fee of either 600 deutsche marks or one

cent per product sold. As the logo was initially only to be printed on 5,000 sports bags, Backes opted for the fixed fee, which at the time was the equivalent of two months' monthly salaries. Although he received additional pay several times over the years, later calculations showed that this alternative form of payment would have earned the designer millions of euros over the decades.

The leaping puma soon became the symbol of the entire company. In the early years, details of the drawing were left out until it became the sleek silhouette that, within a few years, was one of the most recognizable logos in the world.

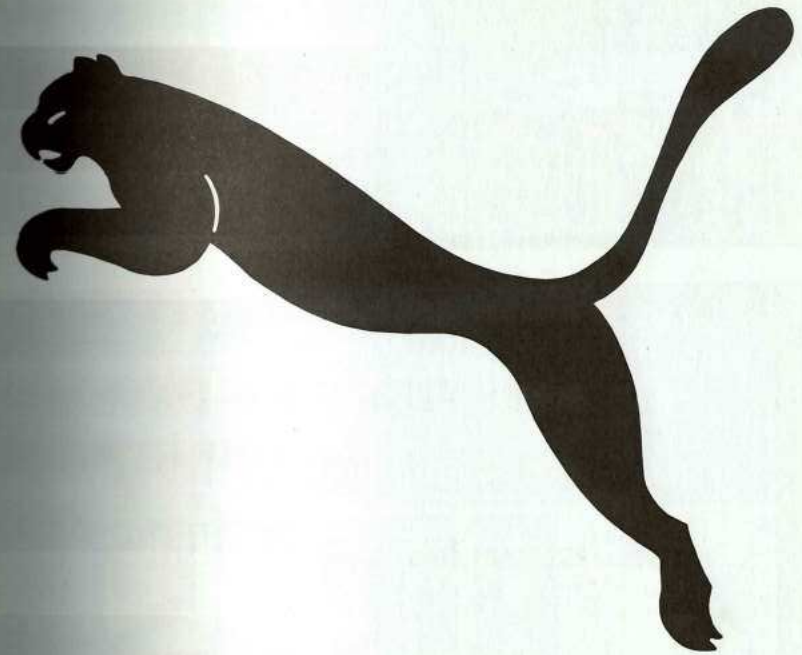
The Birth of an Iconic Logo: A Panther Transforms into a Puma



Drawing by Lutz Backes of the PUMA logo, around 1967, and the certificate of the first trademark registration from 1968.

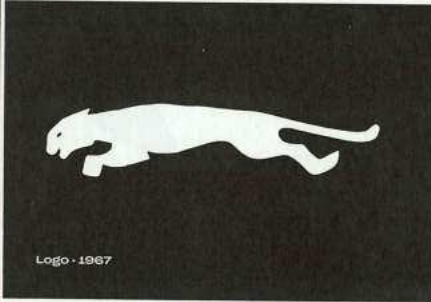


Logo - 1968





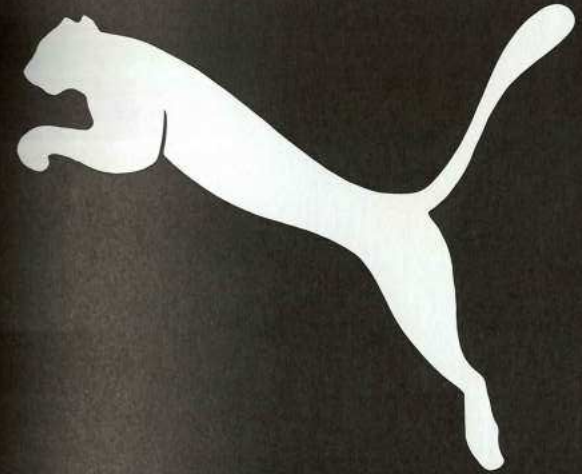
Logo - 1966



Logo - 1967

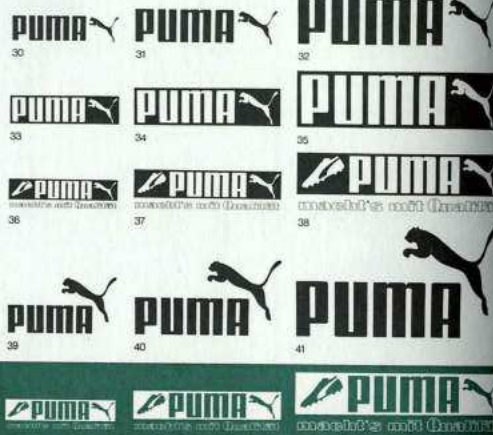


Sticker - 1969



Logo - 1969

PUMA-Firmenzeichen
in den verschiedenen
Ausführungen.
Breiten: 45, 60 und 90 mm
PUMA-Haustafel
wie Farbtafel HK3 55
Bitte Bestellnummern
angeben.



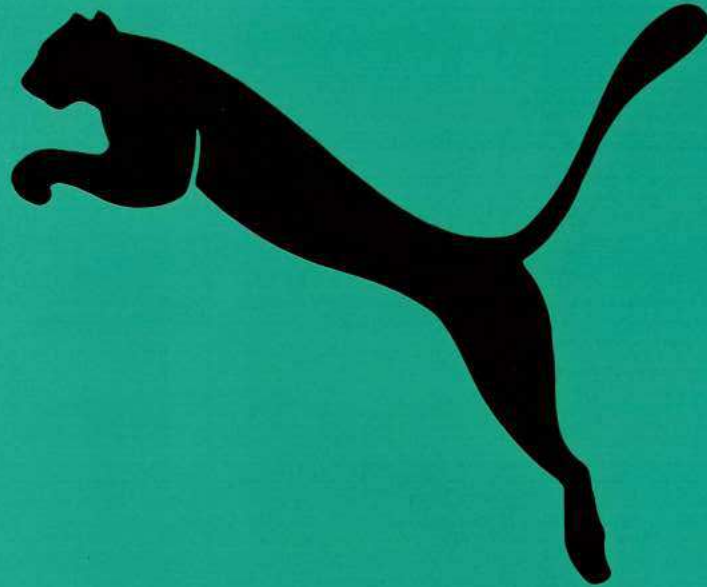
Brand guidelines - 1976



Logo - 1969







PUMA

The Graphic Heritage



12345
67890



In 1948, Rudolf Dassler established a sports shoe factory in a small town in Germany with just a few employees. In the decades to follow, his company PUMA grew into one of the world's most important sports and lifestyle brands. Illustrated with selected objects and images from the corporate archives, this book visually chronicles for the first time this fascinating success story.



Over the course of the years, PUMA has written its own unique design history. In this book, the graphic evolution of the global brand is reconstructed piece by piece: from the first letterhead of the early postwar years and global campaigns created by renowned design agencies, to the creation of iconic sneaker lines, such as TRINOMIC or DISC, and innovative typography for football jerseys. With nearly 1,000 rare illustrations, readers gain remarkable insight into the special relationship between sport and design.



ULTRA



EXHIBIT B

Beconta

FORM-BILT VOLLEY BALLS AND SOCCER BALLS



No. LV5 FORM BILT VOLLEY BALL

- Top quality white leather
 - 12 panel construction
 - Leather panels cemented to specially formed core
 - Official size—weight
- School Price \$9.40
List Price \$12.50

No. 532 FORM BILT SOCCER BALL

- 32 Panel black and white
 - Top grain leather panels molded to special core
 - Official size—weight
 - Special plastic coating
- School Price \$15.00
List Price \$20.00

No. LV5X FORM BILT VOLLEY BALL Similar to above—popular priced School Price \$8.10
List Price \$10.80

No. 429B CHALLENGER POLE VAULT AND HIGH JUMP STANDARDS

This fine piece of equipment has been redesigned and improved to give it more stability. The bases have been extended and strengthened. Here is one of the best and yet most popular priced combination high jump and vaulting standards on the market.



- 1 1/2" diameter steel tubing
 - Extended solid rod base with rubber caps permit indoor as well as outdoor use
 - High jump graduations 2'0" to 6'6"
 - Pole vault graduations from 5'0" to 13'6"
 - Excellent for grade school, junior high and high schools
- School Price \$87.00

No. 422A JUNIOR HIGH JUMP STANDARDS

- Weighted circular metal base
- Graduated heights from 1'0" to 6'0"
- Excellent for Grade Schools and Junior High

School Price \$40.50
List Price \$54.00



PACIFIC HAND WARMER

For golf, hunting, fishing, football, cross-country, etc. A new concept that uses a replaceable fuel stick. One stick lasts for 6 hours.

No. HC HAND WARMER School Price \$21.60 doz.

No. FC FUEL STICKS FOR ABOVE

1 dozen boxes of 12 sticks (Total 144 sticks)
School Price \$12.00 doz. boxes

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Don Rondou
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Eastern Ill., Western Ind., Western Mich.

James A. Terry
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Colo., N. Mex., Okla., El Paso, Texas, Utah, Wyo.

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BECONTA '69 '70

SPORTS



TRACK FOOTBALL SOCCER

SPORTS BECONTA INC. 50 Executive Blvd., Elmsford, N. Y. 10523
91 Park Lane: Brisbane, Calif., 94005



No. 1480P

- Uppers of top grade cowhide
- Foam padded tongue and insole
- Cushioned ankle collar
- White PUMALON sole
- Poly hex base cleats
- Outside counter
- Sponge rubber arch support

Sizes 5-14
School Price \$17.95
List Price \$24.00

No. 1480N

- Same as above only with nylon steel tip cleats

Sizes 5-14
School Price \$17.75
List Price \$23.60

No. 1475N

- Full grain cowhide uppers
- Padded insoles
- Nylon steel tip "shortie" cleats
- White Pumalon sole

Sizes 6-13
School Price \$14.95
List Price \$20.00

No. 1475P

- Same as above only with Poly hex base cleats

Sizes 6-13
School Price \$15.00
List Price \$20.20



American Football Shoes

They are **THE BEST!** The high quality performance of these shoes under all playing conditions—rain, mud, heat, cold—has proven that they are the finest athletic shoes in this demanding field.

Special mud and water resistant Nylon soles for lighter weight—

Top quality leather uppers—PUMA form-fit last—improved heavy rubber insoles.

This fine football shoe has been further improved by adding an **OUTSIDE COUNTER** to give a smooth fit at the heel and an **ORTHOPEDIC SPONGE RUBBER ARCH SUPPORT**.



No. 1490P EE

No. 1490P EE WIDE

- Same construction as 1480
- All new last and heavy duty sole
- True EE wide last
- Excellent for those heavy linemen

Sizes 7-14
School Price \$20.25
List Price \$27.00

No. 1485K

- Uppers of top grade yellow back kangaroo
- Kangaroo & nylon lined
- Outside counter
- Foam insole and arch

School Price \$24.95
List Price \$33.20

No. 1400P

- Uppers top grade cowhide split
- Foam padded insole and tongue
- Cushioned ankle collar
- White PUMALON sole
- Poly cleats
- Sponge arch support

School Price \$14.25
List Price \$19.00

ALL PRICES SLIGHTLY HIGHER—ROCKY MOUNTAIN AREA AND WEST



American Football Shoes in Living Colors



No. 1480P "C"

We continue to offer this fine 1480 shoe in colors. Please order early—allow at least 10-14 weeks for delivery. Minimum order 24 pair of a color.

NO. 1480PC FOOTBALL SHOES IN BRIGHT SCHOOL COLORS

COLORS AVAILABLE: Scarlet, Kelly, Royal, Gold, Orange, White, Maroon

School Price \$19.50

List Price \$26.00

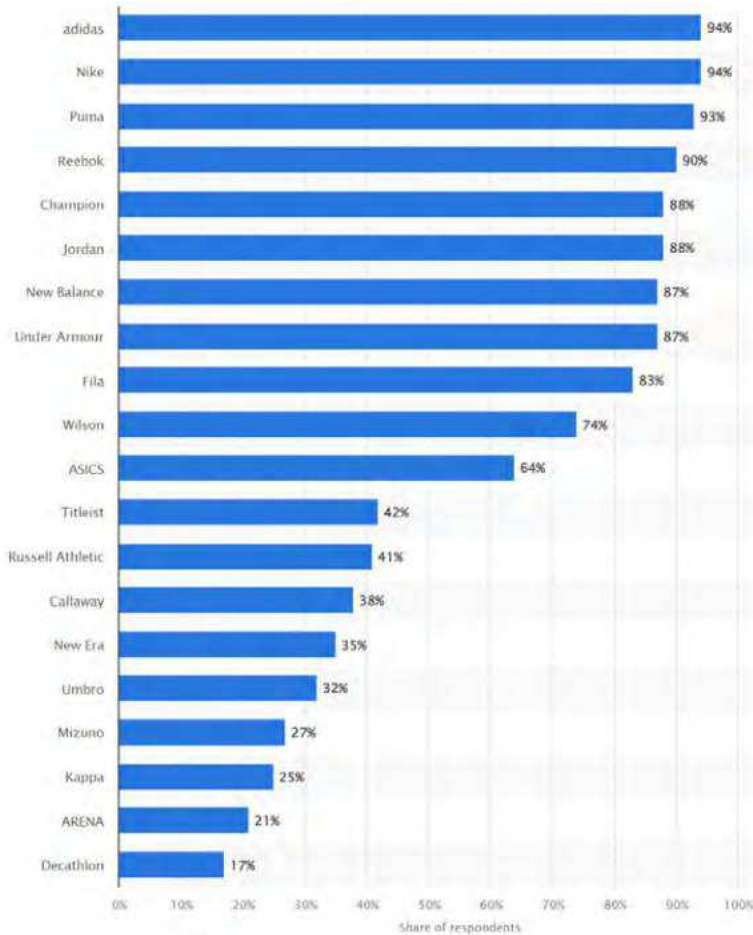
NOTE: No 1480 PC solid white in stock.

ALL PRICES SLIGHTLY HIGHER—ROCKY MOUNTAIN AREA AND WEST

EXHIBIT C

Consumer Goods & FMCG Apparel & Shoes

Leading sportswear brands ranked by brand awareness in the United States in 2023



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Source

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Release date

November 2023

Region

United States

Survey time period

November 2023

Number of respondents

1,247 respondents

Age group

18 to 64 years

Method of interview

Online survey

Supplementary notes

During the survey, the question was phrased as follows: "Do you know this brand, even if only by

Age group

18 to 64 years

Method of interview

Online survey

Supplementary notes

During the survey, the question was phrased as follows: "Do you know this brand, even if only by

Collapse statistic

© Statista 2024

Show source

Additional Information

Most well-known sportswear brands in the United States 2023

Published by Alexander Kunst, Jan 15, 2024

Nike (94%), adidas (94%) and Puma (93%) are the top three leading sportswear brands in the U.S., based on brand awareness. Each one of these sportswear manufacturers is recognized by over 90 percent of internet respondents. With exactly 90 percent brand awareness, Reebok and just under 90 percent, Champion (88%) are following in fourth and fifth place.

For this study, brand awareness was surveyed employing the concept of aided brand recognition, showing respondents both the brand's logo and the

Read more

OTHER STATISTICS ON THE TOPIC

Athletic footwear in the United States



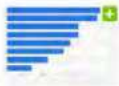
APPAREL & SHOES

Under Armour's net revenues worldwide from 2015 to 2023, by region



APPAREL & SHOES

Revenue of the U.S. athletic apparel and swimwear market, by segment



SPORTS & LEISURE

Number of employees of the top sportswear companies 2022



FASHION & ACCESSORIES

U.S. consumers planned athleisure brands in 2023

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Professional Account

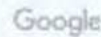
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COMPANIES & PRODUCTS

Activewear market in the U.S.

2023



ALL DATA IN ONE FORMAT

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38 page/s | English | PPTX | Detailed references

Everything on "Activewear market in the U.S." in one document: edited and divided into chapters, including detailed references.

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FURTHER REPORTS



Athletic footwear market in the U.S.

Statista is a great source of knowledge, and pretty helpful to manage the daily work.



Christof Baron
CEO, MindShare
Germany

Statistics on " Activewear market in the U.S. "

Global overview

U.S. market

The most important statistics

Leading sports and outdoor online shops in the United States 2023

Leading brands' U.S. sales	Most well-known sportswear brands in the United States 2023
Consumer preferences	Nike brand profile in the United States 2023
	adidas brand profile in the United States 2023
	Puma brand profile in the United States 2023
	U.S. consumers planned athleisure brands in 2023
	U.S. Gen Z consumers planned athleisure brands in 2023
	Leading considerations when buying sporting goods in the United States 2021

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TOPICS

Athletic footwear in the United States



Global footwear market



Apparel and footwear resale in the U.S.



Nike



adidas



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List • Corporate Finance

Top 10 sportswear brands in the world

By Tom Chapman

August 09, 2023 • 7 mins



Nike is perhaps the best known sportswear brands in the world. Picture: Nike

Adidas, Under Armour and Nike are just some of the companies to feature as Business Chief takes a look at the top 10 sportswear brands in the world

While sportswear companies may not reach the dizzy heights of energy and technology giants when it comes to revenue, they represent some of the most recognisable brands in the world.

These organisations remain at the heart of our favourite sports and are continuing to appeal to new customers thanks to multi-million dollar collaborations with celebrities like Rihanna and, most famously, Michael Jordan.

Here, **Business Chief** takes a look at the top 10 sportswear brands in the world, ranked by their revenue in 2022.



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How these four billionaire athletes made their fortunes

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Top 10 ecommerce companies in the US

Corporate Finance





1. Nike

Revenue: US\$46.71 billion

Walk down an average street in pretty much any corner of the world and it's usually only a matter of time before you spot that famous **Nike** Swoosh.

This American behemoth reported revenue in excess of US\$45bn last year, more than double that of its closest competitor, demonstrating its frightening dominance of the market.

Nike has all the important bases covered, setting new trends, producing the hottest new footwear and manufacturing jerseys for the biggest sports teams in the world.

Marketing, including the well-known 'Just Do It' advertising slogan, has played a big part in its success, as have partnerships with a host of sporting icons. Without **Air Jordans**, who knows whether Nike would have become the global superpower it is today.



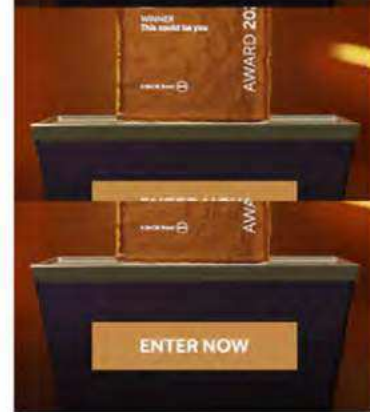
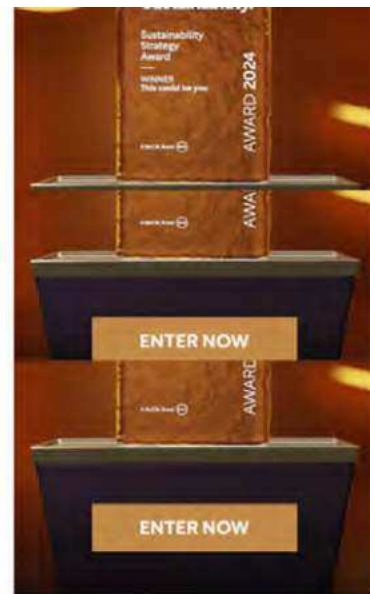
2. Adidas

Revenue: US\$24.56bn

There remains a pretty huge gulf between Nike and **Adidas** in terms of revenue, but the latter retains its title as the biggest sportswear brands in Europe.

Adi and Rudolf Dassler had initially joined forces to create Dassler Brothers Shoe Factory in 1924 but, with their relationship increasingly under strain, they went their separate ways in the late-1940s to form Adidas and Ruda respectively.

To this day, the headquarters of both Adidas and Puma remain in the relatively small Bavarian town of Herzogenaurach, where the Dassler duo grew up and formed their companies.



Adidas is currently generating hundreds of millions of dollars by selling its remaining inventory of Kanye West's **Yeezy** trainers, having ended its collaboration with the controversial rapper.



Puma's headquarters in Bavaria, Germany. Picture: Puma

3. Puma

Revenue: US\$7.48bn

Ruda's name was changed to **Puma** just a few months after being formed by Rudolf Dassler.

Despite bringing in significantly less revenue than Adidas last year, the organisation has enjoyed something of a resurgence in recent years and remains a sportswear heavyweight.

Puma is this year **celebrating its 75th anniversary** and has pledged to "celebrate its milestones in sports, culture and innovation with a series of events", elaborating on its 'Forever Faster' mantra.

Neymar, Usain Bolt and Lewis Hamilton are among its most notable sponsored athletes, while footballing legends Pelé and Diego Maradona famously wore Puma boots. Away from sport, Rihanna has worked with the brand as a women's creative director and global ambassador.



Revenue: US\$7.06bn

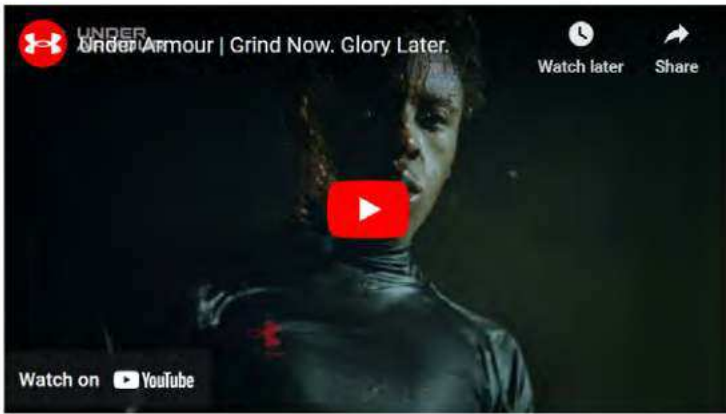
With revenue surpassing US\$7bn, **Lululemon** is the highest Canadian entrant in the top 10.

Lululemon Athletica was launched in 1998 as a retailer of yoga wear – leggings in particular – and continues to specialise in this area.



However, it has expanded over the years to a wide range of athletic apparel including running shoes and personal care products.

Lululemon prides itself on "setting the bar" in technical fabrics and functional designs, working with yogis and athletes in a bid to constantly improve.



5. Under Armour

Revenue: US\$5.68bn

Under Armour was founded back in 1996 by Kevin Plank, who was fresh out of playing football at the University of Maryland.

As the name suggests, Plank's original idea was to create moisture-soaking underlayers to be worn beneath sports jerseys and shorts. The idea soon took off and was soon being replicated by more established brands.

Today, Under Armour is producing apparel and accessories for a wide variety of sports including basketball, boxing and golf.

Plank stepped down from his role as CEO in 2019.



New Balance is best known for its footwear. Picture: New Balance



6. New Balance

Revenue: US\$4.5bn

Known predominantly for its footwear, **New Balance** is the sixth-biggest sportswear brand in the world based on revenue.

Shoes made by New Balance tend to be some of the best on the market when it comes to quality and durability. The organisation promises “unparalleled focus on craftsmanship” and the ongoing popularity of its products suggests they are worth the hype.

Having started out in 1906 as a one-man operation, New Balance now employs around 8,000 people across the globe.



7. Columbia

Revenue: US\$3.42bn

Columbia Sportswear is best known for its range of high-quality outdoor clothing and has grown over the last 80 years to become one of the biggest names in this arena.

Together with its family of subsidiary brands **Sorel**, **prAna** and **Mountain Hardwear**, the organisation now employs around 10,000 people and sells products in more than 100 nations.

Despite traditionally being aimed at customers seeking outdoor escapades and adventures, Columbia’s practical products have become more fashionable and increasingly appeal to a mainstream audience.





Fila is known for its tennis attire. Picture: Fila

8. Fila

Revenue: US\$3.25bn

Fila is another company to have enjoyed a resurgence in recent years, taking advantage of its retro appeal.

Originally founded in Italy, the Fila brand was acquired by Fila Korea in 2007 and is now based in the South Korean capital of Seoul.

Through its daring designs, Fila was responsible for the historic introduction of colour to tennis courts in 1973 and has always taken pride in creating bold and breathtaking products.



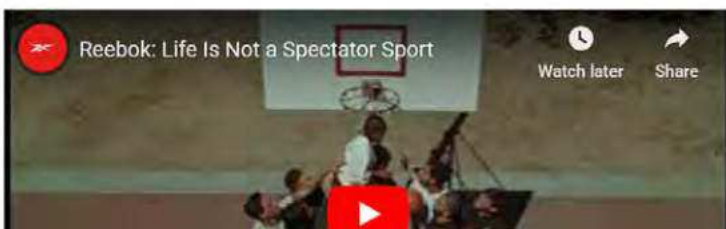
9. Asics

Revenue: US\$2.82bn

Asics, headquartered in Kobe, Japan, is the top-ranking sportswear label based outside of North America and has almost 2,000 stores worldwide.

The company was originally called Onitsuka Tiger after its founder, Kihachiro Onitsuka, who strongly believed sport had the power to lift spirits, project positivity and propel whole communities forward.

It was renamed as Asics, which stands for 'Anima Sana In Corpore Sano' or 'Sound Mind in a Sound Body', an ethos which remains central to its activities.





10. Reebok

Revenue: US\$2.3bn

Yet another big name in American sportswear, **Reebok** was actually founded in the North of England in the late-1950s and used to feature the Union Jack flag in its logo.

In 2005, the company was acquired by Adidas which opted to retain the Reebok brand name due to its historic reputation, before later selling it to the US-based **Authentic Brands Group**.

The **Reebok Classic** remains one of the most popular and recognisable shoes across all brands.

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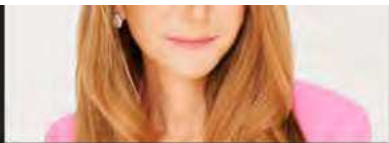
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Top 17 Sportswear Brands in 2023 – Who Makes the Cut?

JUMP TO: [NIKE](#) | [ADIDAS](#) | [PUMA](#) | [LULULEMON](#) | [UNDER ARMOUR](#) | [NEW BALANCE](#) | [JORDAN](#) | [ASICS](#) | [COLUMBIA](#) | [FILA](#) | [CONVERSE](#) | [REEBOK](#) | [RUSSELL ATHLETIC](#) | [ON](#) | [FREE PEOPLE](#) | [OAKLEY](#) | [OUTDOOR VOICES](#)



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Sportswear brands are everywhere these days.

They've grown to accommodate athletes from a wide range of sports, from basketball to yoga to trail running and more.

But many of the top sportswear brands have also become popular for clothing items that people wear for reasons completely unrelated to sports. The rise of [athleisure brands](#) made many of these companies some of the most popular clothing brands in the world - period.

The 17 Most Popular Sportswear Brands of 2023

The following household names are the sportswear brands that held the top spots in 2023 based on worldwide sales.

Of course, you'll probably also notice how prevalent many of these brands have become because of innovation, fashion, and overall comfort.



1. Nike

- **Worldwide Sales:** \$46.71 billion
- **Operating Income:** \$6.86 billion
- **Net Income:** \$6.05 billion
- **Total Assets:** \$40.32 billion
- **Total Equity:** \$15.28 billion
- **Best Known For:** Athletic Shoes
- **Founder:** William Bowerman and Phil Knight
- **Founded:** 1964
- **Headquartered in:** Beaverton, OR
- **Owned by:** Nike, Inc.
- **Number of Employees:** 79,100
- **Website:** <https://www.nike.com>

Nike is renowned the world over as a sportswear brand, so it should come as no surprise that this famous company is at the top of our list.

First and foremost, Nike has consistently delivered innovative and high-quality products that cater to the evolving needs of athletes and fitness enthusiasts - but also people who just want a fashionable pair of shoes (speaking of which, we'll cover the ever-famous Air Jordans a bit later).

Their commitment to research and development allows them to introduce cutting-edge technologies, such as [Nike Air cushioning](#) or [Dri-FIT fabric](#), which enhance performance and comfort.

And not enough can be said about Nike's strategic marketing campaigns, which always feature iconic athletes and influential figures. These campaigns effectively capture the attention of consumers, reinforcing the brand's aspirational and energetic image.

More than maybe any other brand on the product - at least any sportswear brand - just about everyone on the planet has owned at least one Nike product

at some point.

We've profiled Nike products a few times on this site, most recently when we ranked their [line of Nike barefoot shoes](#). Naturally, we've also covered their [running shoes](#) - their original product - and [running shorts](#).



2. Adidas

- **Worldwide Sales:** \$23.71 billion
- **Operating Income:** \$705 million
- **Net Income:** \$645 million
- **Total Assets:** \$12.361 billion
- **Total Equity:** \$5.638 billion
- **Best Known For:** Athletic Shoes
- **Founder:** Adolf Dassler
- **Founded:** 1924
- **Headquartered in:** Herzogenaurach, Bavaria, Germany
- **Owned by:** Adidas AG
- **Number of Employees:** 61,401
- **Website:** <https://www.adidas.com/us>

In second place, is another sportswear brand that probably needs no introduction: Adidas.

An extremely popular brand with an equally popular logo ([and its own song](#)), Adidas has spent the last century achieving worldwide popularity for several reasons.

It has a long history of outfitting renowned athletes and teams, thereby establishing a sense of authenticity and credibility.

On top of that, the company has consistently emphasized innovation, delivering technologically advanced products that blend performance and style.

Whether it's the [Boost cushioning technology](#), or [Primeknit](#) materials, Adidas has constantly pushed the boundaries to enhance athletic performance.

Moreover, Adidas has successfully captured the fashion and streetwear markets by collaborating with influential designers, artists, and celebrities. This fusion of sports and lifestyle has broadened the brand's appeal and made it a staple in popular culture.

Just like Nike, we've talked about Adidas contributions to sportswear before. They make a [great crossbody bag](#), but we also really appreciate their line of [running socks](#), which can be worn for a wide range of different sports.



3. Puma

- **Worldwide Sales:** \$9.513 billion
- **Operating Income:** \$719.68 million
- **Net Income:** \$396.64 million
- **Total Assets:** \$7.617 billion
- **Total Equity:** \$2.855 billion
- **Best Known For:** Athletic Shoes
- **Founder:** Rudolf Dassler
- **Founded:** 1948
- **Headquartered in:** Herzogenaurach, Bavaria, Germany
- **Owned by:** Puma SE
- **Number of Employees:** 18,071
- **Website:** <https://us.puma.com/us/en>

In third place, Puma has built a strong reputation for combining performance and style in its products. The brand continuously strives to evolve, incorporating advanced technologies and materials to improve athletic performance while maintaining a fashion-forward aesthetic. This approach has resonated with athletes and fashion-conscious individuals alike.

More than almost any other sportswear brand, Puma has successfully leveraged collaborations with high-profile celebrities, designers, and influencers, allowing them to stay relevant and tap into diverse markets. Whether it's megastars like Rihanna or lesser-known independent fashion labels KidSuper, Puma has become a serious contender in sportswear simply by teaming up with other notable names.

So, while Puma's heritage is as a company that makes popular soccer shoes, the company has successfully found footholds in other sports - from basketball to skateboarding - and the larger world of fashion.

But while there are a ton of reasons to add Puma products to your wardrobe, we love the brand for creating a fantastic alternative to Melin hats.



lululemon

4. Lululemon Athletica

- **Worldwide Sales:** \$8.11 billion
- **Operating Income:** \$1.33 billion
- **Net Income:** \$855 million
- **Total Assets:** \$5.61 billion
- **Total Equity:** \$3.15 billion
- **Best Known For:** Leggings
- **Founder:** Chip Wilson
- **Founded:** 1998
- **Headquartered in:** Vancouver, British Columbia, Canada
- **Owned by:** Lululemon Athletica, Inc.
- **Number of Employees:** 29,000
- **Website:** <https://shop.lululemon.com/>

Even though the brand is almost 25 years old, most people didn't know about it until around 2011, when it brought in \$1 billion in revenue. After just a little more than a decade, Lululemon absolutely exploded in popularity. Their SUPER popular leggings were everywhere and the company reported revenue of more than \$8 billion.

Aside from their leggings, Lululemon is widely recognized for its commitment to creating high-quality and technically advanced athletic apparel. Their products are designed with precision, incorporating novel fabrics and features that offer both performance and comfort to customers engaging in various fitness activities.

This is ONE of the reasons Lululemon leggings are so expensive and why the company can charge similar prices for the rest of their product line

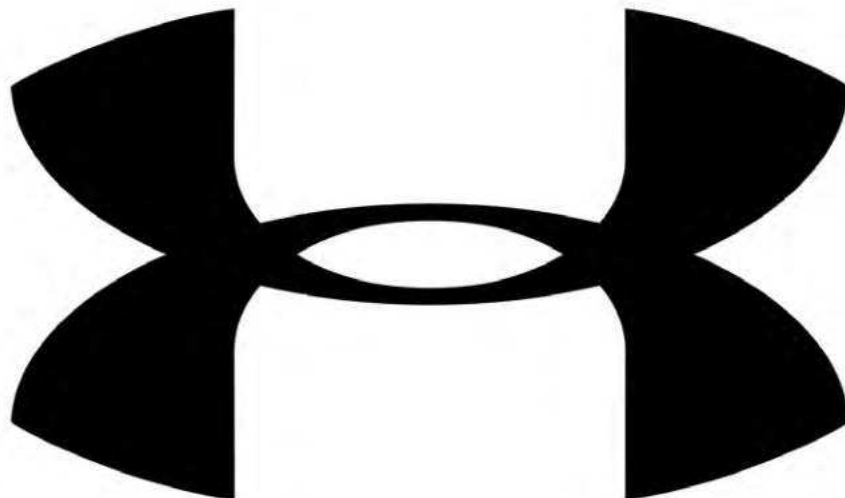
But that's not the ONLY reason.

Lululemon has also established a strong community and lifestyle-oriented approach. The brand emphasizes the idea of active living and promotes a sense of belonging among its customers. Lululemon stores often serve as hubs for fitness classes, workshops, and events, fostering a supportive and engaging environment that extends beyond the apparel.

Furthermore, Lululemon's focus on mindful living and well-being has resonated with consumers seeking a holistic approach to their fitness journey. The brand emphasizes mental and physical wellness, and its products often reflect this philosophy.

And if that wasn't enough, Lululemon's strategic marketing and branding efforts have also effectively targeted its core demographic through influencer partnerships, social media engagement, and community-driven initiatives, creating a sense of exclusivity and authenticity.

Aside from the aforementioned leggings, Lululemon also makes a fantastic crossbody bag and running belt, but their whole product line is worth exploring for anyone who wants high-quality athleisurewear that's extremely comfortable.



UNDER ARMOUR

5. Under Armour

- **Worldwide Sales:** \$5.683 billion
- **Operating Income:** \$486.29 million
- **Net Income:** \$360.06 million
- **Total Assets:** \$4.991 billion
- **Total Equity:** \$2.088 billion
- **Best Known For:** Athleticwear
- **Founder:** Kevin Plank
- **Founded:** 1996
- **Headquartered in:** Baltimore, MD
- **Owned by:** Under Armour, Inc.
- **Number of Employees:** 16,400
- **Website:** <https://www.underarmour.com/en-us/>

"We must protect this house!"

These words introduced the world to what is now one of the biggest sports brands on the planet.

And even 20 years ago, their intention was clear: to dominate the world of athleticwear.

Since then, Under Armour

Though the brand has branched out significantly since its origins, it's still probably best known for creating performance-driven apparel and gear for athletes who play demanding sports. To this end, Under Armour products are designed to boost athletic performance by incorporating revolutionary technologies, moisture-wicking fabrics, and ergonomic designs that cater to the needs of athletes across various sports.

But much like Puma, Under Armour has been extremely smart about branching out to build its brand. Almost immediately, the company worked to form strategic partnerships, endorsements, and sponsorships, which have played a crucial role in boosting its popularity.

The brand has had endorsements with athletes like Steph Curry and Jordan Spieth and even entire sports teams like Tottenham Hotspur. Under Armour has even collaborated with professional-wrestler-turned-actor Dwayne "The Rock" Johnson on [his own product line](#).

Like other brands on this list, Under Armour's focus on innovation and technology has been a key driver of its popularity. The brand continuously invests in research and development to deliver cutting-edge products that meet the evolving demands of athletes and anyone else who just loves working out.



THE NEW BALANCE

6. New Balance

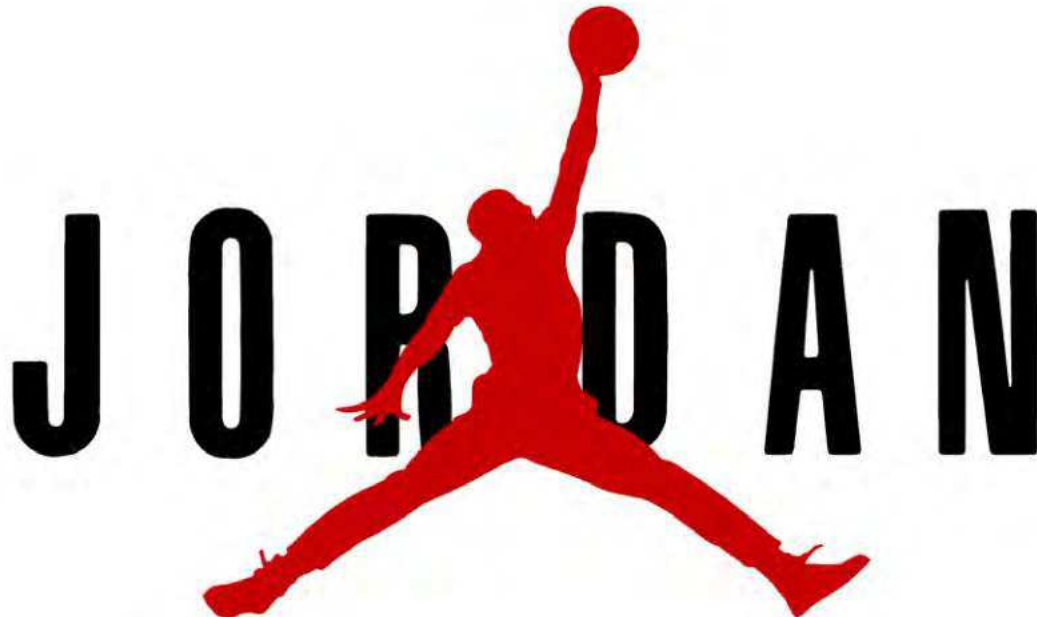
- **Worldwide Sales:** \$5.3 billion
- **Best Known For:** Running Shoes
- **Founder:** William J. Riley
- **Founded:** 1906
- **Headquartered in:** Boston, MA
- **Owned by:** New Balance, Inc.
- **Number of Employees:** 5,497
- **Website:** <https://www.newbalance.com/>

New Balance has always been dedicated to producing high-quality athletic footwear and apparel has been a key driver of its success. Their products are known for their durability, comfort, and performance-enhancing features, making them the go-to choice for athletes and fitness lovers alike.

And yet, it's really been in recent years that New Balance transformed from "shoes my dad loves" to the favorite shoes of celebrities like Kendall Jenner, Hailey Bieber, and Jack Harlow. The brand has even fought its way into the NBA to ink endorsements with players like Zach Levine, Kawhi Leonard, and more.

That's because, along with fashion, New Balance has established a reputation for innovation. The brand continues to invest in research and development, introducing new technologies and materials to enhance athletic performance, like their Fresh Foam cushioning or lightweight and breathable fabrics.

Their legacy hasn't hurt them, either. While they've recently enjoyed newfound popularity, New Balance has also cultivated a sense of authenticity and heritage thanks to a long-standing presence in the industry that dates back to 1906.



7. Jordan Brand

- **Worldwide Sales:** \$5 billion
- **Operating Income:** \$6.675B
- **Best Known For:** The Air Jordan Basketball Shoe

- **Founder:** Nike, Inc.
- **Founded:** 1984
- **Headquartered in:** Beaverton, Oregon, USA
- **Owned by:** Nike, Inc.
- **Website:** <https://www.nike.com/jordan>

We alluded to this earlier when we brought up Nike as the company's most famous product also makes the list, as it is technically a subsidiary.

You can't say "Nike" without thinking about the iconic "Air Jordans" that literally took the brand from a running shoe to a worldwide sensation (as recently documented in the movie, "Air").

Unlike New Balance, the Jordan Brand has ALWAYS been cool - just like its namesake.

The Jordan Brand has always been focused on creating premium, high-quality, and (perhaps most importantly) super-stylish shoes and apparel.

The brand consistently delivers exciting designs, incorporating ambitious technologies and materials that cater to the performance needs of athletes. From the classic Air Jordan sneakers to modern basketball performance shoes, the brand has become synonymous with incredible basketball footwear.

Jordan also hasn't settled for Michael's endorsement. They still sponsor basketball players like Russell Westbrook and Zion Williamson, as well as athletes from other sports like Stefon Diggs and even teams like the North Carolina Tar Heels.

And the Jordan brand doesn't stop there.

One of their secret weapons has been limited-edition releases and exclusive collections that create a sense of exclusivity and desirability, fueling the enthusiasm and loyalty of sneaker enthusiasts and collectors.



8. ASICS

- **Worldwide Sales:** \$3.66 billion
- **Operating Income:** \$279.6 million
- **Net Income:** \$152 million
- **Total Assets:** \$3.147 billion
- **Total Equity:** \$1.333 billion
- **Best Known For:** Athletic Shoes
- **Founder:** Kihachiro Onitsuka
- **Founded:** 1949
- **Headquartered in:** Kobe, Japan
- **Owned by:** ASICS Company
- **Number of Employees:** 10,000
- **Website:** <https://www.ASICS.com/us/en-us/>

ASICS has solidified its position as a top sportswear brand due to a commitment to innovation, performance, and athlete-centric designs.

Renowned for its exceptional running shoes, ASICS continues to push the boundaries of athletic technology, manufacturing footwear that offers superior comfort, support, and durability. Its [ASICS gel](#), a hallmark of the brand, absorbs shock and provides a responsive feel, enhancing performance and reducing the risk of injuries.

In addition to its pioneering products, ASICS is yet another brand that has been smart about forming strategic collaborations and endorsements with world-class athletes, further cementing its reputation. Collaborations with professional athletes such as Novak Djokovic and Emma Coburn showcase the brand's dedication to excellence and performance-driven designs.

And while ASICS is still best known for its footwear, the brand has expanded its offerings, venturing into apparel and accessories. The company's clothing lines combine style and functionality, utilizing ergonomic designs and moisture-wicking fabrics to enhance performance during workouts.

Will ASICS expand further in the future to find customers in athleisurewear like Nike, Adidas and Lululemon?

Time will tell, but it seems likely that we'll continue to see this brand climb the rankings in years to come.



9. Columbia Sportswear

- **Worldwide Sales:** \$3.4 billion
- **Operating Income:** \$393.1 million
- **Net Income:** \$125.7 million
- **Total Assets:** \$3 million
- **Best Known For:** Outdoor Clothing
- **Founder:** Paul Lamfrom
- **Founded:** 1938
- **Headquartered in:** Portland, OR
- **Owned by:** Columbia Sportswear Company
- **Number of Employees:** 8,325
- **Website:** <https://www.columbia.com/>

Columbia Sportswear is a unique entry on this point as the only sportswear brand that got its start by making inroads in the world of outdoor activities:

With a rich heritage rooted in this kind of outdoor exploration, Columbia's products are designed to withstand the harshest conditions while providing optimal comfort and functionality. This product line includes versatile apparel, footwear, and accessories. From winter jackets to hiking boots to trail-running shoes, their products cater to a wide range of outdoor activities.

Renowned for this kind of innovative gear, Columbia Sportswear has consistently pushed the boundaries of design. Their use of one-of-a-kind materials, such as [Omni-Heat thermal reflective technology](#), ensures superior insulation and warmth without compromising breathability.

Additionally, their [OutDry Extreme technology](#) offers exceptional waterproof protection, keeping adventurers dry and comfortable.

Columbia has also signed some big endorsements with names that loom large in the world of outdoor activities. This includes mountaineer Ed Viesturs and ultrarunner Timothy Olson.

So, even though many customers clearly love Columbia Sportswear products for their fashionable looks, these fashionable items are still rooted in



10. Fila

- **Worldwide Sales:** \$3.21 billion
- **Operating Income:** \$325.43 million
- **Net Income:** \$257.11 million
- **Total Assets:** \$1.3 billion
- **Best Known For:** Athletic Shoes
- **Founder:** Ettore and Giansevero Fila
- **Founded:** 1911
- **Headquartered in:** Seoul, South Korea
- **Owned by:** Fila Korea Ltd
- **Number of Employees:** 8,000
- **Website:** <https://www.fila.com/>

Fila is a worldwide brand today, but it traces its origins back to 1911 in Italy. Since then, it has solidified its position as a prominent sportswear brand with a rich history and enduring legacy.

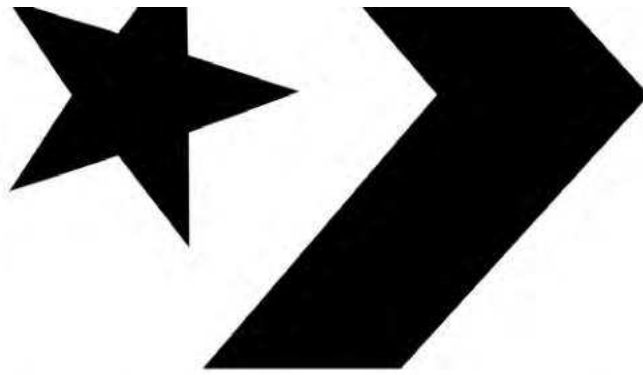
While the '90s saw Fila rise to fame through high-profile sponsorships with NBA athletes like Jerry Stackhouse and Grant Hill, the brand has continued to maintain strong relationships with key athletes, particularly in the realm of tennis (i.e., Ekaterina Alexandrova and Ann Li).

The brand has also done a good job of keeping pace with emerging footwear technologies, which is one reason we included TWO Fila shoes on our list of the [best barefoot shoes of 2023](#). We're big fan of their [women's fanny pack](#), too.

At the same time, Fila has been relatively quiet on the streetwear front, but the brand did gain some serious popularity a few years back with the rerelease of its iconic [Mindblower silhouette](#), which bore a colorway resemblance to YEEZY's, generating considerable attention.

Then, in 2019, Fila made headlines again when it announced [a partnership with the mega-group BTS](#), further elevating its brand image.

Despite the anticipation for new collections from the collaboration, Fila continues to offer budget-friendly releases, as well. The brand's commitment to providing quality athletic apparel and footwear at affordable prices has garnered a dedicated following, transcending borders and cultures.



CONVERSE

11. Converse

- **Worldwide Sales:** \$2.3 billion
- **Best Known For:** Shoes
- **Founder:** Marquis Mills Converse
- **Founded:** 1908
- **Headquartered in:** Boston, MA
- **Owned by:** Nike
- **Number of Employees:** 4,400
- **Website:** <https://www.converse.com/>

Converse, an iconic American sportswear brand, has continuously evolved and remained at the forefront of innovation since its establishment in 1908. The brand's enduring popularity can be attributed to its ability to adapt and reinvent itself over the years.

Converse gained widespread recognition with its beloved Chuck Taylor silhouette, which has undergone numerous iterations throughout its century-long existence. Pushing boundaries and transcending sports, Converse successfully transitioned into a skate brand by incorporating vulcanized soles into select models. This shift allowed the brand to sponsor promising young skaters like Louis Lopez, Sage Elsesser, and the 2019 Skater of the Year, Milton Martinez.

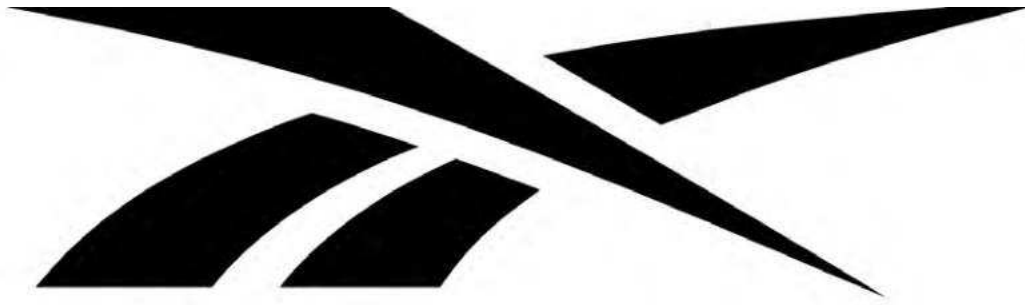
Although Converse's presence in basketball has diminished, the brand maintains its on-court influence through partnerships with players such as Draymond Green of the Golden State Warriors and Shai Gilgeous-Alexander of the Oklahoma City Thunder.

In recent times, Converse has demonstrated its commitment to innovation and collaboration. The brand introduced two new models, the Sponge CX Crater and the Aeon Active CX, in collaboration with A-COLD-WALL*.

Furthermore, Converse embarked on exciting collaborations with Rick Owens' DRKSHDW imprint, resulting in unique collections like Barriers, along with partnerships with other international designers.

With a legacy rooted in timeless designs, a strong presence in skateboarding, and strategic collaborations with up-and-coming fashion labels, Converse continues to captivate both sports and fashion enthusiasts alike, ensuring its enduring relevance in the sportswear industry.

Reebok



12. Reebok

- **Worldwide Sales:** \$2.3 billion
- **Operating Income:** \$173 million
- **Net Income:** \$189.7 million
- **Founder:** Jeff and Joe Foster
- **Founded:** 1958
- **Headquartered in:** Boston, MA
- **Owned by:** Authentic Brands Group
- **Number of Employees:** 9,102
- **Website:** <https://www.reebok.com/>

Once a British heritage sportswear label, Reebok successfully capitalized on the wave of nostalgia that swept through the 90s, delving into its archives and collaborating with a diverse range of celebrities and brands. Collaborations with influential figures such as Cardi B, Maison Margiela, Danai Gurira, and Arianna Grande have breathed new life into the brand.

Reebok's retro models, particularly the timeless silhouettes from Allen Iverson's question and answer series, have garnered significant attention from young sneaker enthusiasts seeking a touch of nostalgia. This positioning has solidified Reebok's status as one of the premier sportswear brands globally.

And while the brand may still not command the same type of awe that its rival Nike garners, there's no denying that Reebok has been a major pop culture influence for decades.

In addition to its iconic releases, Reebok continues to cater to the footwear community with innovative offerings like the Beatnik, a slipper designed for cold weather. These unique and functional designs demonstrate Reebok's commitment to catering to diverse consumer needs.

While the brand has seen success with its hyped releases, Reebok has not neglected its general releases. Timeless classics like the Club C have maintained their relevance, showcasing the brand's ability to balance nostalgia and contemporary style. Reebok has also expanded its range to include trail-ready sneakers and marathon runners, catering to athletes and outdoor enthusiasts alike.

Reebok is another brand - like ASICS - that hasn't found the same kind of success in athleisure that it has with footwear, but as we've already seen, "innovation" is a reoccurring theme with sportswear brands.

Don't be surprised if Reebok climbs this list in the future by applying its fashion sense and technology to other types of clothing.



13. Russell Athletic

15. RUSSELL ATHLETIC

- **Worldwide Sales:** \$1.4 billion
- **Best Known For:** Athletic Clothing
- **Founder:** Benjamin Russell
- **Founded:** 1902
- **Headquartered in:** Bowling Green, KY
- **Owned by:** Berkshire Hathaway
- **Number of Employees:** 10,000
- **Website:** <https://www.russellathletic.com/>

Russell Athletic is an emblem of American sportswear. The company holds a significant place in the industry's history with a logo that is ubiquitous across all kinds of sports from little league all the way to the pros.

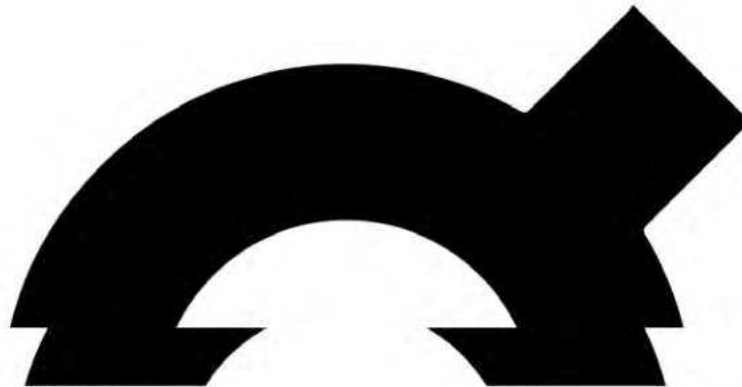
If you've ever played sports that involved equipment, you've seen the famous Russell logo.

Founded in 1902 by Benjamin Russell, the brand found prominence when Benjamin's son asked him to create clothing for his university's football team. This humble request led to [the invention of the sweatshirt \(!!!\)](#), a timeless and essential piece in casual and sportswear fashion.

The brand's rich heritage is now making a comeback, too. Vintage Russell Athletic items have even become one of the most sought-after types of clothing in thrift stores.

Recognizing these skyrocketing interest, [Russell Athletic capitalized by collaborating with KITH](#) on a landmark collection comprising 96 pieces. The collaboration paid homage to the brand's roots, drawing inspiration from vintage Russell Athletic catalogs that showcased a plethora of color swatches for each garment. The collection featured 24 different colors, capturing the essence of the brand's colorful history.

Russell Athletic's enduring appeal lies in its ability to seamlessly blend classic designs with contemporary trends. While it may not have huge celebrity endorsements or a massive footwear line, the brand continues to be a go-to choice for those seeking timeless sportswear pieces that pay homage to American athletic history.



- **Worldwide Sales:** \$1.34 billion
- **Operating Income:** \$93.5 million
- **Net Income:** \$63.8 million
- **Total Assets:** \$1.52 billion
- **Total Equity:** \$1.07 billion
- **Best Known For:** Athletic Shoes
- **Founders:** Olivier Bernhard, David Allemann, Caspar Coppetti
- **Founded:** 2010
- **Headquartered in:** Zurich, Switzerland
- **Owned by:** On Holding AG
- **Number of Employees:** 1,158
- **Website:** <https://www.on-running.com/>

On has quickly risen to become a top sportswear brand, despite being a relative newcomer to the scene. It's the second newest company on our entire list.

Founded in 2010, On has made a significant impact with its innovative - and now iconic - [CloudTec® technology](#), which features distinctive holes in the sole units of its sneakers. This impressive cushioning technology ensures a comfortable ride, while the brand's emphasis on lightweight construction and energy-returning technologies has made its shoes highly favored among runners.

On's success extends beyond the running community, too. Thanks to that CloudTec technology and some remarkable designs, the brand has gained recognition among casual sneaker wearers, as well. It's becoming progressively more common to see people wearing On shoes off the track or trails with joggers and a casual shirt. Collaborations with renowned brands like Kith, Loewe, and notable publications have further elevated On's status and helped the brand to find new fans.



15. Free People

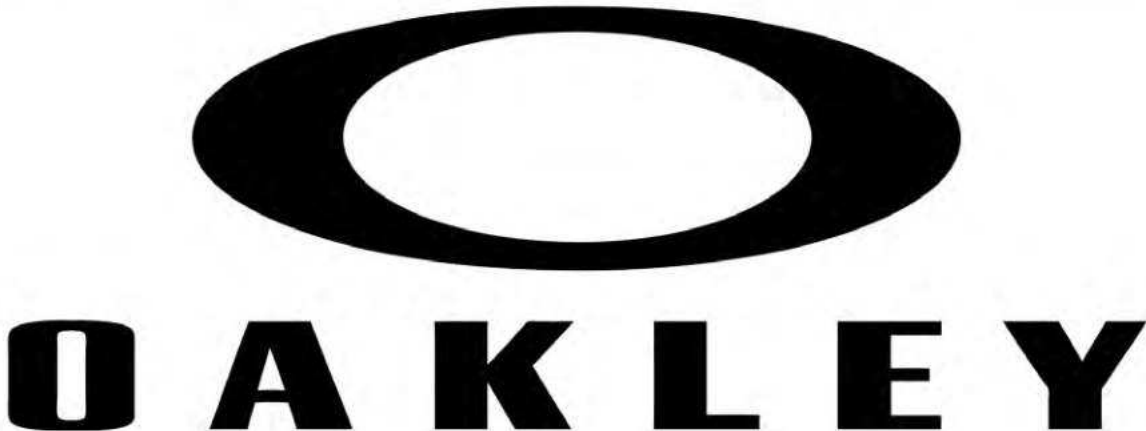
- **Worldwide Sales:** \$980.3 million
- **Best Known For:** Bohemian Apparel (Including Workout Clothes)
- **Founder:** Dick Hayne
- **Founded:** 1984
- **Headquartered in:** Austin, TX
- **Owned by:** Urban Outfitters
- **Number of Employees:** 831
- **Website:** <https://www.freepeople.com/>

While Free People isn't strictly a sportswear brand, the company has become hugely popular for their very fashionable women's sportswear.

Free People found traction in the 80s among athletic women seeking sportswear due to its unique bohemian-inspired fashion aesthetic. Catering to 20-something women who appreciate vibrant colors and patterns, Free People has become a well-known name in the fashion industry.

While some of Free People's clothing comes with a higher price tag, many customers find certain pieces to be worth the investment. Top-rated items like the Osaka Relaxed Jeans, Look Into The Sun Gown, and Keep Rolling Tank have garnered positive reviews for their quality and on-trend appeal.

And with [Taylor Swift recently being spotted wearing one of their skirts](#), the brand can probably get away with charging whatever it wants for the foreseeable future.



16. Oakley, Inc

- **Worldwide Sales:** \$280 million
- **Best Known For:** Sunglasses
- **Founder:** Jim Jannard
- **Founded:** 1975
- **Headquartered in:** Foothill Ranch, CA
- **Owned by:** Essilor Luxottica
- **Number of Employees:** 900 employees
- **Website:** <https://www.oakley.com/en-us>

As a brand known for our own [running sunglasses](#), Oakley is technically the competition, but we still know they deserve a spot on this list.

In fact, we've even included them on our list of [the best running sunglasses of 2023](#).

And while Oakley really only makes sunglasses, there's no doubt they're a top sportswear brand. Athletes from all kinds of sports insist on wearing Oakleys when they want to perform their best - despite the sun's best efforts.

But Oakley sunglasses have recently enjoyed a resurgence in high fashion circles, too. With trends leaning towards bold and colorful frames as well as oversized lenses, Oakley's extensive archive of cycling shades has positioned the brand perfectly for a comeback.

Collaborations with esteemed fashion brands such as Vetements, Palace, and [Samuel Ross's A-COLD-WALL*](#) have further propelled Oakley into the limelight. These partnerships have garnered attention and cemented Oakley's status as one of the most sought-after sunglasses companies in the world.

So, while many of us may always associate Oakley with their famous wraparound style, more and more people are wearing these stylish shades anytime they simply want to look their best.

Outdoor Voices



17. Outdoor Voices

- **Worldwide Sales:** \$90 million
- **Best Known For:**
- **Founder:** Tyler Haney
- **Founded:** 2013
- **Headquartered in:** Austin
- **Number of Employees:** 105
- **Website:** <https://www.outdoorvoices.com/>

Within two years of its founding, Outdoor Voices was already becoming known as [the sportswear brand for the fashion-minded](#).

Initially, the brand gained attention for its minimalist aesthetic, focus on inclusivity, and the promotion of recreational activities over intense workouts.

Somewhat similar to what Lululemon has done, Outdoor Voices encourages individuals to "do things" rather than just focus solely on intense workouts. Doing so has created a sense of community and fun around movement. By promoting a balanced and joyful approach to exercise, the brand attracted an extremely loyal following.

But Outdoor Voices has also gained fans by placing a strong emphasis on quality and functionality. Their fabrics are known for their durability, comfort, and moisture-wicking properties, ensuring that customers can move freely and comfortably during various activities.

There's no doubt about it: [the last couple of years have been rough for Outdoor Voices](#). The brand struggled financially because of order fulfillment problems and operational challenges, which led to numerous layoffs and leadership shakeups.

But Outdoor Voices continues to thrive. We recently highlighted one of their products when we covered [the best workout leggings of 2023](#).

The Next Big Sportswear Brand?

We'd like to (humbly) submit ourselves!

In just a few short years, we're extremely proud of the many products we've designed, developed, and released. Please take a second to explore our inventory and always feel free to [contact us](#) if you ever have any questions.

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THE 25 BEST SPORTSWEAR BRANDS IN THE WORLD

1 YEAR AGO IN STYLE
WORDS BY JUSTIN BLOCK



When thinking about the best sports brands, an old soccer expression comes to mind: form is temporary, but class is permanent. Popularity ebbs and flows, but quality and legacy endure.

Availability, not exclusivity, is key to sportswear brands financially. Limited releases and exclusive collabs might wind up in plenty of social media feeds and add a new level of cool to a sports brand, but those sneakers usually don't end up in everyone's closets. Yet, while widespread availability and visibility do equal cold, hard cash for sportswear brands, exclusivity and collaborations remain a form of soft power every label wants to wield.

The hype that drives the high end of the market and sends collectors and media outlets such as ourselves into a frenzy is a means for sports brands to elevate their general releases and everyday wear and keep profits ticking upwards. And it's working. Market research firm [Statista](#) estimates the global sports apparel market generated revenue of \$178 billion in 2021 and it's set to keep growing to \$204 billion by 2023.



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But hype isn't the be-all and end-all. Heritage, product quality, strong endorsement deals, and innovation are other spokes in the wheel of what makes a sportswear brands great. Its something those in charge know all too well, and a big reason as to why a lot of brands have transitioned from the sports to lifestyle arena with ease in recent times.

With athleisure arguably the dominant fashion trend of our time, there's money on the table, and these 23 sports brands aren't about to leave any change behind.

Scroll on to see, in no particular order, the best sports apparel brands in the world.

HOKA



Collaborations with Engineered Garments and Moncler further propelled the brand to a wider audience and even led to the reissue of one of its best silhouettes, the Mafate.

[SHOP HOKA](#)

Salomon



With gorpcore on the rise Salomon was perfectly positioned to become one of the biggest European sportswear brands. Its trail-ready sneakers have become a hit due to its combination of Ortholite insoles and Contagrip outsoles that create a comfy ride regardless of the terrain. Compared to other brands one of Salomon's best qualities is its signature color-blocking used on sneakers in XT series.

Apart from recently celebrating its 75th anniversary, collabs with COMME des GARÇONS, BODEGA, and recently Maison Margiela have ensured the French brand will remain a major player in the sportswear industry and if the gorpcore trend continues, it may soon move up to the top 5 slot.

[SHOP SALOMON](#)

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New Balance





© HIGHSNOBIETY / JULIEN TELL

Arguably no other brand has had a revival in recent years like New Balance. Apart from teaming up with Teddy Santis of Aimé Leon Dore for the brand's "MADE in USA" sub-line, New Balance has been releasing hit after hit with coveted silhouettes like the 2002R, 550 and other general releases.

Though the target 'dad audience' still remains with the Boston-based brand, new colorways, and revitalized models have placed it at the forefront of the apparel and sneaker industry due to collabs with Patta, Joe Freshgoods, and high-performance running sneakers with Stone Island.





© HIGHSNOBIETY / RICHIE DAVIS

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A relative newcomer to the scene, On was founded in 2010 and has managed to make a lot of noise in a short period of time. That has been mainly due to its signature CloudTec® technology which creates the distinctive holes in the sole units of its sneakers. The cushioning technology makes for a comfortable ride while the shoe's lightweight construction and energy-returning technologies have made them a favorite for runners.

As well as offering reliable and quick running shoes, the label has also been making a name for itself among casual sneaker wearers, partly thanks to collaborations with the likes of Kith, Loewe, and this very magazine.





© HIGH-SNOBIETY / THOMAS WELCH

Oakley sunglasses have become a serious flex in high fashion in recent times. With sunglasses trends moving toward thinner, more colorful frames, and bigger, more outlandish lenses, Oakley, with its decades-deep archive of cycling shades, was ready for a comeback. Collaborations with Vetements, Palace, and A-COLD-WALL*'s Samuel Ross have put everyone on notice, making Oakley, which also makes advanced sportswear, one of the most desirable sunglasses companies in the world.

[SHOP OAKLEY](#)

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adidas





© HIGHSNOBIETY / BRYAN LUNA

A sportswear giant long before athleisure was even a word, adidas has remained an intrinsic of the sportswear industry. During 2022 we've seen a long list of high-profiled releases from the German brand with collabs from Ivy Park, Bad Bunny, Gucci, and most recently Balenciaga. Even designers like Darryl Brown and Sean Wotherspoon put their twist on a few of the brand's signature silhouettes.

It's clear the second-biggest athletic company in the world shows no signs of slowing down and its recent collection with and wander is a testament to the brand's ability to accommodate new ideas that further merge innovation and fashion.

SHOP ADIDAS

ASICS



© HIGHSNOBIETY / EVA AL DESNUDO

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Few companies blend performance and design quite like ASICS. Although mostly known for its impact in the running world with cutting edge silhouettes like the Novablast or Meta Speed Sky, its lifestyle models are widely renowned for its comfort. Pretty much any model from the brands Gel series offer stability and cushioning in a way that other brands don't, and with Kiko Kostandinov at the creative helm the brand's long line of retro-runners are having a resurgence. This year we've seen collabs from JJJJound, Ice Studios, Awake NY, even Evisu chimed in to give its take on the widely popular Gel-Lyte III.

[SHOP ASICS](#)

Reebok





© HIGHSNOBIETY / THOMAS WELCH

Another brand taking advantage of '90s nostalgia, one-time British heritage sportswear label Reebok has dug into its vault and opened it up to a slew of collaborators, including celebrities and brands such as Cardi B, Maison Margiela and Rihanna.

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With retro models from Allen Iverson's question and answer series providing young sneakerheads a chance at securing timeless silhouettes Reebok has positioned itself as one of the best sports brands in the world. As of recent Reebok continues to cater to the footwear community with its release of the Beatnik, one of the few slippers made for cold weather.

Along with the overhyped models, Reebok's general releases like the Club C haven't lost a step and the brand now offers trail-ready sneakers and marathon runners as well.

[SHOP REEBOK](#)

Puma



Over the course of 2021 Puma's sales rose by roughly 32% making it one of the highest grossing years for the German sportswear brand. Puma owes its success to its standard of delivering quality products at a reasonable price compared to its competitors. Collabs with Pokémon, MCM, and retailer Butter Goods helped solidify Puma outside its heavy football foundation and though Neymar Jr. remains as one of the brands biggest signed athletes younger players in various sports are following suit.

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Though modern iterations of its popular Suede silhouette and still release every year, Puma's ability to remain true to its athletic origins is the reason why it continues to be one of the top 5 sportswear brands in the world.

[SHOP PUMA](#)

Converse





© HIGHSNOBIETY

Converse is one of the OG American sportswear brands that continue to innovate over time. Founded in 1908, the brand grew to acclaim with its widely celebrated Chuck Taylor silhouette that underwent several reiterations over the last hundred years. Though it's rare to see shoes transition between different sports, by adding a vulcanized sole to a few of its silhouettes Converse has redefined itself as a skate brand, sponsoring young pros like Louis Lopez, Sage Elsesser, and 2019 Skater of the Year Milton Martinez. Though the brand isn't as active in basketball as it once was it still maintains an on-court presence with a few players like the Warriors Draymond Green and OKC's Shai Gilgeous-Alexander.

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This year saw the release of two brand new models with A-COLD-WALL*, the Sponge CX Crater and the Aeon Active CX as well as new collabs with Rick Owens DRKSHDW imprint, Barriers and a bunch of other international designers.

SHOP CONVERSE

Champion



© CHAMPION

Though the word *staple* gets thrown around a lot these days perhaps no other company has been integral to athletic and streetwear as much as Champion. If you're looking for quality products that you can use in any sport, Champion has you covered. If you're looking to start a streetwear brand and need new some blanks to print on that comes with a seal (in the case logo) of approval, Champion has got you covered. The list of accolades under the now North-Carolina based brand is long from outfitting the "Dream Team" at the 1992 Summer Olympics to inventing the modern hooded pullover almost 90 years ago, Champion is as good as it gets.

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Champion now serves the streetwear crowd, especially after collaborations with Supreme, Vetements, OFF-WHITE, and KITH. But it's also still for the everyman, with affordable prices, widespread availability, and time-tested quality. "It's like having a new brand with a hundred-year history," says Champion brand ambassador Manny Martinez.

[SHOP CHAMPION US](#)

Diadora





© HIGHSNOBIETY / THOMAS WELCH

Although Italian sportswear brand Diadora has been around since 1948, it remains an underground icon to soccer “casuals” and European streetwear enthusiasts alike. Diadora was a hit in the '70s and '80s, drawing in traveling soccer fans from the UK with its luxurious tracksuits, colorful knitwear, and sleek sneakers. Icons such as tennis legend Björn Borg and soccer greats Roberto Baggio and Marco van Basten donned Diadora footwear, making the sports brand a giant both on and off the field.

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Today, Diadora’s Italian craftsmanship is paired with reinvented styles from decades past and collaborations with Packer, END., and even Highsnobiety. Its clothing takes styles from the most dominant period in the company’s history and brings them straight into the modern athleisure fold. For anyone looking to add that prestigious “Made in Italy” spirit to their sportswear wardrobe, Diadora is a European OG.

[SHOP DIADORA US](#)

ellesse



© HIGHSNOBIETY / ROBERTO BRUNDO

ellesse, founded in 1959, changed sportswear forever by bringing tailoring techniques to sporting apparel for the first time.

The Italian brand (now owned by the British company Pentland), first started out in ski-wear but has since gone on to establish itself as a true sportswear force in Europe and beyond, having announced its re-entry into the North American market with a special Fall 2018 collection of apparel and footwear.

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Once a favored brand of UK casuals in the '80s, these days, the 'semi-palla' or 'half-ball' logo — which represented two tips of a pair of skis and a section of a tennis ball — can be seen widespread, worn proudly by everyone from ravers and fashionistas to tennis players at Wimbledon.

Famously, Muhammad Ali was even a fan.

[SHOP ELLESE US](#)

Fila





© HIGHSNOBIETY / ASIA TYPEK

Fila rose to fame during the '90s after sponsorships with NBA athletes Jerry Stackhouse and hall of famer Grant Hill. Though the brand has been relatively quiet on the streetwear front it maintains a strong relationship with key athletes in tennis. Founded in 1911 in Italy, Fila now calls South Korea home and seen a rise in popularity after rerelease of its Mindblower silhouette that beared a slight colorway resemblance to YEEZY's. In 2019 mega group BTS announced its partnership with the historic athletic company and though folks are patiently waiting for new collections from the duo, you can still tap the athletic brand for its budget-friendly releases.

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hummel





© HUMMEL

While the majority of hummel's products are made through the lens of soccer it also has transitioned in providing quality lifestyle products as well. Its pieces range from parkas to tracksuits sporting its catchy chevron logo. Founded during 1923 in Hamburg, Germany the now Danish brand is mostly known for providing football kits but recently the brand expanded its range to handball where it serves as the proud sponsor of the International Handball Federation.

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Jordan Brand



EXHIBIT D

Puma Golf releases new Ignite Elevate golf shoe



Puma Golf



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Puma Golf has been a leader in golf footwear and they are making strides in 2023 early with the release of their new **Ignite Elevate golf shoe.**

This Elevate shoe will be an addition to the already popular Ignite family by Puma. The shoe has been designed to add additional comfort, functionality and stability into the spikeless shoe.

Puma has utilized Ignite Foam in the midsole which provides energy return as you walk or swing. The EXOShell design that combines engineered mesh uppers with TPU Film fused underneath aids in stability while adding waterproof performance.



Puma's Pwrsaddle technology uses a lightweight TPU saddle to make the shoe durable and comfortable. The new Ignite Elevate shoe also features concentric traction that helps with grip on any surface.

“Our goal while designing and developing the Ignite Elevate was to provide superior performance, comfort, and styling in a spikeless shoe,” said Andrew Lawson, Senior PLM Footwear, Puma Golf. “The proven technologies we’ve applied to the design guarantees the new Ignite Elevate will raise anyone’s game.”





Puma Golf releases new Ignite Elevate golf shoe- \$130. (Puma Golf)

Ignite Elevate is available in seven colorways in medium and wide widths.

Puma Ignite Elevate - From \$129.99

See more equipment: [Best drivers for 2024](#) | [Best irons for 2024](#) | [Best putters for 2024](#) | [Best golf balls for 2024](#)

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<https://golfweek.usatoday.com/2023/02/01/puma-golf-ignite-elevate-golf-shoe/>

ARCHIVE

PUMA Golf's new PHANTOMCAT NITRO an innovation to spike game

Presented by



1 Min Read Equipment



Shoes bring flexibility, explosiveness to course with new Flexspikes

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Written by Staff, PGATOUR.COM

This season on the PGA TOUR, look for PUMA Golf athletes Rickie Fowler, Gary Woodland, Justin Suh and J.J. Spaun to be rocking some new footwear.

That's because PUMA has introduced the new PHANTOMCAT NITRO shoe. A culmination of several years of development and testing among these athletes, the NITRO provides golfers with greater explosiveness and power, along with increased comfort, flexibility and rebound, on the golf course.



A look at the new PUMA Golf PHANTOMCAT NITRO shoes. (Courtesy of PUMA Golf)

The PHANTOMCAT NITRO is our most advanced shoe to date,” said Senior PLM Footwear of PUMA Golf Andrew Lawson. “The feedback we’ve received from our TOUR athletes has been fantastic and I can’t wait for golfers to try this shoe.”

The PHANTOMCAT NITRO is made of sleek, full-grain leather offering a guaranteed one year of water protection and is available in four different color selections. The shoe also comes in a NITRO wide version.



The color selection of the new PUMA Golf PHANTOMCAT NITRO shoes. (Courtesy of PUMA Golf)

With the release, PUMA elevates shoe technology to a completely new level.

With this shoe, PUMA debuts Flexspike cleat innovative technology. The Flexspikes are figure-eight shaped and integrated into the shoe itself, which improves weight distribution and traction by increasing the surface contact of the cleats with the ground, ultimately strengthening grip and traction. The foot is able to maintain versatility through impact.



A closer look at Justin Suh wearing Flexspike cleat technology at the 2024 WM Phoenix Open. (Orlando Ramirez/Getty Images)

The nitrogen-infused NITRO foam provides explosiveness through high rebound. The shoe provides stability heel-to-toe with a molded heel and an anatomically shaped last (which wards off any squished toes).



A closer look at the new PUMA Golf PHANTOMCAT NITRO shoes. (Courtesy of PUMA Golf)

Price: \$180

Available: Feb. 15

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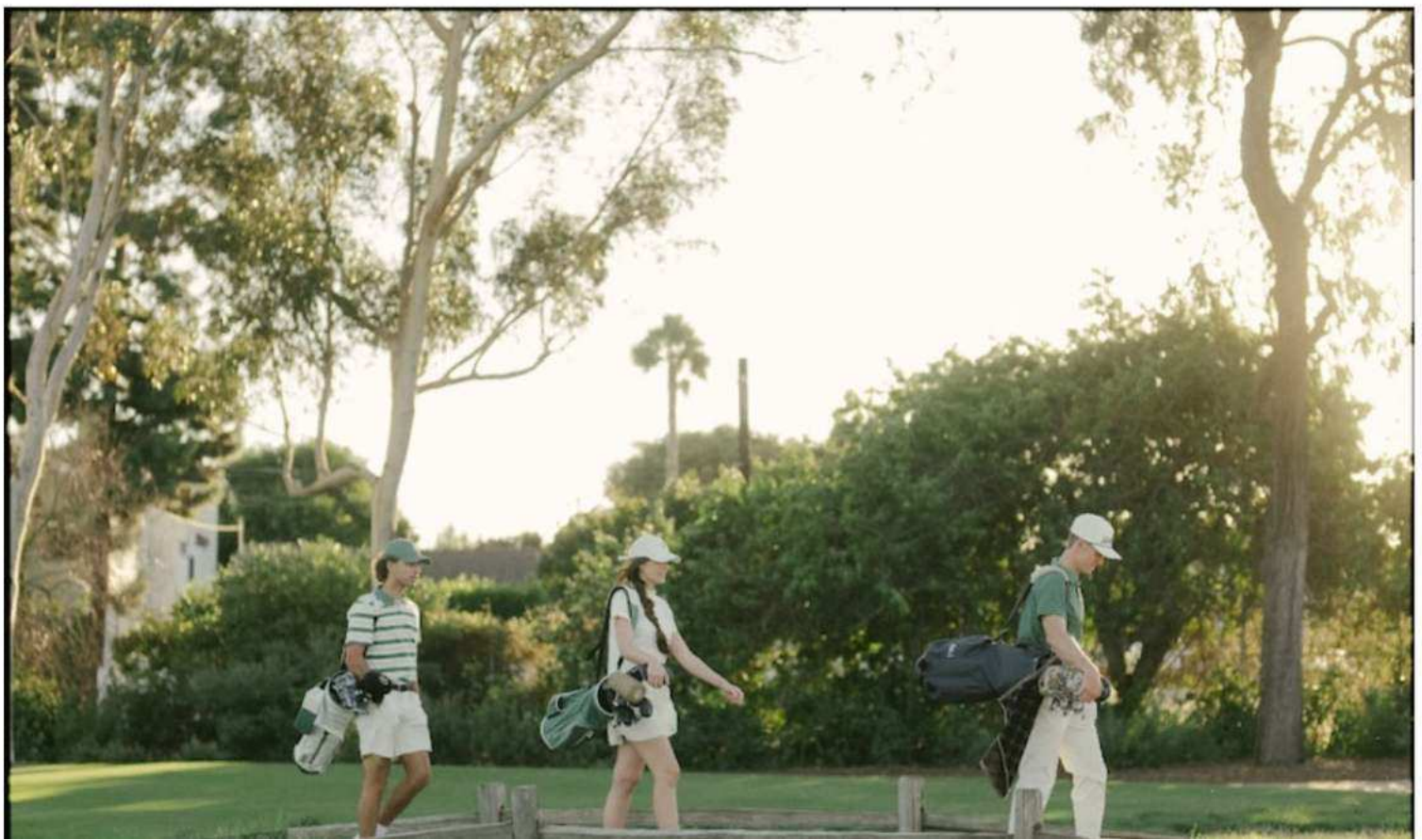
PUMA GOLF x QCG Collection



Dean DeCrescenzo | April 4, 2024 | 50 Comments



Puma Golf has long been open to collaborations to provide golfers with unique, fashionable, and functional apparel. They have an extensive catalog of collections like Puma x Palm Tree Crew, Puma x Arnold Palmer, and Puma x Volition. Each release offers a different take on golf apparel with its own backstory. Today, Puma, in partnership with Quiet Golf, introduces a new line of contemporary golf apparel titled PUMA GOLF x QCG collection to commemorate the upcoming 2024 golf season. This collaborative venture aims to bring forth a fresh perspective in golf fashion, integrating contemporary design elements into traditional golf apparel.





The latest PUMA GOLF x QGC collection features a wide range of modern styles, including premium cable knit sweaters, half zips, crewneck sweatshirts, and graphic tees. It is designed for both men and women golfers who want a sophisticated look that embodies the spirit of spring and summer golf.

“The culture of golf is evolving, and along with this evolution, styles are changing for the better,” said Mike Diaz, Marketing Director of PUMA Golf. “Inspiration from different industries like fashion, street, and skate is becoming more accepted on the course, and we found the ethos of Quiet Golf to be at the forefront of that change. Partnering with a brand like QG allows us to offer a unique style that we see as a trend in golf that is going to be around for a while.”



Puma's apparel has been maturing for a while, and their latest collection continues the trend of moving away from flashy and colorful designs that the brand was known for in the past. The PUMA GOLF x QGC collection features a range of earthy tones, including warm white, paisley, navy, chocolate, grey, and forest green. According to Puma, these colors are inspired by the shades that golfers typically encounter on the course,

such as the sand of a bunker or the green of a freshly cut fairway.



Below is a comprehensive list of all the items featured in the Puma x QGC Collection.

Polos:

PUMA x QGC Jacquard Paisley Polo (Deep Forest, Warm White) – \$110

PUMA x QGC Sunday Stripe Polo (Warm White-Dark Night, Warm White-Deep Forest) – \$110

PUMA x QGC Post Round Polo (Deep Forest, Warm White, Dark Night) – \$110





Tees:

PUMA x QGC Modern Graphic Tee (Deep Forest, Warm White) – \$50

PUMA x QGC Script Graphic Tee (Dark Night, Dark Chocolate) – \$50

Layering:

PUMA x QGC Graphic Crewneck (Warm White, Dark Chocolate) – \$140

PUMA x QGC Cable Knit Sweater (Warm White, Dark Night) – \$160

PUMA x QGC Half Zip (Warm White, Dark Night) – \$180





Bottoms:

PUMA x QGC Short (Deep Forest, Sedate Gray) – \$100

PUMA x QGC Pant (Dark Chocolate, Sedate Gray) – \$120

Hats:

 PUMA x QGC Dad Hat (warm white-Deep Forest, Deep Forest-warm white) – \$45

PUMA x QGC Rope Hat (Warm White-Deep Forest, Dark Night-Warm White) – \$45

Shoes:

PUMA x QGC Avant (Puma White-Deep Forest-Lime Pow) – \$180





Women:

PUMA x QGC Mock Neck (Deep Forest, Warm White) – \$70

PUMA x QGC Relaxed Crop Polo – (Deep Forest, Warm White) – \$100

PUMA x QGC Pleated Skirt (Deep Forest, Warm White) – \$90

The all-new Puma x QGC collection is now available on pumagolf.com.

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<https://www.thehackersparadise.com/puma-golf-x-qcg-collection/>

Rickie Fowler's Puma Golf Shirts - Everything That He Is Wearing At The US Open

Fowler's apparel at the US Open has been turning a few heads! Here's where you can buy his look online

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(Image credit: Getty Images)



BY MATT CRADOCK PUBLISHED 16 JUNE 2023

Rickie Fowler has enjoyed a great return to form since [working with former coach Butch Harmon](#) and, at the US Open, that couldn't be clearer, with the American becoming the [first player to ever shoot 62 at the US Open](#) and, following a hot start on the second day, he continued to lead early at Los Angeles Country Club.

Throughout his career, Fowler has been known for his style, with the 34-year-old seen wearing his Sunday orange outfit regularly, as well as a number of other eye-catching outfits as he climbed up the ranks of the PGA Tour.

At the US Open, Fowler has been seen wearing yet more eye-catching pieces, with Puma known for producing some of the [best golf polo shirts](#) on the market. Here, we take a look at his apparel for the third men's Major of the year.

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(Image credit: Getty Images)



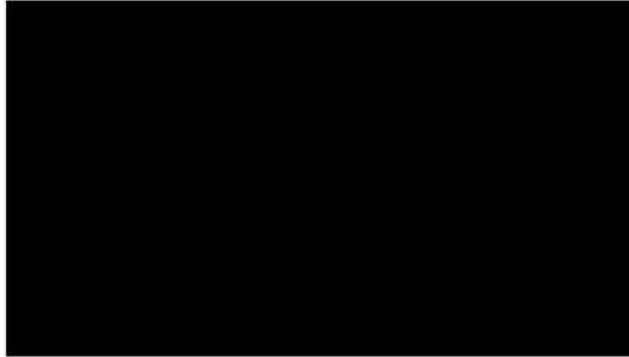
Puma Gamer Golf 1/4 Zip | \$65 at Dick's Sporting Goods

Fowler wore the Gamer Golf 1/4 Zip for his historic round of 62, with the feat being matched by Xander Schauffele just 30 minutes later

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Puma make some of the **best golf quarter zips** on the market, with Fowler donning the Gamer Golf 1/4 Zip for his historic 62 at Los Angeles Country Club.

LATEST VIDEOS FROM GOLFMONTHLY



Made from 94% polyester and 6% elastane, it has a soft 4-way stretch construction that allows you to swing freely on a range of shots. What's more, there is plenty of breathability available, with the zip allowing you to control the temperature whilst you're out on the golf course.

FRIDAY





Puma Mattr Geo Polo Shirt | \$61 at Golf Poser

The Mattr Geo Polo is now just \$61 at Golf Poser, with Fowler's full US Open wardrobe also available on the site!

[VIEW DEAL](#)



Puma Mattr Geo Polo Shirt | \$85 at PGA TOUR Superstore

PGA TOUR Superstore provide users with an array of the best golf apparel, with the Mattr Geo Polo now available in a number of size options

[VIEW DEAL](#)

For 2023, Puma have added to their Mattr range, with the polo offering users a performance-based fabric that provides comfort in all conditions. Not only is it moisture-wicking, but the fabric has a four-way stretch for superb range of movement, with the print certainly making a statement on the course.

Fowler first signed with Puma back in 2009 when he turned professional and has also signed a couple of contract extensions to make sure he remains one of the key figures wearing Puma golf gear. Being one of the most recognized golfers on the planet, he has enjoyed numerous successes, such as the 2015 Players Championship.

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As mentioned, Fowler was donning the Geo for Friday, with Puma's Mattr range of clothing aiming to provide golfers with the ideal mixture of comfort, style and performance to play better golf in. Mattr stands for materials, technology and research and, throughout our [previous testing of Mattr polos](#), you can feel that it is premium, well designed clothing.

SATURDAY



Puma Mattr Love/H8 Golf Polo | \$54 at Golf Poser

On moving day, Fowler will be donning the Love/H8 Golf Polo and, at Golf Poser, it is under \$55

[VIEW DEAL](#)



Puma Mattr Love/H8 Golf Polo | \$85 at PGA TOUR Superstore

Grab Fowler's full look at the PGA TOUR Superstore, with the Love/H8 Golf Polo just one of the many items now available

[VIEW DEAL](#)

On moving day at the US Open, Fowler will be wearing the Mattr Love/H8 Golf Polo, which has a performance fit and lightweight feel. Featuring a three-button placket, the print may divide opinion, but there's no denying

that it does look very premium.

Again, it has the Mattr fabric with a four-way stretch. It is also moisture-wicking and quick drying, which is a perfect combination for the hot and humid conditions. Lastly, there are small design elements on this polo, such as the Puma logo on the back of the neck.

SUNDAY



(Image credit: Getty Images)



Puma Caddie Stripe Golf Polo | \$39.99 at PGA TOUR Superstore

The orange look is regularly seen on Sunday and, for the final round of the US Open, Fowler will be wearing his traditional look

[VIEW DEAL](#)

On Sunday, you can expect to see Fowler's traditional orange look, albeit unclear as to whether it will be the striped or the full orange polo. Either way, you can expect to see some color at [Los Angeles Country Club](#) come the final day.

So, what is the reason why he wears orange? Well, in an interview, the American explained that: "I started doing that while I was in school. Obviously, not many guys wear orange, so it was a way to be my own man out there. A few of my Oklahoma state teammates wore the same colors, so at the time, it was a bit of a bonding thing. But nobody really does that on Tour. I like to think of it as my own little personal style. I've always enjoyed having my own sense of style; it's just a fun way to stand out. It's fun to wear what I want to wear and show off."

TOPICS

[Rickie Fowler](#)



PUMA X ARNOLD PALMER COLLECTION

PUMA GOLF x ARNOLD PALMER COLLECTION OFFERS ICONIC STYLES AND WOMEN'S FASHION

JULY 23, 2024

HI-RES IMAGES: [LINK](#)

CARLSBAD, Calif. – When we think of iconic golf and legendary style, the first name that comes to mind is The King, Arnold Palmer. Known as much for his exquisite taste as his iconic golf legacy, nobody embodies the “star,” persona more than Arnie himself. To celebrate The King’s legacy, PUMA Golf is dropping a second PUMA Golf x Arnold Palmer Collection lineup for ‘24.

Known for the phrase, “You must play boldly to win,” Mr. Palmer wasn’t afraid to push boundaries on and off the course, and The PUMA x Arnold Palmer Collection captures the excellence of golf’s global icon and embodies the essence of Mr. Palmer’s legacy. Designed to celebrate Arnie’s massive impact on the game and its style evolution, the latest PUMA Golf x Arnold Palmer Collection boasts fresh and sophisticated looks. The collection reflects Palmer’s classic and timeless approach to golf fashion, combined with modern trends and performance fabrics suited for the sport.



Most notably, for the first time, the collection now offers Women’s apparel. More specifically, the line consists of several signature items including Pique polos in navy or pink, a golf dress in deep navy, a quarter-zip sweater in warm white, a track jacket in deep navy, a visor in warm white and green, and golf shorts in warm white. Details like piped seams, custom rib

collars, and pale pink pop trims, add to the premium look of each item and ensure that those who wear items from the AP Collection feel as stylish as Arnie in his prime.

The latest Arnold Palmer Collection will be available online and at retail 7/22/24.

For more information on the latest 2024 PUMA GOLF x Arnold Palmer Collection, visit <http://www.pumagolf.com>

12/9/2024 2:31:23 PM

<https://golfweek.usatoday.com/2023/02/01/puma-golf-ignite-elevate-golf-shoe/>

EXHIBIT E

Limited Edition - PHANTOMCAT NITRO™ Fair Isle Golf Shoes

★★★★★ 3 Reviews

\$200.00

Groundbreaking. Not ground-breaking. PUMA's PHANTOMCAT NITRO™ brings golf cleats into the future with FLEXSPIKE technology.

Color Puma White / Blue Horizon



Size Size Guide

7	7-5	8	8-5	9	9-5
10	10-5	11	11.5	12	12-5
13	14	15			

QTY

ADD TO CART

- SPECS +
- DETAILS ↓
- RETURNS & SHIPPING +





Pure 2.0 Golf Polo

\$55.00

4 interest-free payments of \$13.75 with **Klarna**. [Learn More](#)

Upgrade your play. Upgrade your polo in 10+ colors. Your game deserves more than the ordinary. This reimagined essential polo delivers pure performance with breathable, moisture-wicking, 4-way stretch fabric. Play harder, play smarter, and stay comfortable all day long with a polo crafted from 100% recycled materials (excluding trims and decorations).

Color Deep Navy



Size

[Size Guide](#)



QTY 1

ADD TO CART

- SPECS +
- DETAILS ↓
- RETURNS & SHIPPING +

Golf Umbrella

\$75.00

The Puma Golf Umbrella features a large double canopy that allows wind to pass through while keeping you in inclement weather.

QTY 1

ADD TO CART

SPECS +

DETAILS ↓

RETURNS & SHIPPING +





Tri-Fold Golf Towel

★★★★☆ 5 Reviews

\$20.00

Keep your clubs clean with our Tri-Fold Golf Towel.

QTY 1

ADD TO CART

SPECS	+
DETAILS	↓
RETURNS & SHIPPING	+

DETAILS

- Super Absorbent
- Carabiner
- Care Instructions: Machine wash cold. Do not iron. Hang dry only. Do not bleach.

Golf Icon Bag

\$65.00

4 interest-free payments of \$16.25 with Klarna. [Learn More](#)

Pack everything you need for your journey, comfortably. Golf balls, polos, towels, water bottles — it all fits in this sleek duffel bag with smart organization and durable straps.

QTY

ADD TO CART

SPECS +

DETAILS ↓

RETURNS & SHIPPING +



EXHIBIT F



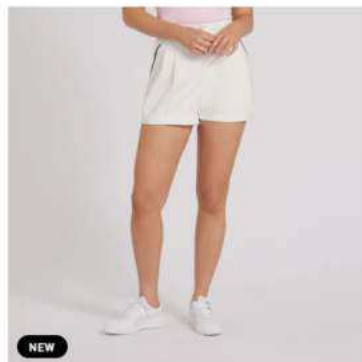
PLAY BOLDLY

"You must play boldly to win." Mr. Palmer wasn't afraid to push the boundaries on and off the course. The PUMA x Arnold Palmer Collection captures the excellence of golf's global icon and embodies the essence of Mr. Palmer's legacy.



ARNOLD PALMER COLLECTION

PRICE GENDER SIZE PRODUCT TYPE SORT BY



NEW AP Knit Golf 1/4 Zip 2 COLORS

NEW AP Knit Golf Hoodie 1 COLOR

NEW Hiellands Golf Jacket 2 COLORS

NEW Women's AP Solid Golf Shorts 1 COLOR

\$180.00

★★★★★ 1 Review

\$180.00

\$90.00



Women's AP Pique
Golf Polo
2 COLORS

AP Citrus
Golf Polo
2 COLORS

AP MATTR Checkered
Golf Polo
4 COLORS

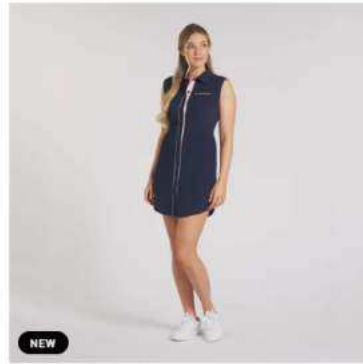
AP Floral
Golf Polo
4 COLORS

\$75.00

\$90.00

★★★★★ 2 Reviews
\$90.00

★★★★☆ 3 Reviews
\$90.00



AP Pink Lemonade
Golf Polo
2 COLORS

AP MATTR Traditions
Golf Polo
4 COLORS

AP Jacquard
Golf 1/4 Zip
2 COLORS

Women's AP
Golf Dress
1 COLOR

★★★★★ 2 Reviews

★★★★★ 3 Reviews

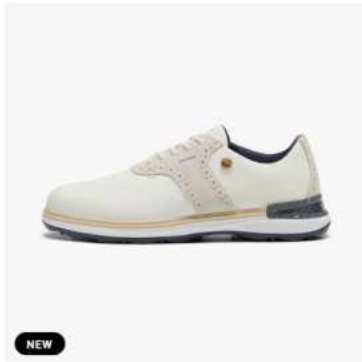
\$90.00

\$90.00

\$120.00

★★★★☆ 1 Review

\$150.00



Women's AP Zip
Golf Sweater
1 COLOR

Limited Edition - Arnold Palmer AVANT Spikeless
Golf Shoes
1 COLOR

AP Dad
Golf Cap
2 COLORS

AP Corduroy
Golf Cap
2 COLORS

★★★★★ 1 Review

★★★★★ 10 Reviews

★★★★★ 1 Review

★★★★★ 2 Reviews

\$140.00

\$160.00

\$35.00

\$40.00



NEW

NEW

AP Pleated
Golf Shorts
4 COLORS

★★★★☆ 2 Reviews

\$90.00



AP Zip
Golf Jacket
2 COLORS

\$150.00

Limited Edition - Arnold Palmer SLIPSTREAM 6 Spikeless
Golf Shoes
1 COLOR

★★★★★ 2 Reviews

\$150.00



Puma x Arnold Palmer
Golf Towel

\$36.00

Women's AP
Golf Visor

\$32.00



Palmer P
Cap
5 COLORS

\$40.00

AP MATTR Iced Tea
Golf Polo
4 COLORS

★★★★★ 3 Reviews

\$90.00



AP Ice Tea Tech Rope
Cap
2 COLORS

\$40.00



AP High Crown Tech
Golf Visor
2 COLORS

\$40.00



Limited Edition - Arnold Palmer FUSION Classic Spikeless
Golf Shoes
1 COLOR

\$120.00



Boy's AP Palmer Tech
Cap

\$26.00



AP Geo
Golf Polo
2 COLORS

~~\$90.00~~ \$62.99



AP Jacquard Stripe
Golf Polo
2 COLORS

~~\$90.00~~ \$62.99



API
Performance T-Shirt
2 COLORS

~~\$45.00~~ \$31.49



AP Dash
Golf Polo
1 COLOR

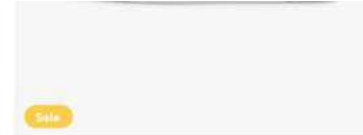
~~\$90.00~~ \$62.99



Limited Edition - Arnold Palmer PHANTOMCAT NITRO™
Golf Shoes
1 COLOR

~~\$200.00~~ \$159.00





AP CLOUDSPUN Palmer's Place
Golf Polo
1 COLOR

AP CLOUDSPUN Scorecard
Golf Polo
1 COLOR

Limited Edition - Puma OG Slip-On Palmer
Collection Spikeless
Golf Shoes
1 COLOR

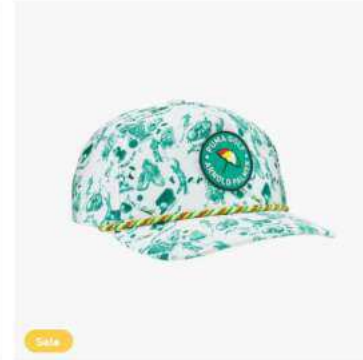
API Floral Tech
Cap
2 COLORS

~~99.00~~ \$66.49

~~99.00~~ \$59.49

~~100.00~~ \$66.99

~~99.00~~ \$27.99



AP Umbrella Adjustable Plane
Cap
2 COLORS

AP Circle Umbrella Snapback
Cap
1 COLOR

Boy's API Rope Tech
Cap

AP Rope Leather Adjustable
Cap
1 COLOR

~~99.00~~ \$24.49

~~99.00~~ \$24.49

~~99.00~~ \$18.49

~~99.00~~ \$24.49

EXHIBIT G



A\$AP ROCKY DEBUTS HIS PUMA X F1 DESIGNED POP-UP SHOP AT THE LAS VEGAS GRAND PRIX



The exclusive motorsport-themed event celebrated the new collaboration in style

November 22, 2023

Text by Ashanty Rivera

PUMA x Formula 1's newly appointed Creative Director celebrated his debut in style. The PUMA x F1® partnership initiated their first capsule collection at their new pop-up shop, designed by the musician, on November 17th at the FORMULA 1 LAS VEGAS GRAND PRIX 2023.

A highlight of the event, PUMA and A\$AP Rocky created a 90-second content takeover featured on the Las Vegas Sphere, debuting a first-of-its-kind immersive human animation featuring Rocky himself.



A\$AP Rocky | Jojo Korsh/BFA.com

In line with the location, the pop-up shop commemorated the collection in a motor-inspired atmosphere. Guests were offered the opportunity to shop the capsule, alongside a unique customization facet and live airbrushing from renowned Canadian graffiti artist Jesse Pachó, aka Phade.



Jojo Korsh/BFA.com

It would not be an A\$AP Rocky event without a guest appearance from his bae Rihanna, along with Black Eyed Peas founder and music icon Will.i.am. Attendees also enjoyed playful motor moments, stimulating music by DJ Franzen, and drinks from the Mercer & Prince pop-up.



Rihanna



will.i.am



Puma

Jojo Korsh/BFA.com

Select items from the first drop of PUMA x F1® Designed by A\$AP ROCKY are available to shop at puma.com.

Discover More



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Here Are the Best Menswear Looks at the 2024 Golden Globes

The first awards show of the season kicked off in serious style



VMAN

Prada Presents Its Donna & Uomo SS24 Campaign With Troye Sivan, Harris Dickinson, and Kelvin Harrison Jr.

The actors front the Italian fashion house's latest visuals for your first look at spring



VMAN

Jeremy Allen White Bares It All Starring In Calvin Klein's Spring 2024 Campaign

All eyes are on 'The Bear' star as he leaves little to the imagination in the fashion house's latest look at spring



VMAN

Tough Tailoring

With the inevitable holiday dressing stress among us, here's a reminder that a classic silhouette is always the best option



VMAN

Digital Cover: Callum Turner is Ready for More

Donning Valentino's Black Tie collection, the English actor is ready to deck the halls with his latest film, 'The Boys in the Boat'



VMAN

Welcome To VMAN'S Holiday 2023 Digital Issue

In our third digital issue, actor Callum Turner is honing in on the holiday season ahead of the debut of his latest film 'The Boys in the Boat'



VMAN

Here Are The Ten Actors We Want To See Score Big During Awards Season

In their respective performances, each actor proved why they should take home the gold



VMAN

Dazzle For The New Year Ahead

All the embellishment you need to shine your brightest for your new years celebrations

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F1 Las Vegas
@F1LasVegas

Setting the pace on & off the track, suited in @pumamotorsport

#LasVegasGP #F1 #ForeverFaster



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Rihanna and A\$AP Rocky Make Surprise Appearance at Las Vegas Puma x F1 Collection Launch

The singer stepped out in a brown leather coat as her partner opted for pieces from the new collection

By **Brenton Blanchet** Published on November 18, 2023 01:41PM EST



Rihanna and A\$AP Rocky make appearance at Puma x F1 Collection launch in Las Vegas. PHOTO: SHOTBYJULIANI / BACKGRID

Rihanna is celebrating her partner's latest success!

Less than a month after [A\\$AP Rocky](#) was revealed as the [creative director](#) for PUMA's new partnership with F1, the singer and her beau traveled to Las Vegas and made a surprise appearance at the launch of the new Puma x F1 collection.

The parents of two attended a pop-up event for Rocky's latest partnership on Friday night, just in time for the Formula 1 Las Vegas Grand Prix weekend.

For the outing, Rihanna, 35, wore a long brown leather coat featuring stylish pockets, which she paired with black pumps and plenty of accessories, including silver earrings, necklaces and an anklet. The "Love on the Brain" singer topped the look off with her hair slicked back into a cozy bun atop her head.

Rocky, 35, opted to rep his new collab while out in Vegas. The "Peso" rapper, real name Rakim Mayers, wore a pair of neon Puma gloves, pants featuring the brand's logo, a gray jacket from the collab, an "ALLAH" baseball cap and a pair of neon yellow shoes.



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RELATED: [Rihanna and ASAP Rocky Show Off Their Trendy Couple Style While Celebrating Rapper's Birthday in N.Y.C.](#)

The outing in Vegas took place after Rihanna and Rocky stepped out in Los Angeles separately last week after the rapper [appeared in court](#) over assault charges.

During her outing, Rihanna wore a light gray hoodie, dark gray jeans, a camel coat and sported blonde hair for the outing at San Vicente Bungalows in West Hollywood. Her partner was photographed walking down the street wearing all gray and some denim [that same night](#).


During last Wednesday's criminal trial hearing, a court watched surveillance video of an alleged incident involving Rocky and plaintiff [ASAP Relli](#), who filed a civil suit for assault, battery and emotional distress against his former friend in 2022. Rocky is alleged to have pointed a semi-automatic handgun at Relli and fired more than once, following a "heated discussion" in Hollywood, California, in November 2021.

According to the [Los Angeles Times](#), Rocky was arrested on April 20, 2022, and released the same day, before he pleaded [not guilty to two counts of assault with a firearm](#). He has denied all claims and is expected back in court on Nov. 20.

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Several other celebrities have been flocking to the Las Vegas Grand Prix this weekend, including [Brad Pitt](#), [Ed Sheeran](#), [Shaquille O'Neal](#), [Pharrell Williams](#) and more.

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TO PLUMP AND CONTOUR
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IN DIMETHYL SILYL ESTERS, 1% HYALURONIC
ACID
50 ml / 1.8 fl. oz.

[SHOP NOW](#)

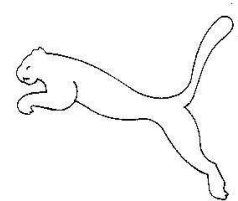
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EXHIBIT H

Generated on: This page was generated by TSDR on 2025-01-02 15:28:33 EST

Mark:



US Serial Number: 73292728

Application Filing Date: Jan. 12, 1981

US Registration Number: 1354044

Registration Date: Aug. 13, 1985

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 12, 2015

Publication Date: Oct. 30, 1984

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S) /NUMBER(S)

Design Search Code(s): 03.01.03 - Cats, large or wild, excluding lions and domestic cats; Cheetahs; Cougars; Jaguars; Leopard; Lynx; Ocelots; Panther; Puma; Tigers
03.01.21 - Stylized felines, including cats of any size
03.01.24 - Costumed felines and those with human attributes, including cats of all sizes

Foreign Information

Foreign Registration Number: 971,711

Foreign Registration Date: Oct. 14, 1977

Foreign Application/Registration Country: GERMANY

Foreign Expiration Date: Oct. 14, 1987

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: General Purpose Carryall Bags for Sports Equipment, Trunks and Travelling Bags

International Class(es): 018 - Primary Class

U.S Class(es): 003

Class Status: ACTIVE

For: Clothing-Namely, Leisure Shoes, Boots, House Slippers, Sports Shoes, Sports and Leisure Clothing-Namely, Training Suits, Shorts, Sweaters, Pullovers, T-Shirts, Tennis Wear, Ski Wear, Leisure Suits, All Weather Suits, Wind Resistant Jackets, Slickers, Stockings,

Soccer Socks, Gloves, Caps, Headbands, Bathing Trunks and Bathing Suits

International Class(es): 025 - Primary Class

U.S Class(es): 039

Class Status: ACTIVE

For: Balls for Sports

International Class(es): 028 - Primary Class

U.S Class(es): 022

Class Status: ACTIVE

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: Yes

Currently 44E: Yes

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: PUMA SE

Owner Address: PUMA WAY 1
HERZOGENAURACH GERMANY 91074

Legal Entity Type: EUROPEAN STOCK CORPORATION

State or Country Where Organized: GERMANY

Attorney/Correspondence Information

Attorney of Record

Attorney Name: James J. Aquilina

Attorney Primary Email Address: tm-dept@quarles.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: James J. Aquilina
Quarles & Brady LLP
2020 K Street NW, Suite 400
Washington, DISTRICT OF COLUMBIA United States 20006

Phone: 202-372-9600

Fax: 202-372-9599

Correspondent e-mail: tm-dept@quarles.com julie.manz@quarles.com ames.Aquilina@quarles.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 13, 2024	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 30, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 30, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 30, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 21, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Jul. 21, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 21, 2022	TEAS WITHDRAWAL AS DOMESTIC REPRESENTATIVE RECEIVED	
Jul. 21, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 21, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 21, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 02, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 12, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	

May 12, 2015 REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)
 May 12, 2015 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
 May 11, 2015 TEAS SECTION 8 & 9 RECEIVED
 Sep. 18, 2012 NOTICE OF SUIT
 Oct. 05, 2011 ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY
 Mar. 22, 2007 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
 Mar. 22, 2007 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
 Jun. 10, 2005 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)
 Jun. 10, 2005 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
 Jun. 10, 2005 ASSIGNED TO PARALEGAL
 Apr. 19, 2005 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED
 Apr. 19, 2005 TEAS SECTION 8 & 9 RECEIVED
 Mar. 18, 1991 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.
 Dec. 13, 1990 REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED
 Aug. 13, 1985 REGISTERED-PRINCIPAL REGISTER
 Oct. 30, 1984 PUBLISHED FOR OPPOSITION
 Aug. 30, 1984 NOTICE OF PUBLICATION
 Jun. 26, 1984 REG. CANCELLED - RESTORED TO PENDENCY
 Apr. 30, 1984 RESPONSE RECEIVED TO POST REG. ACTION
 Feb. 28, 1984 POST REGISTRATION ACTION MAILED - SEC. 7
 Oct. 31, 1983 SEC 7 REQUEST FILED
 Apr. 05, 1983 REGISTERED-PRINCIPAL REGISTER
 Jan. 11, 1983 PUBLISHED FOR OPPOSITION
 Nov. 15, 1982 APPROVED FOR PUB - PRINCIPAL REGISTER
 Sep. 17, 1981 NON-FINAL ACTION MAILED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: May 12, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 5

Registrant: Puma-Sportschuhfabriken Rudolf Dassler KG

Assignment 1 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0554/0676](#)

Pages: 4

Date Recorded: Feb. 26, 1987

Supporting Documents: No Supporting Documents Available

Assignor

Name: [PUMA-SPORTSCHUHFABRIKEN RUDOLF DASSLER, KG](#)

Execution Date: Jun. 25, 1986

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where Organized: GERMANY

Assignee

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: GERMANY

Address: HERZOGENAURACH NEAR NURNBERG, GERMANY

Correspondent

Correspondent Name: NIMS, HOWES, ET AL.

Correspondent SUITE 3200
Address: 500 FIFTH AVE.
NEW YORK, NY 10110

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0754/0428](#)

Pages: 0

Date Recorded: Nov. 15, 1990

Supporting Documents: No Supporting Documents Available

Assignor

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Execution Date: Jul. 27, 1990

Legal Entity Type: CORPORATION

State or Country Where Organized: GERMANY

Assignee

Name: [TRETORN AB](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: SWEDEN

Address: HELSINGBORG, SWEDEN

Correspondent

Correspondent Name: NIMS, HOWES, COLLISON & ISNER

Correspondent Address: SUITE 3200
500 FIFTH AVENUE
NEW YORK, NY 10110

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1353/0947](#)

Pages: 10

Date Recorded: Aug. 01, 1995

Supporting Documents: No Supporting Documents Available

Assignor

Name: [TRETORN AB](#)

Execution Date: Jul. 03, 1995

Legal Entity Type: CORPORATION

State or Country Where Organized: SWEDEN

Assignee

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: GERMANY

Address: WURZBURGER STR. 13
HERZOGENAURACH, GERMANY D-91074

Correspondent

Correspondent Name: BERT A. COLLISON, ESQ.

Correspondent Address: NIMS, HOWES, COLLISON ET AL.
605 THIRD AVENUE
SUITE 3500
NEW YORK, NY 10158

Domestic Representative

Domestic Representative Name: NIMS, HOWES, COLLISON, HANSEN & LACKERT

Domestic Representative Address: 650 THIRD AVENUE
SUITE 3500
NEW YORK, NY 10158

Assignment 4 of 5

Conveyance: CHANGE OF NAME AND LEGAL STATUS

Reel/Frame: [4630/0958](#)

Pages: 12

Date Recorded: Sep. 27, 2011

Supporting Documents: [assignment-tm-4630-0958.pdf](#)

Assignor

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Execution Date: Jul. 25, 2011

Legal Entity Type: JOINT STOCK COMPANY

State or Country Where Organized: GERMANY

Assignee

Name: [PUMA SE](#)

Legal Entity Type: EUROPEAN STOCK CORPORATION

State or Country Where Organized: NOT PROVIDED

Address: PUMA WAY 1
HERZOGENAURACH, GERMANY 91074

Correspondent

Correspondent Name: LYNN A. SULLIVAN, LEYDIG VOIT & MAYER

Correspondent Address: TWO PRUDENTIAL PLAZA, 180 N. STETSON,
SUITE 4900
CHICAGO, IL 60601

Domestic Representative

Domestic Representative Name: LYNN A. SULLIVAN

Domestic Representative Address: TWO PRUDENTIAL PLAZA, 180 N. STETSON,
SUITE 4900
CHICAGO, IL 60601

Assignment 5 of 5

Conveyance: CORRECTIVE ASSIGNMENT TO CORRECT THE ENTITY TYPE OF CONVEYING PARTY AND RECEIVING PARTY PREVIOUSLY RECORDED ON REEL 004630 FRAME 0958. ASSIGNOR(S) HEREBY CONFIRMS THE CHANGE OF NAME AND LEGAL STATUS.

Reel/Frame: [7297/0076](#)

Pages: 15

Date Recorded: Mar. 26, 2021

Supporting Documents: [assignment-tm-7297-0076.pdf](#)

Assignor

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Execution Date: Jul. 25, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: GERMANY

Assignee

Name: [PUMA SE](#)

Legal Entity Type: SOCIETAS EUROPAE (SE)

State or Country Where Organized: GERMANY

Address: PUMA WAY 1
HERZOGENAURACH, GERMANY 91074

Correspondent

Correspondent Name: ANNE E. NAFFZIGER

Correspondent Address: THE ATRIUM BUILDING, 1981 N. BROADWAY
SUITE 375
WALNUT CREEK, CA 94596

Domestic Representative

Domestic Representative Name: ANNE E. NAFFZIGER

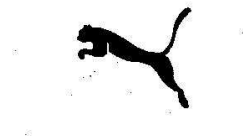
Domestic Representative Address: THE ATRIUM BUILDING, 1981 N. BROADWAY

Representative SUITE 375

Address: WALNUT CREEK, CA 94596

Generated on: This page was generated by TSDR on 2025-01-02 15:29:09 EST

Mark:



US Serial Number: 73655576

Application Filing Date: Apr. 16, 1987

US Registration Number: 1808837

Registration Date: Dec. 07, 1993

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 19, 2024

Publication Date: Mar. 16, 1993

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S) /NUMBER(S)

Design Search Code(s): 03.01.03 - Cats, large or wild, excluding lions and domestic cats; Cheetahs; Cougars; Jaguars; Leopard; Lynx; Ocelots; Panther; Puma; Tigers
03.01.21 - Stylized felines, including cats of any size

Related Properties Information

Claimed Ownership of US Registrations: 1039274, 1354044, 1399519, 1399332, 1405125 and others

Foreign Information

Foreign Registration Number: 1047862

Foreign Registration Date: May 03, 1983

Foreign Application/Registration Country: GERMANY

Foreign Expiration Date: Apr. 05, 2003

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: EYE GLASSES, [LENSES] AND FRAMES, [CONTACT LENSES,] STOP WATCHES, [ALTIMETERS AND PEDOMETERS AND PARTS THEREFOR, COMPUTERIZED SHOE UNITS AND PARTS THEREFOR FOR USE IN SPORTS MEDICAL MEASUREMENTS]

International 009 - Primary Class

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

Class(es):

Class Status: ACTIVE

For: [COMPUTERIZED SHOE UNIT AND PARTS THEREFOR FOR USE IN SPORTS MEDICAL MEASUREMENTS]

International Class(es): 010 - Primary Class

U.S Class(es): 026, 039, 044

Class Status: SECTION 8 - CANCELLED

For: CLOCKS AND WATCHES

International Class(es): 014 - Primary Class

U.S Class(es): 027

Class Status: ACTIVE

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: Yes

Currently 44E: Yes

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: PUMA SE

Owner Address: PUMA WAY 1
HERZOGENAURACH GERMANY 91074

Legal Entity Type: EUROPEAN STOCK CORPORATION

State or Country Where Organized: GERMANY

Attorney/Correspondence Information

Attorney of Record

Attorney Name: James J. Aquilina

Docket Number: 166755.00774

Attorney Primary Email Address: tm-dept@quarles.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: James J. Aquilina
Quarles & Brady LLP
2020 K Street NW, Suite 400
Washington, DISTRICT OF COLUMBIA United States 20006

Phone: 202-372-9600

Fax: 202-372-9599

Correspondent e-mail: tm-dept@quarles.com julie.manz@quarles.com ames.Aquilina@quarles.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 30, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 30, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 30, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 19, 2024	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 19, 2024	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Mar. 19, 2024	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 19, 2024	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Oct. 16, 2023	TEAS SECTION 8 & 9 RECEIVED	
Dec. 07, 2022	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	

Jul. 21, 2022 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED
 Jul. 21, 2022 TEAS CHANGE OF CORRESPONDENCE RECEIVED
 Jul. 21, 2022 TEAS WITHDRAWAL AS DOMESTIC REPRESENTATIVE RECEIVED
 Jul. 21, 2022 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
 Jul. 21, 2022 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
 Jul. 21, 2022 TEAS CHANGE OF OWNER ADDRESS RECEIVED
 Jun. 02, 2021 ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY
 Dec. 13, 2013 NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED
 Dec. 13, 2013 REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)
 Dec. 13, 2013 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
 Dec. 02, 2013 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED
 Dec. 13, 2013 CASE ASSIGNED TO POST REGISTRATION PARALEGAL
 Dec. 02, 2013 TEAS SECTION 8 & 9 RECEIVED
 Oct. 05, 2011 ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY
 Sep. 11, 2007 CASE FILE IN TICRS
 Mar. 22, 2007 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
 Mar. 22, 2007 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
 Jan. 10, 2004 REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)
 Jan. 10, 2004 REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
 Nov. 05, 2003 REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED
 Apr. 11, 2000 REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED
 Nov. 24, 1999 REGISTERED - SEC. 8 (6-YR) FILED
 May 27, 1994 CORRECTION UNDER SECTION 7 - PROCESSED
 Apr. 01, 1994 CORRECTION UNDER SECTION 7 - PROCESSED
 Mar. 14, 1994 SEC 7 REQUEST FILED
 Dec. 07, 1993 REGISTERED-PRINCIPAL REGISTER
 Mar. 16, 1993 PUBLISHED FOR OPPOSITION
 Feb. 12, 1993 NOTICE OF PUBLICATION
 Jan. 22, 1993 NOTICE OF PUBLICATION
 Nov. 03, 1992 PUBLISHED FOR OPPOSITION
 Oct. 08, 1992 NOTICE OF PUBLICATION
 Oct. 07, 1992 NOTICE OF PUBLICATION
 Oct. 02, 1992 NOTICE OF PUBLICATION
 Jul. 08, 1992 APPROVED FOR PUB - PRINCIPAL REGISTER
 Jul. 01, 1992 CORRESPONDENCE RECEIVED IN LAW OFFICE
 May 13, 1992 FINAL REFUSAL MAILED
 Mar. 23, 1992 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Sep. 20, 1991 NON-FINAL ACTION MAILED
 Feb. 05, 1988 LETTER OF SUSPENSION MAILED
 Feb. 02, 1988 EXAMINERS AMENDMENT MAILED
 Dec. 28, 1987 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Jun. 26, 1987 NON-FINAL ACTION MAILED
 Jun. 24, 1987 ASSIGNED TO EXAMINER

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 19, 2024

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: PUMA AG RUDOLF DASSLER SPORT

Conveyance: CHANGE OF NAME AND LEGAL STATUS

Reel/Frame: [4630/0958](#)

Pages: 12

Date Recorded: Sep. 27, 2011

Supporting Documents: [assignment-tm-4630-0958.pdf](#)

Assignor

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Execution Date: Jul. 25, 2011

Legal Entity Type: JOINT STOCK COMPANY

State or Country Where Organized: GERMANY

Assignee

Name: [PUMA SE](#)

Legal Entity Type: EUROPEAN STOCK CORPORATION

State or Country Where Organized: NOT PROVIDED

Address: PUMA WAY 1
HERZOGENAURACH, GERMANY 91074

Correspondent

Correspondent Name: LYNN A. SULLIVAN, LEYDIG VOIT & MAYER

Correspondent Address: TWO PRUDENTIAL PLAZA, 180 N. STETSON,
SUITE 4900
CHICAGO, IL 60601

Domestic Representative

Domestic Representative Name: LYNN A. SULLIVAN

Domestic Representative Address: TWO PRUDENTIAL PLAZA, 180 N. STETSON,
SUITE 4900
CHICAGO, IL 60601

Assignment 2 of 2

Conveyance: CORRECTIVE ASSIGNMENT TO CORRECT THE ENTITY TYPE OF CONVEYING PARTY AND RECEIVING PARTY PREVIOUSLY RECORDED ON REEL 004630 FRAME 0958. ASSIGNOR(S) HEREBY CONFIRMS THE CHANGE OF NAME AND LEGAL STATUS.

Reel/Frame: [7297/0076](#)

Pages: 15

Date Recorded: Mar. 26, 2021

Supporting Documents: [assignment-tm-7297-0076.pdf](#)

Assignor

Name: [PUMA AG RUDOLF DASSLER SPORT](#)

Execution Date: Jul. 25, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: GERMANY

Assignee

Name: [PUMA SE](#)

Legal Entity Type: SOCIETAS EUROPAE (SE)

State or Country Where Organized: GERMANY

Address: PUMA WAY 1
HERZOGENAURACH, GERMANY 91074

Correspondent

Correspondent Name: ANNE E. NAFFZIGER

Correspondent Address: THE ATRIUM BUILDING, 1981 N. BROADWAY
SUITE 375
WALNUT CREEK, CA 94596

Domestic Representative

Domestic Representative Name: ANNE E. NAFFZIGER

Domestic Representative Address: THE ATRIUM BUILDING, 1981 N. BROADWAY
SUITE 375
WALNUT CREEK, CA 94596

Proceedings

Summary

Number of Proceedings: 14

Type of Proceeding: Opposition

Proceeding Number: [91266074](#)

Filing Date: Nov 20, 2020

Status: Terminated

Status Date: Feb 16, 2022

Interlocutory Attorney: KEVIN G CRENNAN

Defendant

Name: Puma Energy International SA

Correspondent Address: MATTHEW A. HOMYK
BLANK ROME LLP
ONE LOGAN SQUARE
PHILADELPHIA PA UNITED STATES , 19103

Correspondent e-mail: mhomyk@blankrome.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		88736143	

Plaintiff(s)

Name: Puma SE

Correspondent Address: ANNE E. NAFFZIGER
LEYDIG, VOIT & MAYER, LTD.
1981 N. BROADWAY, SUITE 375
WALNUT CREEK CA UNITED STATES , 94596

Correspondent e-mail: anaffziger@leydig.com , kmigliorini@leydig.com , jcarrafiello@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		73655576	1808837
		73647768	1458027
		75085354	2062990
		77242733	3796051
		79094217	4095126
		79207266	5445496
		88357467	5883737
		79260103	5993220
		79256058	6166168
		73292728	1354044
		79196504	5238774
		79070441	3750118
		76413711	2734292

D

Prosecution History

Entry Number	History Text	Date	Due Date
20	TERMINATED	Feb 16, 2022	
19	BD DECISION: OPP SUSTAINED	Feb 16, 2022	
18	W/DRAW OF APPLICATION	Feb 15, 2022	
17	EXTENSION OF TIME GRANTED	Dec 08, 2021	
16	D MOT FOR EXT W/ CONSENT	Dec 07, 2021	
15	EXTENSION OF TIME GRANTED	Oct 20, 2021	

14	D MOT FOR EXT W/ CONSENT	Oct 20, 2021	
13	EXTENSION OF TIME GRANTED	Aug 09, 2021	
12	D MOT FOR EXT W/ CONSENT	Aug 09, 2021	
11	EXTENSION OF TIME GRANTED	Jun 13, 2021	
10	D MOT FOR EXT W/ CONSENT	Jun 13, 2021	
9	EXTENSION OF TIME GRANTED	Apr 01, 2021	
8	D MOT FOR EXT W/ CONSENT	Apr 01, 2021	
7	EXTENSION OF TIME GRANTED	Feb 10, 2021	
6	D MOT FOR EXT W/ CONSENT	Feb 10, 2021	
5	EXTENSION OF TIME GRANTED	Dec 16, 2020	
4	D MOT FOR EXT W/ CONSENT	Dec 15, 2020	
3	INSTITUTED	Nov 20, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 20, 2020	Dec 30, 2020
1	FILED AND FEE	Nov 20, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91246585](#)

Filing Date: Feb 20, 2019

Status: Terminated

Status Date: May 29, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Chen Zhuoyan

Correspondent Address: CHEN ZHUOYAN
CENTER MEILONG RD, RMGHI #25F, TOWER A
SHENZHEN CHINA , 518000

Correspondent e-mail: TM@sellergrowth.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PCKPGON		88101743	

Plaintiff(s)

Name: Puma SE

Correspondent Address: ANNE E NAFFZIGER
LEYDIG VOIT & MAYER LTD
1981 N BROADWAY, SUITE 310
WALNUT CREEK CA UNITED STATES , 94596

Correspondent e-mail: anaffziger@leydig.com , kmigliorini@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		73292728	1354044
		73019649	1039274
		79094217	4095126
		73655576	1808837
		79196504	5238774
		79070441	3750118
D		76413711	2734292

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 29, 2019	
5	BD DECISION: OPP SUSTAINED	May 29, 2019	
4	NOTICE OF DEFAULT	Apr 16, 2019	
3	INSTITUTED	Feb 25, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2019	Apr 06, 2019

Type of Proceeding: Opposition**Proceeding Number:** [91245528](#)**Filing Date:** Dec 27, 2018**Status:** Terminated**Status Date:** Apr 11, 2019**Interlocutory Attorney:** ANDREW P BAXLEY**Defendant****Name:** Shenzhen Yongletong Electronic Technology Co., Ltd.**Correspondent Address:** OKSTECHNOLOGYCO LTD
1000EWOODFIELDRDSTE237
SCHAUMBURG IL UNITED STATES , 60173**Correspondent e-mail:** haruise@163.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SONWPARD		87885842	

Plaintiff(s)**Name:** PUMA SE**Correspondent Address:** ANNE E NAFFZIGER
LEYDIG VOIT & MAYER LTD
1981 N BROADWAY, SUITE 310
WALNUT CREEK CA UNITED STATES , 94596**Correspondent e-mail:** anaffziger@leydig.com , lschaefer@leydig.com , kmigliorini@leydig.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
D		79094217	4095126
		73655576	1808837
		73292728	1354044
		79070441	3750118
		76413711	2734292

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Apr 11, 2019	
5	BD DECISION: OPP SUSTAINED	Apr 11, 2019	
4	NOTICE OF DEFAULT	Feb 15, 2019	
3	PENDING, INSTITUTED	Dec 27, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 27, 2018	Feb 05, 2019
1	FILED AND FEE	Dec 27, 2018	

Type of Proceeding: Opposition**Proceeding Number:** [91244328](#)**Filing Date:** Oct 23, 2018**Status:** Terminated**Status Date:** Dec 21, 2018**Interlocutory Attorney:** GEOFFREY MCNUTT**Defendant****Name:** Pet Valu Canada Inc.**Correspondent Address:** CHRISTINA D FRANGIOSA
ECKERT SEAMANS CHERIN & MELLOTT LLC
50 SOUTH 16TH ST 22ND FL
PHILADELPHIA PA UNITED STATES , 19102-2516**Correspondent e-mail:** lpdocket@eckertseamans.com , rjacobsmeadway@eckertseamans.com , lcolflesh@eckertseamans.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
JUMP		87670609	
Plaintiff(s)			

Name: PUMA SE

Correspondent Address: ANNE E NAFFZIGER
LEYDIG VOIT & MAYER LTD
1981 N BROADWAY STE 310,
WALNUT CREEK CA UNITED STATES , 94596

Correspondent e-mail: anaffziger@leydig.com , lschaefer@leydig.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
		73292728	1354044
		73019649	1039274
		79070441	3750118
PUMA		73269236	1189406
		73655576	1808837
PUMA		73537147	1399332
PUMA		77242923	3796052
PUMA		85479965	4463193
		79094217	4095126
		79196504	5238774
PUMA		79195974	5225486
D		76413711	2734292

Prosecution History

Entry Number	History Text	Date	Due Date
8	TERMINATED	Dec 21, 2018	
7	BD DECISION: OPP DISMISSED W/O PREJ	Dec 21, 2018	
6	W/DRAW OF APPLICATION	Dec 20, 2018	
5	EXTENSION OF TIME GRANTED	Dec 04, 2018	
4	D MOT FOR EXT W/ CONSENT	Nov 30, 2018	
3	PENDING, INSTITUTED	Oct 23, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 23, 2018	Dec 02, 2018
1	FILED AND FEE	Oct 23, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91241962](#)

Filing Date: Jun 22, 2018

Status: Terminated

Status Date: Oct 22, 2018

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: ArtistiCreation Ghost Gang LLC

Correspondent Address: ARTISTICREATION GHOST GANG LLC
3632 MISSION MESA WAY
SAN DIEGO CA UNITED STATES , 92120

Correspondent e-mail: munderwood@thebrandsuperb.com , munderwood@theartisticcreation.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
		87638658	
Plaintiff(s)			

Name: PUMA

Correspondent ANNE E NAFFZIGER
Address: LEYDIG VOIT & MAYER LTD
 1981 N BROADWAY, SUITE 310
 WALNUT CREEK CA UNITED STATES , 94596

Correspondent e-mail: anaffziger@leydig.com , lschaefer@leydig.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PUMA		73292728	1354044
		73019649	1039274
		79070441	3750118
PUMA		73269236	1189406
		73655576	1808837
PUMA		73537147	1399332
PUMA		77242923	3796052
PUMA		85479965	4463193
		79094217	4095126
		79196504	5238774
PUMA		79195974	5225486

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Oct 22, 2018	
5	BD DECISION: OPP SUSTAINED	Oct 22, 2018	
4	NOTICE OF DEFAULT	Aug 29, 2018	
3	PENDING, INSTITUTED	Jun 22, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 22, 2018	Aug 01, 2018
1	FILED AND FEE	Jun 22, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91241950](#) **Filing Date:** Jun 21, 2018

Status: Terminated **Status Date:** Oct 02, 2018

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: EMMETT HARRELL

Correspondent Address: BRIAN IGEL
 BELLIZIO + IGEL PLLC
 305 MADISON AVENUE, 40TH FLOOR
 NEW YORK NY UNITED STATES , 10165

Correspondent e-mail: bigel@bilawfirm.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
NOIR SPORTS DISTRICT S 1954 - 68 NOIR CHAMPIONS		87529487	

Plaintiff(s)

Name: PUMA SE

Correspondent Address: Anne E. Naffziger
 LEYDIG, VOIT & MAYER, LTD.
 1981 N. Broadway, Suite 310
 Walnut Creek CA UNITED STATES , 94596

Correspondent e-mail: anaffziger@leydig.com , lschaefer@leydig.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number

	73292728	1354044
	73019649	1039274
	79070441	3750118
PUMA	73269236	1189406
	73655576	1808837
PUMA	73537147	1399332
PUMA	77242923	3796052
PUMA	85479965	4463193
	79094217	4095126
	79196504	5238774
PUMA	79195974	5225486

Prosecution History

Entry Number	History Text	Date	Due Date
6	BD DECISION: OPP SUSTAINED	Oct 02, 2018	
5	TERMINATED	Oct 02, 2018	
4	NOTICE OF DEFAULT	Aug 10, 2018	
3	PENDING, INSTITUTED	Jun 21, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 21, 2018	Jul 31, 2018
1	FILED AND FEE	Jun 21, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91240665](#)

Filing Date: Apr 03, 2018

Status: Terminated

Status Date: Dec 11, 2018

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Philipp Plein

Correspondent Address: STEPHEN H BEAN
LEGENDS LAW GROUP PLLC
330 MAIN ST
KAYSVILLE UT UNITED STATES , 84037

Correspondent e-mail: nwells@legendslaw.com , docket@legendslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		79212809	
P		79214430	

Plaintiff(s)

Name: PUMA SE

Correspondent Address: ANNE E NAFFZIGER
LEYDIGVOIT & MAYER LTD
1981 N BROADWAY, SUITE 310
WALNUT CREEK CA UNITED STATES , 94596

Correspondent e-mail: anaffziger@leydig.com , sligon@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		73292728	1354044
		73019649	1039274
		79070441	3750118
PUMA		73269236	1189406
		73655576	1808837
PUMA		73537147	1399332

PUMA	77242923	3796052
PUMA	85479965	4463193
	79094217	4095126
PUMA	79094216	4116734
	79196504	5238774
PUMA	79195974	5225486

Prosecution History

Entry Number	History Text	Date	Due Date
9	TERMINATED	Dec 11, 2018	
8	BD DECISION: OPP DISMISSED W/ PREJ	Dec 11, 2018	
7	W/DRAW OF OPPOSITION	Dec 04, 2018	
6	EXTENSION OF TIME GRANTED	Nov 08, 2018	
5	P MOT FOR EXT W/ CONSENT	Nov 08, 2018	
4	ANSWER	May 21, 2018	
3	PENDING, INSTITUTED	Apr 16, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 16, 2018	May 26, 2018
1	FILED AND FEE	Apr 03, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91238301](#)

Filing Date: Dec 04, 2017

Status: Terminated

Status Date: Mar 22, 2018

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: Shenzhen Yu Xun Industrial Co., Ltd

Correspondent Address: YUAN SHISHENG
LONG HUA XIN QU, WEI DONG LONG KE JI DA SHA 1331-1332
SHENZHEN GUANGDONG CHINA , 518109

Correspondent e-mail: 2162902550@qq.com , 914861658@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
AUCHEE		87283710	
AUCHEE		87283715	
AUCHEE		87454495	
AUCHEE		87454499	

Plaintiff(s)

Name: Puma SE

Correspondent Address: ANNE E NAFFZIGER
LEYDIG VOIT & MAYER LTD
1981 N BROADWAY, SUITE 310
WALNUT CREEK CA UNITED STATES , 94556

Correspondent e-mail: anaffziger@leydig.com , saagaard@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		73292728	1354044
		73019649	1039274
		79070441	3750118
PUMA		73269236	1189406
		73655576	1808837
PUMA		73537147	1399332
PUMA		77242923	3796052

PUMA [85479965](#) [4463193](#)
[79094217](#) [4095126](#)
PUMA [79094216](#) [4116734](#)

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Mar 22, 2018	
5	BD DECISION: SUSTAINED	Mar 22, 2018	
4	NOTICE OF DEFAULT	Jan 31, 2018	
3	PENDING, INSTITUTED	Dec 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2017	Jan 21, 2018
1	FILED AND FEE	Dec 04, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91205796](#) **Filing Date:** Jun 27, 2012
Status: Terminated **Status Date:** Jul 11, 2012
Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: Shark Eyes, Inc.
Correspondent Address: SHARK EYES INC
2240 E WASHINGTON BLVD
LOS ANGELES CA UNITED STATES , 90021 3213
Correspondent e-mail: sharkeyesinc@aol.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		85456986	

Plaintiff(s)

Name: PUMA S.E.
Correspondent Address: LYNN A SULLIVAN
LEYDIG VOIT MAYER LTD
TWO PRUDENTIAL PLAZA , 180 N STETSON AVE SUITE 4900
CHICAGO IL UNITED STATES , 60601
Correspondent e-mail: lsullivan@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PUMA		73655576	1808837
		77242923	3796052
		73019649	1039274
		73292728	1354044
		73647768	1458027
		77242733	3796051
PUMA		73269046	1189319
PUMA		73269236	1189406
PUMA		73293742	1231918
D		76413711	2734292
D		76422721	2793921
		79070441	3750118

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Jul 11, 2012	
5	BOARD'S DECISION: SUSTAINED	Jul 11, 2012	

4	WITHDRAWAL OF APPLICATION	Jun 28, 2012	
3	PENDING, INSTITUTED	Jun 27, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 27, 2012	Aug 06, 2012
1	FILED AND FEE	Jun 27, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91204802](#) **Filing Date:** Apr 19, 2012
Status: Terminated **Status Date:** Aug 06, 2012
Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Fairview Import Corporation
Correspondent Address: GINO CHENG
ORRICK HERRINGTON SUTCLIFFE LLP
2050 MAIN ST , STE 1100
IRVINE CA UNITED STATES , 92614-8255
Correspondent e-mail: ipprosecution@orrick.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SAMBA		85395764	

Plaintiff(s)

Name: PUMA S.E.
Correspondent Address: LYNN A SULLIVAN
LEYDIG VOIT MAYER LTD
TWO PRUDENTIAL PLAZA, 180 N STETSON AVENUE
CHICAGO IL UNITED STATES , 60601
Correspondent e-mail: lsullivan@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PUMA		73655576	1808837
		77242923	3796052
		73019649	1039274
		73292728	1354044
		73647768	1458027
		77242733	3796051
PUMA		73269046	1189319
PUMA		73269236	1189406
PUMA		73293742	1231918
D		76413711	2734292
D		76422721	2793921
		79070441	3750118

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Aug 06, 2012	
5	BOARD'S DECISION: SUSTAINED	Aug 06, 2012	
4	NOTICE OF DEFAULT	Jun 13, 2012	
3	PENDING, INSTITUTED	Apr 19, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 19, 2012	May 29, 2012
1	FILED AND FEE	Apr 19, 2012	

Type of Proceeding: Opposition

Proceeding [91203079](#) **Filing Date:** Dec 21, 2011

Number: _____

Status: Terminated

Status Date: Apr 10, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Tony Marterie & Associates

Correspondent Address: H MICHAEL BRUCKER
H MICHAEL BRUCKER LAW CORP
5855 DOYLE ST STE 110
EMERYVILLE CA UNITED STATES , 94608-2533

Correspondent e-mail: michael@hmlawoffice.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SUPERBLAST		85319519	
SUPERBLAST		85320119	

Plaintiff(s)

Name: PUMA SE

Correspondent Address: LYNN A SULLIVAN
LEYDIG VOIT MAYER LTD
TWO PRUDENTIAL PLAZA, 180 N STETSON
CHICAGO IL UNITED STATES , 60601

Correspondent e-mail: lsullivan@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
		73019649	1039274
		73292728	1354044
		73647768	1458027
		73655576	1808837
		77242733	3796051
PUMA		73269046	1189319
PUMA		73269236	1189406
PUMA		73293742	1231918
PUMA		77242923	3796052
D		76413711	2734292
D		76422721	2793921
		79070441	3750118

Prosecution History

Entry Number	History Text	Date	Due Date
7	TERMINATED	Apr 10, 2012	
6	BOARD'S DECISION: SUSTAINED	Apr 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Apr 10, 2012	
4	NOTICE OF DEFAULT	Feb 24, 2012	
3	PENDING, INSTITUTED	Dec 21, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 21, 2011	Jan 30, 2012
1	FILED AND FEE	Dec 21, 2011	

Type of Proceeding: Opposition

Proceeding Number: [91199627](#)

Filing Date: May 02, 2011

Status: Terminated

Status Date: Aug 17, 2011

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Frontier Fashion, Inc.

Correspondent Address: FRONTIER FASHION INC
C/O 3 TMC
PO BOX 1818
RANCHO CUCAMONGA CA UNITED STATES , 91729-1818

Correspondent e-mail: tmregistered@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
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[85044290](#)

Plaintiff(s)

Name: PUMA AG Rudolf Dassler Sport

Correspondent Address: LYNN A SULLIVAN
LEYDIG VOIT & MAYER LTD
TWO PRUDENTIAL PLAZA , 180 N STETSON
CHICAGO IL UNITED STATES , 60601

Correspondent e-mail: lsullivan@leydig.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
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[73655576](#) [1808837](#)
[73019649](#) [1039274](#)
[73292728](#) [1354044](#)
[73647768](#) [1458027](#)
[79070441](#) [3750118](#)
[73269046](#) [1189319](#)
[73269236](#) [1189406](#)
[73293742](#) [1231918](#)

PUMA
PUMA
PUMA

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Aug 17, 2011	
5	BOARD'S DECISION: SUSTAINED	Aug 17, 2011	
4	NOTICE OF DEFAULT	Jun 29, 2011	
3	PENDING, INSTITUTED	May 02, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 02, 2011	Jun 11, 2011
1	FILED AND FEE	May 02, 2011	

Type of Proceeding: Opposition

Proceeding Number: [91198473](#)

Filing Date: Feb 03, 2011

Status: Terminated

Status Date: May 19, 2011

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Neng Feng Wang

Correspondent Address: C/O 3TMC
PO BOX 1818
RANCHO CUCAMONGA CA UNITED STATES , 91729-1818

Correspondent e-mail: tmregistered@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
------	--------------------	---------------	---------------------

[85060122](#)

Plaintiff(s)

Name: PUMA AG Rudolf Dassler Sport

Correspondent Address: LYNN A SULLIVAN
LEYDIG VOIT & MAYER LTD
180 N STETSON , TWO PRUDENTIAL PLAZA SUITE 4900
CHICAGO IL UNITED STATES , 60601

Correspondent e-mail: lsullivan@leydig.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
		79070441	3750118
		73655576	1808837
		73019649	1039274
		73292728	1354044
		73647768	1458027
		77242733	3796051
PUMA		73269046	1189319
PUMA		73269236	1189406
PUMA		73293742	1231918

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 19, 2011	
5	BOARD'S DECISION: SUSTAINED	May 19, 2011	
4	NOTICE OF DEFAULT	Apr 04, 2011	
3	PENDING, INSTITUTED	Feb 03, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2011	Mar 15, 2011
1	FILED AND FEE	Feb 03, 2011	

Type of Proceeding: Opposition

Proceeding Number: [91186288](#)

Filing Date: Sep 09, 2008

Status: Terminated

Status Date: Apr 06, 2009

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Chris Range

Correspondent Address: Chris Range
2283 COLUMBIA RD
WESTLAKE OH UNITED STATES , 44145-4102

Correspondent e-mail: orleans333@gmail.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
TIGER SHOCK		77336550	

Plaintiff(s)

Name: PUMA AG Rudolf Dassler Sport

Correspondent Address: Lynn A. Sullivan
Leydig Voit & Mayer, Ltd.
Two Prudential Plaza, 180 N. Stetson Suite 4900
Chicago IL UNITED STATES , 60601

Correspondent e-mail: lsullivan@leydig.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
		73019649	1039274
		73292728	1354044

	73647768	1458027
	73655576	1808837
	75085354	2062990
PUMA	73269046	1189319
PUMA	73269236	1189406
PUMA	73293742	1231918
PUMA CELL	75231992	2176299
D	76422721	2793921
D	76413711	2734292

Prosecution History

Entry Number	History Text	Date	Due Date
8	TERMINATED	Apr 06, 2009	
7	BOARD'S DECISION: SUSTAINED	Apr 06, 2009	
6	NOTICE OF DEFAULT	Mar 06, 2009	
5	TRIAL DATES RESET	Dec 12, 2008	
4	D'S AMENDMENT WO CONSENT	Oct 20, 2008	
3	PENDING, INSTITUTED	Sep 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 09, 2008	Oct 19, 2008
1	FILED AND FEE	Sep 09, 2008	

EXHIBIT I



Pioneer Cypress LE

\$275.00

A golf shoe 40,000,000 steps in the making, built from the ground up with Tiger. Available in two Limited Edition colorways.

COLOR:



SIZE:

Size Chart

M 7 / W 8.5	M 7.5 / W 9	M 8 / W 9.5	M 8.5 / W 10		
M 9 / W 10.5	M 9.5 / W 11	M 10 / W 11.5	M 10.5 / W 12		
M 11	M 11.5	M 12	M 13	M 14	M 15

Add to My Wishlist

1

Summary

It has been estimated that Tiger has taken 40,000,000 steps on the course. The Sun Day Red Pioneer Cypress golf shoe is fueled by the unique insights only someone with 40,000,000 steps, 15 Majors and 82 career wins can bring. With Tiger's direct input, Sun Day Red built the Pioneer Cypress from the ground up and from the inside out.

One of Tiger's most important requests was that the shoe features a sleek 6mm heel to toe drop, allowing the golfer to leverage the power of ground force, while not sacrificing support. A premium full grain waterproof leather upper provides unmatched style and durability, while the Tiger Stripe deboss treatment in the heel pays homage to Tiger's greatness. A golf shoe is only as good as its fit, with that in mind supple calf skin leather is used for the liner. When the day calls for 36 holes, the Pioneer Cypress answers with all-day comfort provided two removable footbed options. As Tiger is known to challenge any shot from any lie, the shoe is constructed with a high-density TPU full ground contact plate with a 9-cleat configuration to deliver supreme traction in all conditions.

The Details



Care Information



Pairs Well With

Dynam Classic Pant \$165.00
 COLOR:

Select Waist

Select Length

3D Tour Cashmere Hoodie \$375.00
 COLOR:

Select Size

Cypress Fitted Full Vent \$50.00





Flat
Color: ● ● ● ●

Select Size ▼

Add to Cart



Sun Day Red x Vessel
Leather Sunday III Stand
Bag
Color: ●

\$1,100.00

Add to Cart





Delta PQ Polo

\$120.00

A polo engineered for peak performance. Because hard work never takes a day off. Note: The Delta PQ polo was designed with a tailored fit. For a roomier fit, we suggest ordering one size up from your recommended size.

COLOR:



SIZE:



Find My Size Size Chart

Add to My Wishlist

1

Add to Cart

Summary

There are polos, and then there's the Delta PQ Polo. Made to move the dial on your game and stay on par with everything on your day's agenda. Performance-ready fabrics combine with a comfortable feel and a modern fit that allow for maximum mobility. And when it comes to distraction-free play, details like a stay put shirttail hem help you stay calm, cool, and focused.

Tiger's Favorites

This polo has become one of Tiger's reliable favorites. It allows him to focus entirely on his swing without being interrupted or slowed down by what he's wearing. And just as important, the fabric has the ideal weight and breathability for when he's battling the Florida heat or layering up on a chilly coastal morning.

The Details

Care Information

Pairs Well With



Endless Stretch Pant \$160.00

COLOR:



Select Waist

32L

Add to Cart



3D Tour Cashmere Hoodie \$375.00

COLOR:



Select Size

Add to Cart



Foam Mesh Hat \$40.00

COLOR:



Select Size

Add to Cart



Tour Leather Glove \$45.00

Select Hand

COLOR:



Select Size

Add to Cart





Cypress Umbrella

\$150.00

Rain or shine, this umbrella is your shield in the pursuit of par.

COLOR:



Add to My Wishlist

1

Add to Cart

Estimated delivery to Wisconsin via FedEx Economy: January 08-10, 2025

Summary

The Cypress Golf Umbrella is an essential ally for golfers who refuse to let the whims of weather dictate their pursuit of a great round. An expansive canopy offers unparalleled protection, while its ergonomic design and easy handling make it a breeze to wield, even when the wind picks up.

The Details

EXHIBIT J

UP TO 60% OFF + EXTRA 30% OFF
 SHOP NOW **EXCLUSIONS APPLY**
 CODE: **NEWYEAR** | ENDS 1/3.

Home • Sale • Men's Sale • Clothing • Big Cat Men's Logo Hoodie



HOW TO WEAR IT



Big Cat Logo

Men's Hoodie

\$34.99 ~~\$45.00~~

Or 4 payments of \$8.75 by [afterpay®](#) or [Klarna](#).

Color

Puma White



Model is 5'10" tall and is wearing size M.

UP TO 60% OFF + EXTRA 30% OFF WITH CODE: NEWYEAR

Size

[SIZE GUIDE](#)

Free returns on all qualifying orders.

Description

The classics never go out of style. When it comes to streetwear staples, PUMA's got you covered.

- Style: 672712_02
- Color: Puma White

[READ MORE](#)

Shipping and Returns

Free standard shipping on orders over \$60 before tax, plus free returns on all qualifying orders.



Luare Chain Stitch Hoodie

\$135.00

A performance hoodie with the mark of a champion.

Due to overwhelming demand, our popular chain stitch hoodies are sold out for the remainder of year. Look for a re-stock in early 2025.

COLOR: WHITE/GRAY



SIZE:

Find My Size Size Chart



Add to My Wishlist

1

Add to Cart

Summary

Rise to the challenge in the Luare Chain Stitch Hoodie. Fusing a performance aesthetic with the plush feel of premium brushed back fleece, it's the perfect everyday piece. At its heart is the logo, featuring 15 stripes for each of Tiger's major wins. Signifying more than the mark of a premium design, it represents a legacy of competing and a commitment to greatness.

Tiger's Favorites

For hanging out or heading out, Tiger keeps this hoodie close at hand. Providing the ideal weight and feel without being bulky, it's what he's wearing for everything from video games to Zoom meetings.

The Details

Care Information

Pairs Well With

Fermi 15 T-Shirt \$50.00

COLOR:

Select Size

Add to Cart

Endless Stretch Pant \$160.00

COLOR:

Select Waist

32L

Add to Cart

Hibrid Lightweight Jogger \$150.00

COLOR:

Select Size

Add to Cart

Cypress Fitted Half Vent Hat \$50.00

COLOR:

Select Size

Add to Cart





\$20.00

Or 4 payments of \$5.00 by [afterpay®](#) or [klarna.](#)

Color

Puma Black

SOLD OUT

Free returns on all qualifying orders.

Description

Take your trail running to the next level with the PUMA Ess Running Cap. This lightweight and breathable hat is designed to keep you cool

- Style: 023148_01
- Color: Puma Black

[READ MORE](#)

Shipping and Returns

Free standard shipping on orders over \$60 before tax, plus free returns on all qualifying orders.





Cypress Fitted Full Vent Hat

\$50.00

A full-on performance hat made for full-time comfort.

COLOR:



SIZE:



Size Chart

Add to My Wishlist

1

Add to Cart

Estimated delivery to Wisconsin via FedEx Economy: January 08-10, 2025

Summary

When the game heats up, your focus stays sharp and your vision remains clear with the continuous airflow of the Cypress Fit Full Vent Hat. Meticulously integrated to keep you cool under pressure, its fitted design delivers unwavering comfort and unfaltering functionality on the course.

The Details

Fabric & Technology

Care Information

Pairs Well With



Cypress Fitted Half Vent Hat \$50.00

COLOR:



Select Size

Add to Cart



Luare Chain Stitch Hoodie \$135.00

COLOR:



Select Size



Cypress 15 T-Shirt

\$60.00

A legacy in the making that leaves no room for improvement.

COLOR:



SIZE:

Find My Size Size Chart



Add to My Wishlist

T

Add to Cart

Estimated delivery to Wisconsin via FedEx Economy: January 08-10, 2025

Summary

A soft, comfortable feel combines with performance detailing to make the Cypress 15 T-shirt a winner. But it's the exceptional fit of its elevated design that makes it the new go-to for your everyday style.

The Details

Care Information

Pairs Well With



7.5" Dynam Woven Short \$135.00

COLOR:



Select Waist

Add to Cart



Foam Mesh Hat \$40.00

COLOR:



Select Size

Add to Cart



Tour Leather Glove \$45.00

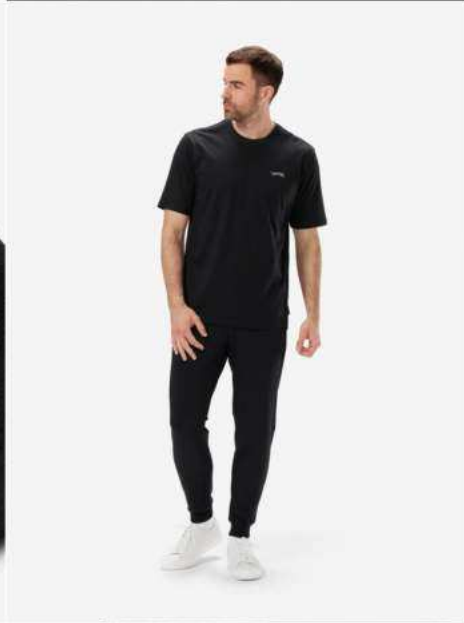
Select Hand

COLOR:



Select Size

Add to Cart





SLIPSTREAM G Spikeless Golf Shoes

★★★★★ 15 Reviews

\$130.00

Originally for the Court, reimagined for the course. SLIPSTREAM G takes a classic PUMA silhouette and updates it making it ready for the golf course.

Color Puma White / Puma White



Size

Size Guide [↗](#)

7	7.5	8	8.5	9	9.5
10	10.5	++	++5	12	12.5
13	14	++5			

QTY

1

ADD TO CART

SPECS

+

DETAILS

↓

RETURNS & SHIPPING

+





Pioneer Cypress

\$250.00

A golf shoe 40,000,000 steps in the making, built from the ground up with Tiger. Available in three core colorways.



SIZE: [Size Chart](#)

M 7 / W 8.5	M 7.5 / W 9	M 8 / W 9.5	M 8.5 / W 10		
M 9 / W 10.5	M 9.5 / W 11	M 10 / W 11.5	M 10.5 / W 12		
M 11	M 11.5	M 12	M 13	M 14	M 15

Estimated delivery to Wisconsin via FedEx Economy: January 08-10, 2025

Summary

It has been estimated that Tiger has taken 40,000,000 steps on the course. The Sun Day Red Pioneer Cypress golf shoe is fueled by the unique insights only someone with 40,000,000 steps, 15 Majors and 82 career wins can bring. With Tiger's direct input, Sun Day Red built the Pioneer Cypress from the ground up and from the inside out.

One of Tiger's most important requests was that the shoe features a sleek 6mm heel to toe drop, allowing the golfer to leverage the power of ground force, while not sacrificing support. A premium full grain waterproof leather upper provides unmatched style and durability, while the Tiger Stripe deboss treatment in the heel pays homage to Tiger's greatness. A golf shoe is only as good as its fit, with that in mind supple calf skin leather is used for the liner. When the day calls for 36 holes, the Pioneer Cypress answers with all-day comfort provided two removable footbed options. As Tiger is known to challenge any shot from any lie, the shoe is constructed with a high-density TPU full ground contact plate with a 9-cleat configuration to deliver supreme traction in all conditions.



The Details

Care Information

Pairs Well With

3D Tour Cashmere Hoodie \$375.00
 COLOR:
 Select Size

Course 5-Pocket Pant \$160.00
 COLOR:
 Select Waist
 32L

Cypress Fitted Full Vent Hat \$50.00
 COLOR:





Select Size

Add to Cart



Sun Day Red x Vessel
Leather Sunday III Stand
Bag
COLOR:

\$1,100.00

Add to Cart



crocs™



Crocs Unisex-Adult Dylan Clogs
★★★★☆ 159

Shop now

Customers who viewed this item also viewed



PUMA Men's Phantomcat Nitro Sneaker
4.5★★★★☆ 10
\$85⁹⁹ - \$145⁹⁹



Puma Golf Men's Alphacat Nitro Golf Shoe
\$50⁰⁰ - \$159⁹⁹



pumagolf Men's Phantomcat Nitro Sneaker
\$118⁰⁰ - \$179⁹⁹

Clothing, Shoes & Jewelry › Men › Shoes › Athletic › Golf



Visit the PUMA Store

PUMA Men's Phantomcat Nitro Sneaker

4.4★★★★☆ 19 ratings | Search this page

Price: \$79.95 - \$130.64

Free Returns on some sizes and colors

Size:

Select

Color: Puma Black-puma Silver-yellow Sizzle



Size Chart

Product details

Care instructions	Machine Wash
Origin	Imported
Sole material	Polyurethane
Outer material	Leather

About this item

- NITRO FOAM
- 1 Year Waterproof Full-Grain Leather
- Flexspike Outsole

To buy, select Size

Add to Cart

Add to List

UOFEY Men's Golf Shoes
4.6★★★★☆ 15
\$68⁹⁹ prime

Sponsored



Pioneer Cypress

\$250.00

A golf shoe 40,000,000 steps in the making, built from the ground up with Tiger. Available in three core colorways.

COLOR:



SIZE:

Size Chart

M 7 / W 8.5	M 7.5 / W 9	M 8 / W 9.5	M 8.5 / W 10					
M 9 / W 10.5	M 9.5 / W 11	M 10 / W 11.5	M 10.5 / W 12					
M 11	M 11.5	M 12	M 12.5	M 13	M 13.5	M 14	M 14.5	M 15

Add to My Wishlist

1

Add to Cart

Estimated delivery to Wisconsin via FedEx Economy: January 08-10, 2025

Summary

It has been estimated that Tiger has taken 40,000,000 steps on the course. The Sun Day Red Pioneer Cypress golf shoe is fueled by the unique insights only someone with 40,000,000 steps, 15 Majors and 82 career wins can bring. With Tiger's direct input, Sun Day Red built the Pioneer Cypress from the ground up and from the inside out.

One of Tiger's most important requests was that the shoe features a sleek 6mm heel to toe drop, allowing the golfer to leverage the power of ground force, while not sacrificing support. A premium full grain waterproof leather upper provides unmatched style and durability, while the Tiger Stripe deboss treatment in the heel pays homage to Tiger's greatness. A golf shoe is only as good as its fit, with that in mind supple calf skin leather is used for the liner. When the day calls for 36 holes, the Pioneer Cypress answers with all-day comfort provided two removable footbed options. As Tiger is known to challenge any shot from any lie, the shoe is constructed with a high-density TPU full ground contact plate with a 9-cleat configuration to deliver supreme traction in all conditions.

The Details



Care Information



Pairs Well With

3D Tour Cashmere Hoodie \$375.00

COLOR:

Select Size

Add to Cart

Course 5-Pocket Pant \$160.00

COLOR:

Select Waist

32L

Add to Cart

Cypress Fitted Full Vent Hat \$50.00

COLOR:





Select Size

Add to Cart



Sun Day Red x Vessel
Leather Sunday III Stand
Bag
COLOR:

\$1,100.00

Add to Cart



EXHIBIT K



PGA TOUR

February 12 · 🌐



SUN DAY RED

👍❤️ 24K

1.5K comments 735 shares

👍 Like

💬 Comment

Most relevant ▾



Thomas Stoops

Can't wait to see it on shelves at my local Goodwill.

46w

229 👍😂

View all 32 replies



💎 Top fan

Kim Zody Ruppert

Love it!

45w



Karl Marcellus Washington

I love it!

45w



Bob Burch

Make Sundays Great Again

45w

12 👍❤️

View 1 reply



David Berger

I wish him luck on his new venture... as well as a new branding firm because this one

ain't cutting it.

46w

78 

View all 12 replies



Eugene Edwond Spaulding

I love that Tiger is stepping out like this!! You take a risk in big decisions!! I will be purchasing some of his own brands!! Wishing him nothing but success for he went through in life and most of all his accomplishments!! 🙌🏻👍

45w

5  



 Top fan

Rob Jae

I just think of **Puma**. I think "Big Cat" would go better

46w

31 



Weston Long

Rob Jae slazenger

46w

2 

12/31/2024 11:35:40 AM

<https://www.facebook.com/100064457003699/posts/782013923957167/?mibextid=WC7FNe>



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Swale Golf @swalegolf

We can all agree that it's not as good as the iconic TW.

While the logo of the tiger itself is pretty cool, the weird Sun Day Red text is absolutely awful.

For some reason I thought it looked like Puma's logo. May just be the fact that it is a large cat. Yeah, that's it.

NUCLR GOLF @NUCLRGOLF · Feb 12
Sun Day Red — Tiger Woods & TaylorMade's new brand has officially launched... Thoughts?



7:51 PM · Feb 12, 2024 · 191 Views

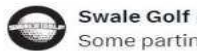


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Swale Golf @swalegolf · Mar 18

Some parting thoughts on Scottie's ascending to god-like status, Brian Harman (small but mighty), and the worst lipout in history.



The best tournament of 2024: The Players Recap

From swalegolf.com

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NCAA Men's Basket · 37 minutes ago



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APPAREL

Tiger Woods Launches 'Sun Day Red' in Los Angeles // Fans are Confused



Published 1 month ago on February 13, 2024
By Patrick Brennan



We were promised 12th February for the Sun Day Red launch.



Tiger's personal account on X had been drip feeding teasers of his new apparel line following the split from Nike after 27 years. ['A new day rises 2.12.24.'](#)



We also got 'the vision remains the same' tweet on February 6th. The steely glare that has stared down so many competitors and eight footers down the stretch on Sunday as an accompanying [image](#).



The announcement took place at a limited invite event in the Los Angeles area in the dusk hours of Monday evening, with Tiger answering a few questions at the presser.



I think the SDR logo is cool, although striking similarities to PUMA as it is quite literally, a big cat. The fact that they chose to split it into three words is a tough one to negotiate, as simply SR would still be clean enough. The promo video and accompany launch footage was cool, but any video with a Tiger [swing](#) is going to succeed.

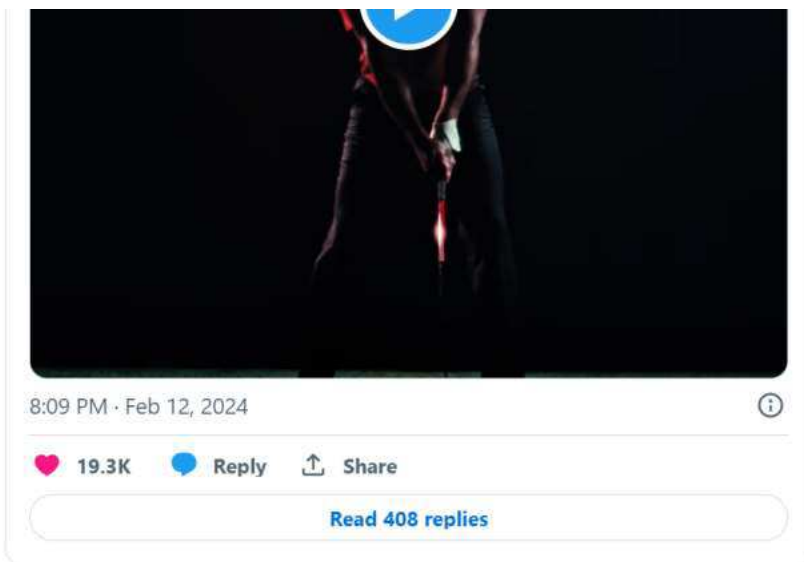
Tiger Woods ✓
@TigerWoods · Follow

It started with a passion. The passion of competing. Of competing against ourselves. The field. The course. Life. Out of that passion, @SunDayRed rises.

Start your journey with us: sundayred.com

LATEST P





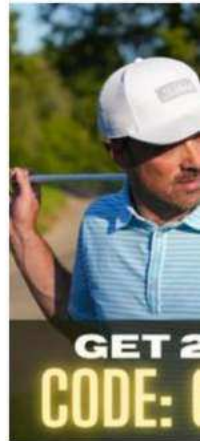
The SunDay Red X account has a bio with the following text:

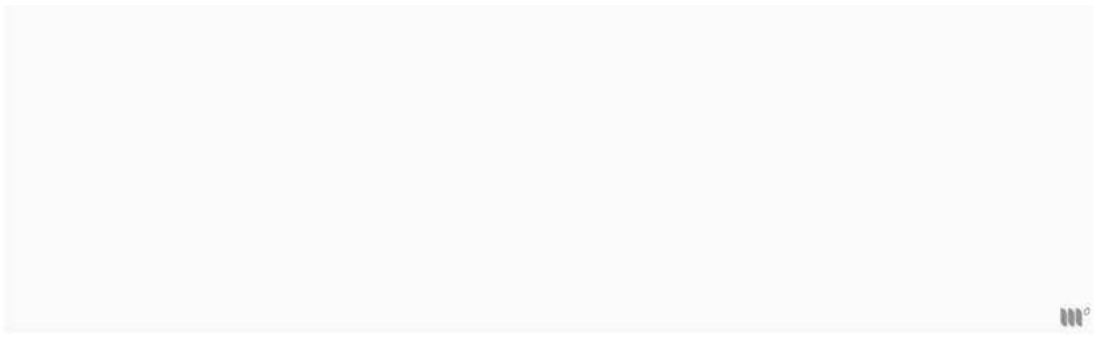


'We're not for people who want to live a certain kind of lifestyle. We're for people who want to live a certain kind of life. We are Sun Day Red.'

Now, in terms of the apparel items – they have gloves, head covers, shoes, hats on offer. You can expect to see Tiger wearing [these](#) throughout the season. The mock necks have made the rounds on social media, as well as the hoodies.

Sunday Red has potential to expand into all kinds of products. The following list was gleaned from the trademark application by TaylorMade Lifestyle Ventures earlier in the year.





“Eyewear, eyeglasses, sunglasses, eyeglass frames, sunglass frames, cell phone cases, luggage, purses, wallets, bags for sports, handbags, umbrellas, golf towels, clothing, namely, shirts, shorts, pants, jackets, sweatshirts, sweatpants, joggers, skirts, dresses, hoodies, sports jackets, polos, golf shirts, golf pants; footwear; headwear, Sports equipment, namely, golf clubs, golf club grips, golf balls, golf gloves, golf tees, golf club head covers, golf bags, and golf club shafts.”

TaylorMade CEO David Abeles took the stage in LA, explaining that SunDay Red discussions began a few years ago over coffee in St. Andrews.

The main issue with the SDR design is splitting Sunday into two words. A lot of people have taken issue with the laziness shown – similar criticisms to the original font choice and designs for a lot of LIV team logos. Abeles cited a ‘rule of three’ in life that applied here, marketing instincts I guess.

The red obviously points to his famous attire on Sundays, drawing inspiration from his mother, Kutilda. Tiger said that he is in a transitioning phase of his life, and wanted a brand that he is proud of going forward. He thanked the TaylorMade team for allowing such an extension so that he could create his own brand that embodies him, and finished by saying it was “inspiring.”

So, a quick summary:

- Tiger has worn red all his life thanks to his mum’s inspiration for a ‘power colour’. It started as a junior, then into Stanford, then as a pro on Sundays.
- There are 15 stripes on the Tiger in the logo, representing each of his major wins. He says if he wins another, they’ll re-do the logo!
- Apparel available for purchase in America on May 1st.
- A new look, same colour, new chapter in the wild life of Tiger Woods.
- [Sun Day Red by Tiger Woods | Coming May 2024 | Sun Day Red](#)

Cover Image via [PGA Tour](#)

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Tiger Woods Has a New Caddie This Week at Riviera
Genesis Invitational Notes: Tiger Gets a New Caddie, Hoffman Plays His Way In After Snubbed by Woods



Patrick Brennan





Patrick joined us in May 2022 with a strong passion for the game and a writing style to match. He is a good golfer, originally from Cumbria in the UK, and now living in British Columbia, Canada. He focuses on writing opinion pieces while keeping up to date with LIV Golf, Tour events and Major championships, providing good insights into the professional game. His best golf memories are shooting 72 with a double on 18, running the Golf Society at Lancaster University, and steering them to the first ever Varsity win against rivals York. His favorite club is his Scotty Cameron Newport 2.0, and his favorite event is the Masters!

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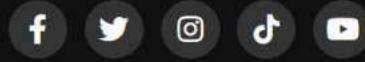
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So Tiger's new "Sun Day Red" apparel by @TaylorMadeGolf is basically just a mash-up of Slazenger and Puma logos, flipped around, and run thru an X-Ray machine?



7:30 PM · Feb 14, 2024 · 656 Views

4 Likes



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Forum Community Call: BEST DRIVER OF 2024 LIVE Q&A!

Opinions Needed! Sun Day Red

By GolfSpy APH
February 21 in Breaking News and Debate

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1 2 3 4 5 NEXT Page 1 of 5

GolfSpy APH

Posted February 21

Private Post

Link to Survey

We have seen many different thoughts and opinions on this lineup and we are working on putting all of your thoughts on record as part of an upcoming feature article for the main site!

If you could take a couple minutes and fill this it out for us it would be great! We may also include some of your comments below as part of the article!

Want your chance to be quoted on mygolfspy.com? Now is your chance!

Thanks all for your participation.

Forum Thoughts: Sun Day Red Survey

41,774

Twitter

@james.dantbrook

Instagram

@apoloshovet

Location:Baden

Switzerland

Handicap: 6-9

Joined Apr 2018

Quote

OldGripes14, Rob Person, Chandanar and 14 others 16

Driver: Paradigm TD w/ US ADD: EX

Wood: 7.3 wood 14.5" w/ Maltin Y1 Shaft

Iron: Stealth 2 Series 7200 5 iron

1130 6-9 iron

7100 PW/SW

Wedge: Tour Golf - A Spec 13.27-11 degree

Putter: L.A.B. GOLF Missi-Mad

Ball: Your Pro Plus Drip (Blue/Orange)



ANNOUNCEMENTS

- Forum Community Call: BEST DRIVER OF 2024 LIVE Q&A!
- Testers Wanted: Motocaddy and Bridgestone MindSet Golf Balls
- Ghost Golf X MyGolfSpy Forum Bag Draft!



Replies	Created	Last Reply
128	Feb 21	Feb 29

TOP POSTERS IN THIS TOPIC

- Rob Pers... 9 posts
- OdinSnip... 7 posts
- StrokerA... 6 posts
- GolfSpy... 4 posts

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Feb 21 2024 113 posts	Feb 23 2024 4 posts
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- GolfSpy APH February 21
Link to Survey We have seen many different thoughts and opinions on this lineup and we are working on putting all of your thoughts...
- Fongle February 21
The TaylorMade CEO rattled off some nonsense about the "rule of 2's" and it being "Born from a love for being outside in the..."
- GolfSpy SHARK February 21
As someone coming from always enjoying Nike and tiger woods stuff, seeing the sun day red stuff so far is "meth" for me.



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Fongle

Posted February 21

Done!



DONOR

TESTER 23

1,068

Twitter

https://twitter.com/H8Pw

Location

Instagram

https://www.instagram.com/huntforperfection/

Location:Brissbane, QLD

Australia

Handicap: 5-4

Joined Apr 2023

Quote

OldGripes14, Rob Person, Chandanar and 1 other 3

Driver: King 52 for 7.3" w/ Avila Rogue 34er 110MSI 80x

Wood: King 52 Big Box 3w 13.5" w/ Fujikura Pro 65 King 52 3w 20" w/ Senes CX White 70

Driving Iron: King Liberty 3i 19" w/ Project X Hincba Black 95

Iron: Apex 24 Combo 9i - 4 Pro, 5-8i CX, 9-10i ME w/ KBS Tour V 120 X Shaft

Wedges: MG5 Jaws 52 - 3 1/2" grind, 54" - C 3" grind, 56" - C 3" grind w/ Dynamic Gold Spinner Tour tour 115

Putters: Odyssey 2 Ball Hawk, Big Bertha Warbird, Special Select Squareback 2.0, OO Intron Annet, SubZero Original Flange SC, Method Midweight 1007, Wilson Staff 8802

"Mr. 72"

Posted February 21

Is there an official explanation why Sunday is two words?

The logo smells of a now older guy trying to stay relevant with a younger generation.



Member

223

Twitter: "Mr. 72"

Instagram: None

Location:Aurora, Illinois

Handicap: 6

Joined Sep 2016

Quote

Fantastic5, Jampershu, Mylyone and 2 others 4

aka: Dark Horse

State of my game: "Breaking 85" is the new "Breaking 80".



Fongle Posted February 21 Popular Post

On 2/21/2024 at 5:02 AM, "Mr. 72" said:

Is there an official explanation why Sunday is two words?

The logo smells of a now older guy trying to stay relevant with a younger generation.

The Taylormade CEO rattled off some nonsense about the "rule of 3's" and it being "Born from a love for being outside in the sun, the joy of playing golf during the day, and a special red being the brand's power color"

Honestly sounds like contrived tripe to me. That space in the word has possibly cut the initial sales targets in half at least, because everywhere I see people talking about it, people hate it, myself included. Also, the logo looks like a bad Tiger-themed knockoff of Greg's shark logo to me.

Quoted by: jlpjones, khromell, "Mr. 72" and 8 others (12)

Driver: Taylormade King 52 5w 7.5" w/ Aldia Rogue Silver 110MS 60s
 Woods: Taylormade King 52 Big Tour 5w 13.5" w/ Fujikura Pro 65, King 52 5w 20" w/ Simul CL White 30
 Driving Iron: Taylormade King Utility 2, 16" w/ Project X Honda Black 85
 Irons: Taylormade Speed 24 Combo set - 4 Pro, 3-6 CB, 9-10 MB w/ KBS Tour V 120-X Soft
 Wedges: McDJ Jaws 52° - 5 1/2° grind, 58° - C 8° grind, 60° - C 8° grind w/ Dynamic Gold Symme Tour Issue 113
 Putters: Odyssey 2 Ball Black, Big Bertha Workin' Special Select Squareback 2.0, OG Bronx Annet, Bulky Original Flange SC, Method Midnight 007, Wilson Staff 8802

"Mr. 72" Posted February 21

On 2/21/2024 at 5:13 AM, Fongle said:

The Taylormade CEO rattled off some nonsense about the "rule of 3's" and it being "Born from a love for being outside in the sun, the joy of playing golf during the day, and a special red being the brand's power color"

Honestly sounds like contrived tripe to me. That space in the word has possibly cut the initial sales targets in half at least, because everywhere I see people talking about it, people hate it, myself included. Also, the logo looks like a bad Tiger-themed knockoff of Greg's shark logo to me.

Quoted by: AKA, Curb Home (1)

AKA, Curb Home
 State of my game: "Breaking 80" is the new "Breaking 80"

"Mr. 72" Posted February 21

My survey response: Puma did it better.

Thanks for the TM info!

Quoted by: Fongle, khromell, beavies0471 and 2 others (3)

AKA, Dark Home
 State of my game: "Breaking 80" is the new "Breaking 80"



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Break In The Backyard
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[BUY NOW](#)



Cfhandyman Posted February 21

On 2/21/2024 at 5:02 AM, "Mr. 72" said:


Is there an official explanation why Sunday is two words?

The logo smells of a now older guy trying to stay relevant with a younger generation.

Most likely for branding, patent and trademark reasons. Fairly certain you can't patent Sunday.

Quoted by: Yevards, khromell and Rob Person (3)

Driver: Taylormade 3020R 2 plus, LA golf DI shaft 355
 3 wood - TM 3inelli plus, Mitsubishi Kai 6, Blue, 5 wood - TM 3inelli plus, Honda red, 3 hybrid, Mizuno CLK, Fuji pro
 Irons (3-PW) - Mizuno 821 HMP, Accra 6, 80
 Wedges: Volvik SM8 48°/52°, 54°/60°, 58°/64°, DG 5400
 Putter: Sunell tour, stability shaft, Sunell gravity grip
 Bag: Wilson Clubs tour stand bag
 Balls: Titleist ProV1x, Callaway Chrome soft 3 LS, Bridgestone Tour X K3 or Siron 2 star Diamond



Tech, Accra, Sunell Pro, K2 rangefinder

meteorinnov8 Posted February 21

unless el Tigre can play 4 rounds at Augusta before May scheduled distribution of SDR, the marketing of the line will be fatally compromised. One appearance at Players, where making the cut would be a monumental shift in form for Eldridge, 6 weeks ahead of launch will not be enough to move premium pieces without huge advertising bridge to carry momentum into when the public can lay down their money. And that expenditure would doom the line to years of losses. Best thing TM can do is sign Rory to carry the exposure load and hope Tiger as an ambassador is enough.

Quoted by: Rob Person, khromell and Indy, Co (3)



Handicap: 8
 Joined Apr 2019

Alexa 59 wedge,PING graphite shaft for irons
 PING iD Mamba forged four irons 5-F weak
 Adams S Hybrid UST Proforce Hybrid SGP
 Callaway LW17.78 Hozonous Smoke RDR S
 PING Gens S 0211 10 L Hozonous Smoke RDR

GolfSpy_SHARK Posted February 21

As someone coming from always enjoying Nike and tiger woods stuff, seeing the sun day red stuff so far is "meh" for me.

Quoted by SimoP194, Rob Person, kylegard and 6 others

[Check out my reviews.](#)

PING GT19 Irons [Official Review](#) | **PingPals** WC Shaft Kit **Evolution V Series Putter** [Official Review](#)
 ... **2022 Targeted Tees** [Official Review](#) | **SpineSpeed** Wilson Public Golf [Official Review](#)

WITB:
[Womans of grass/destination](#) link to WITB

PING Reserve is filled with all the shiny metal and tracked by ...
 ... **SpineSpeed 9** - **Motocross F1 6X** **SpineSpeed 300 3W** - **Project X HEROUS Green**
 ... **Wilson** US01 Driving Iron 17" - **Project X HEROUS Black** ... **SpineSpeed 44** - **Project X HEROUS Black**
 ... **Wilson** 1002 King forged Tee's 4-PW - **KBS S Tiger 120** **Wilson** 40 (2016), 32.26 (2017) - **Nippon Modus 125 S**
 ... **Evolution** 452V **Wilson** PRO10R 419

Are you a veteran? Check out the [Veterans Golf Association \(VGA\) Thread](#)



jolter1 Posted February 21

To me the logo could have been given a little more thought. There is nothing wrong in the tiger part, sun day red just doesn't sound right.

Quoted by Help_Chr, GolfSpies414, Internet98 and 1 other

Member
 209
 117
 Location: Southern New Jersey
 Handicap: 10
 Joined Apr 2020

Wilson: Ping G430 S1 T 32.1
 Fairway Woods: Ping SP7 G425 3.5-7
 Irons: Ping 425 4-13W
 Putter: Ping Signol Anser Platinum
 Clubway Tour 1 White Hit
 Ball: Wilson Tour Speed
 Bag: Titleist

Johngschulz Posted February 21

Done. Curious to see the results, but have an idea on what most people are thinking already. Time will tell!

Quoted by GolfSpies414 and Rob Person

Currently testing Ping S159 Wedge!

Testers Announced! PING s159 Wedges
 Monday at 11:48 PM

Testers Announced! PING s159 Wedges
 Testers Announced! It has been a few years, but we are very happy...
 By GolfSpy_APN, Monday at 11:44 PM 82 replies

Ping S159 Wedge - Official MGS Forum Review First and foremost thank you to the forum staff and Ping for giving me the opportunity to test out this latest iteration of wedges! I'm looking for...

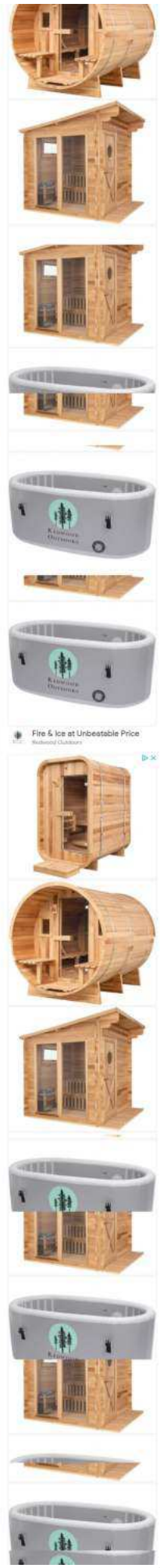
Julius Posted February 21 (edited)

Underwhelming. Given the calibre of Tiger in his heyday, and the perfectionist that he is, I expected something more bold and interesting. I find it just underwhelming, at the expected price point I will not buy it. I was trying to place the Tiger(jsh) logo, but someone here has hit it - looks like the Greg Norman shark to me. If Tiger cannot get his health stepped up to play and win a few more times, I think the younger generation will pass it by soon enough, given that he is already relatively far behind in the rear view mirror now versus others on tour. On the Sun Day part I found it a play on words that didn't really work for me nor the explanation of the brand as to why it is like this with the 3's. I don't need complex clothing messages, give me very functional and comfortable as a brand at a reasonable (not necessarily cheap) price point, and I am very happy. This is over engineered to some extent with messaging trying to convey something that we are not that interested in. It could have been Red Sunday Golf and the message would have made more sense to me.

Edited February 21 by Julius

Quoted by Rob Person

PING 423's - S1 to PW, LW
PING G400 Driver, G425 3W, G425 PW, G425 3H
SpineSpeed 18 Degree 16-19w wedge
PING G100 40 degree
Evolution Linnell D81





Fire & Ice at Unbeatable Price
Redwood Outdoors

Pomme78

Posted February 21



The logo is terrible. Looks like an old arthritic tiger, which may or may not be fitting.
The name really doesn't inspire much. It's not even really quirky, it's just a bit odd.
Hard pass from me.

Member

Handicap: 15

Joined Jun 2018

Quote

Rob Person, Vind8 and 1 other

BallsLeon

Posted February 21 (edited)



I don't mind the logo, and I like the redesigns of classic tiger logos through the years. Really liked Tigers striped polo at Riv for example. Logo/looks wise there are far more offensive/boring golf brands out there.
The name is a little clunky however.

Edited February 21 by BallsLeon

DONOR

TESTER '23

2,277

608

Twitter: n/a

Instagram: n/a

Location: Overland Park, KS

Handicap: 21.7

Joined Jun 2013

Quote

Rob Person

- Driver: **Reggie** S7 Max LS, 10.3" iRL MCA TENSID Air White 45g, 58F flex (44.5", Draw settings)
- 3-Wood: **Reggie** S7 LS, 19" iRL MCA TENSID Air Blue 45g, 58F flex (42.25", Approx 6.3")
- 5-Wood: **Reggie** S7 Pro V2 iRLHy Satin, 19" iRL **PROJECT-A** REDUCUS Smoke Black RDR 45g, 6.5 flex
- Irons: **Reggie** 7200 6i-9W, 27"-48" iRLs, iRLppon Midcut, 1.0g, 58F flex
- Wedges: **Reggie** iRLs FXS-Grind, 32Y/56/70W iRLs, Dynamic Gold Spinner 115g, Wedge flex
- Putter: **Reggie** King Vintage Sport 40, Steelhead P125 shaft (34"), **Carson**, Quad Beak Taper grip
- Bag: **Reggie** iRLs iRLs Pro, 54L iRLs iRLs
- Push Cart: **Reggie** iRLs, Black/Red
- Rumpfeater: **Reggie** iRLs, 19" V3, Shaft

2023 MGS Forum Review: **Reggie** Golf Balls (Final Review: Posted)

2023 MGS Forum Review: **Reggie** 300 Mini Putter (Final Review: Posted)

Unofficial Review: The "Putting Thing" by WhyGolf
February 19

The "Putting Thing" by WhyGolf - MGS Forum Member Review by BallsLeon (10) Intro: (2/19/24) As a high-handicap golfer, I try my best to manage my expectations for my golf game. Ho...

19 replies

Shadthrower2

Posted February 21



I think the entire line is gross and opportunistic greed by a chap who certainly doesn't need the money, but, could use driving (cars) lessons and relationship counseling. I hope he puts the money he won't get from me to good use.

Member

Handicap: 10.8

Joined Feb 2024

Quote

PeterHarris, Rob Person, M4Hagen and 1 other



New Golf Ball Beats ProV1.

Free Sleeves still available. While supplies last. Limit One per household.

Callcutta

Open >

OdinSnipes414

Posted February 21



There are so many golf apparel brands out there that it's hard to rate them! However I've been following Tiger my whole life, as many have, but I never once wanted to buy a Nike piece of clothing just because they signed Tiger! I love the man not the clothes! But now that he has a line he built (please correct me if that's incorrect) It speaks to me more! Now I love the clothes made by the man! Nike put their symbol on Tiger, and now Tiger(TM) puts his symbol on Tiger! It's just a higher impact on me when I'm looking at the clothes I wear! But time will tell! As for Sun Day Red it's whatever to me! I Shoot I've seen guys wearing doughnuts and cats with lasers and ducks doing the nasty on the golf course! It's just a name! Interpretation can be what ever! I see 5 D R I see Son Dad Redemption!

Member

USA

TESTER '23

2,274

608

Twitter: OdinSnipes414

Instagram: OdinSnipes414

Location: Saint Francis, Wisconsin

Handicap: 23.6

Joined Apr 2023

Quote

Rob Person

#GolfBallsAlways #GolfBalls

- Driver: **70** 49 Pro **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRL **50 Series Grip**
- Fewely: **70** 49 Pro **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRL (with iRLs) iRLs **50 Series Grip**
- Driving Irons: **70** 49 Pro **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRLs **50 Series Grip**
- Iron: **70** iRLs CR 3 iRLs **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRLs **50 Series Grip**
- Wedges: **70** iRLs CR 3 iRLs **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRLs **50 Series Grip**
- Putter: **70** iRLs CR 3 iRLs **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRLs **50 Series Grip**
- Ball: **70** iRLs CR 3 iRLs **PROJECT-A** REDUCUS Smoke Blue RDR 70 4.0 iRLs **50 Series Grip**

Bag: Side Smash Back Backpack Bag

Link to my Bag Buy ZTF Review!

Bag Boy ZTF Bag - 2023 Forum Review
May 14, 2023

Bag Boy ZTF Bag - 2023 Forum Review
MyGolfSpy Forum staff are very excited to have a second Bag Boy ...

By GolfSpy APN May 14, 2023 71 replies

INTRO Sup Spys, My name is Alexander Nesbitt. Alex works fine or Odix, my screen name has been with me for as long as I have been a gamer. I am a Midwest golfer (The most underappreciate...

15



O2BGOLF Posted February 21

Thumbs down for me. TM and Tiger you could do better than this! Sorry but it looks like a logo that belongs to the Chinese Communist Party.



Polly509109 Posted February 21

Why buy Sun Day Red, when as others have stated, if Tiger doesn't play well at Augusta, TM will be giving it away along w a club trial on fitting days!




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WEEKDAYS LIKE WEEKENDS

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bumpandrun Posted February 21

On 2/21/2024 at 5:02 AM, "Mr. 72" said:

Is there an official explanation why Sunday is two words?

The logo smells of a now older guy trying to stay relevant with a younger generation.

It smells like a marketing firm that didn't think they would get paid if they were honest and told him "Tiger" should be the name of the line and the logo.



2016 M1 10 S Fujikura Pro 60 SHF
Callaway A210st 3W Aldia RFP SHF
Callaway X210st 17° Matrix Rads 17 SHF
Ping L7 6-19 48.5 SHF built stopgap
Titleist SM7 5.5 8° F SHF
Titleist SM7 5E 8° M SHF
Titleist SM7 6E 4° L SHF
Scotty Cameron Newport 2.5 34° SuperStroke Flatstick 2.0
Golf Pride MCC Plus 4 grips
Snell MTB Red (Optic Yellow)
Powerbilt TFS Cabretta Sour Glow
Callaway RAZR Laser

IndyBonzo Posted February 21

The logo looks like fish bones. Pass.



Working on getting better... and now doing getting better.

- Callaway Epic Max 10° Driver
- Callaway Epic Max 10° Driver
- Fujikura Fujikura
- Fujikura Fujikura
- MEDUSA 10.1 4° Hot Metal
- Callaway Epic Max 10° Driver
- Callaway Epic Max 10° Driver
- Callaway Epic Max 10° Driver

OdinSnipes414 Posted February 21

On 2/21/2024 at 6:09 AM, bumpandrun said:

It smells like a marketing firm that didn't think they would get paid if they were honest and told him "Tiger" should be the name of the line and the logo.

Sunday red is already trademarked

#GolfersOutdoors #GolfersLife

Driver: 70 Callaway Epic Max 10° Driver

Fairway: 70 Callaway Epic Max 10° Driver

Driving Irons: 70 Callaway Epic Max 10° Driver

Wedges: 70 Callaway Epic Max 10° Driver

Putter: 70 Callaway Epic Max 10° Driver


Ball: 70 Callaway Epic Max 10° Driver

Bag: Side Street - Back's Backpack Bag

Link to my Bag Boy ZTF Review

Bag Boy ZTF Bag - 2023 Forum Review

Bag Boy ZTF Bag - 2023 Forum Review



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INTRO Sub Spyc: My name is Alexander Neibitt. Alex works fine or Odie, my screen name has been with me for as long as I have been a gamer. I am a Midwest golfer (The most underappreciate...

15



New Golf Ball Beats ProV1.

Free Sleeves still available. While supplies last. Limit One per household.

Calcutta

Open >

Brohams

Posted February 21



Member

2

1

Joined Feb 2024

On 2/21/2024 at 5:50 AM, OdinSnipes414 said:

There are so many golf apparel brands out there that it's hard to rate them! However I've been following Tiger my whole life, as many have, but I never once wanted to buy a Nike piece of clothing just because they signed Tiger! I love the man not the clothes! But now that he has a line he built (please correct me if that's incorrect) it speaks to me more! Now I love the clothes made by the man! Nike put their symbol on Tiger, and now Tiger(TM) puts his symbol on Tiger which has a higher impact on me when I'm looking at the clothes I wear! But time will tell! As for Sun Day Red it's whatever to me! Shoot I've seen guys wearing doughnuts and cats with lasers and ducks doing the nesty on the golf course! It's just a name! Interpretation can be what ever I see S D R I see Son Dad Redemption!

Well said. His brand JUST launched, give it a chance to evolve and make mistakes just as other brands have.

Quote

Rob Person and OdinSnipes414 1

Domino1

Posted February 21



Member

20

13

Instagram: Curt.melick
Location:Lemoine, Pa
Handicap: 12
Joined Jan 2024

My reaction is "meh". The tiger striped image is missing something but I don't know what.

Quote

Rob Person 1

Mr_BogeyPro

Posted February 21



Member

184

72

Twitter:
https://twitter.com/qwalsh283
Instagram:
https://www.instagram.com/qwalsh283/
Location:Spring Hill, FL
Handicap: 18
Joined Mar 2023

Done! The clothing line looks good, but HATE the logo.

Quote

OdinSnipes414 and Rob Person 2

Driver: Callaway Rogue ST X Flex

3 Wood: TaylorMade Race

Hybrid: Callaway Rogue Max 3 - 5

Irons: TaylorMade M5

Wedges: TaylorMade Milled Grind 4 52, 54/Tekton Volvik My 56

Putter: Odyssey White Hot OS 7

Calcutta

Open >

golffun

Posted February 21



Member

89

58

Location:Pennsylvania
Handicap: 15
Joined Sep 2012

UNIQUE... probably the best word I could use... not a fan of the logo. Name is okay and relates specifically to Tiger. Logo's seem to drive sales, so I'm not sure if his association with the brand will overcome a less than attractive logo (IMHO).

Quote

Rob Person 1

OdinSnipes414

Posted February 21



Member

USA

TESTER 23

2,724

823

Twitter: OdinSnipes414

Instagram: OdinSnipes414

Location:Saint Francis, Wisconsin

Handicap: 23.8

Joined Apr 2023

On 2/21/2024 at 6:28 AM, Domino1 said:

My reaction is "meh". The tiger striped image is missing something but I don't know what.

A flaming car in the background... to far hmm maybe a silhouette of him riding it

Quote

Rob Person 1

#GolfLifeOutdoors #GolfLifeOn

Driver: 70 29 Pin PROJECT 42NDUS Smoke Blue RDR 79 6.0 NO1 50 Series Grip

TeeWays: 70 29 Pin PROJECT 42NDUS Smoke Blue RDR 79 6.0 (1.0 inch short) NO1 50 Series Grid

Driving Irons: 70 29 Pin PROJECT 42NDUS Smoke Blue RDR 79 6.0 NO1 50 Series Grip

Irons: Call 70 29 Pin PROJECT 42NDUS Smoke Blue RDR 79 6.0 NO1 50 Series Grip

Wedges: Wedge 70 29 Pin PROJECT 42NDUS Smoke Blue RDR 79 6.0 NO1 50 Series Grip

Putter: Call 70 29 Pin PROJECT 42NDUS Smoke Blue RDR 79 6.0 NO1 50 Series Grip

Ball: ODIN 1

Bag: Side Street - Back's Backpack Bag

Link to my Bag Boy ZTF Review!



INTRO Sup Spyc, My name is Alexander Neubert. Alex works fine or
Oder, my screen name has been with me for as long as I
have been a gamer. I am a Midwest golfer (The most underappreciate...

15

OdinSnipes414

Posted February 21

On 2/21/2024 at 6:38 AM, golffun said:

UNIQUE... probably the best word I could use... not a fan of the logo... Name is okay and relates specifically to Tiger... Logo's seem to drive sales, so I'm not sure if his association with the brand will overcome a less than attractive logo (MHQ).

Man idk the Tiger looked good on the cashmere sweater! Simplistic!

2,724

Twitter: OdinSnipes414

Instagram: OdinSnipes414
Location: Saint Francis, Wisconsin
Handicap: 23.6
Joined: Apr 2019

#GolfBallsOutAlways! #GolfBallsGo

Driver: Callaway Epic Speed Pro 3 Hybrid
Fairway: Callaway Epic Speed Pro 3 Hybrid
Driving Irons: Callaway Epic Speed Pro 3 Hybrid
Irons: Callaway Epic Speed Pro 3 Hybrid
Wedges: Callaway Epic Speed Pro 3 Hybrid
Putter: Callaway Epic Speed Pro 3 Hybrid

2,382

Twitter: None

Instagram: @kevynestrom
Location: Key West, Florida
Handicap: 11.8
Joined: Feb 2019

Ping G430 Max driver, 10.5 degrees with an Alfa Golf 45 gram senior shaft
Callaway Epic Speed Pro 3 Hybrid, 19 degrees with a Mitsubishi Diamana 85 gram senior shaft
Callaway Epic Speed Pro 3 Hybrid, 19 degrees with a Mitsubishi Diamana 85 gram senior shaft
Ping G 28.5 degree 7 wood, with a thick Alfa 65 gram senior shaft
Ping G 28.5 degree hybrid, stock Alfa 65 gram senior shaft
Callaway Paradym X irons, 7-9W with Alfa Accent Blue 30 graphite shafts
Sobson wedges: 50, 55 and 60 degrees, KBS Tour Graphite A-flex shafts
Putter: L.A.B. Direct Forza 2.3 putter, 34.5" long, 67 degrees lie

2022 MG5 Tester - Shot Scope Pro V1+ with V14
2023 MG5 Tester - Callaway Paradym X Irons

meteorinnov8

Posted February 21

TM exec said Sun Day split because not every day is Sunday but we all want days that are sunny. It think it's because you can't trademark common words or combinations. Has to be unique to be granted by Patent and Trademark Office.

IMO (being in the design, branding and marketing biz for 4 decades), line should have been named Red Sun Day. Red sunrise would have been a better, more aspirational logo. As it is, the logo's broken lines have too many broken lines, like Tiger's broken too many times. And FFS, this logo needs to be in red on every item. Somebody at TM really messed that up

28

Instagram: 8185129919

Location: Hollywood SC
Handicap: 8
Joined: Apr 2018

Tony Penza Putter

Alfa 58 wedge, long graphite shaft for iron
PING iD Mamba forged tour iron 5-P wedge
Adams S Hybrid US7 Proforce Hybrid 50P
Callaway V077.19 Hazardous Smoke RDX S
PING Gen 5 0311 10.5, Hazardous Smoke RDX

berkeleybob

Posted February 21 (edited)

I dunno. It's not for me, I know that. I haven't seen any promotions or ads or marketing strategy in general, but I think if they really want to do it, they should lean into Tiger's glory days and position Tiger to be a kind of elder statesman. After all, I think he can easily take credit for golf being what it is today.

Back in the 90s he inspired my co-worker to push out his own golf clothing line that was targeted at the youth were coming into the sport because of Tiger Woods. It was a tough sell at the time because back then golf courses were pretty stodgy.

Now the face of golf and golf fashion has changed largely because of that youth growing up and inspiring the next generation of young adults and teens to join the sport. I'd bet lots of them say that they want to be the next Tiger Woods, not Rory McIlroy or Brooks Koepka or Jon Rahm or whoever.

I don't know who the target market is for this line of clothing, but if I had to guess, it's guys mid 30s to mid 50s who grew up watching Tiger. Make Tiger the godfather of today's golf, and maybe they're the ones who'll buy into his fashion line, because nostalgia.

Edited February 21 by berkeleybob

4,046

Twitter: @bobcentricity

Instagram: @bobcentricity
Location: Denmark
Handicap: 24
Joined: Jul 2016

WITR 2024

DRIVER: Callaway Epic Speed Pro 3 Hybrid
HYBRID: Callaway Epic Speed Pro 3 Hybrid
IRON: Callaway Epic Speed Pro 3 Hybrid
WEDGE: Callaway Epic Speed Pro 3 Hybrid
BALL: Callaway Epic Speed Pro 3 Hybrid
PUTTER: Callaway Epic Speed Pro 3 Hybrid



New Golf Ball Beats ProV1.

Free Sleeves still available. While supplies last. Limit One per household.

Calcutta

Open >

1 2 3 4 5 NEXT > Page 1 of 5 >

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8,954
2.1k

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om/rob.person.3387
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bxw6v

Instagram:
https://www.instagram.c
om/reel/CsY1crZLbhd/?
igshid=Mtc4MmM1Yml
2Ng==

LocationAlabama
Handicap: 18
Joined Jun 2023

+ Quote

WITB-Foremost 551's - 3w, 5w, 5-SW (circa 1998), Top Flite 460cc Driver, Adam's 7w, Warrior GW and 60°, Odyssey AI-One DB putter.

Just an old newbie golfer, trying to learn and improve 1 club at a time.

Just_the_Chip

Posted February 21

...



Member

I feel like the Logo is too close to Slazenger and Puma, and other cat brands. They could've done something a little more inspired.

As for the clothing, it will really depend on the quality and price point. Are they coming in at Travis Matthew, Malbon, Peter Millar prices? If they are, then the quality needs to be up there in regards to materials and performance. If the put premium price, on bulk made in china quality and materials, then it's going to find itself on steep discount brand name shelves with other brands like Greg Norman Shark clothes.

124
87

Instagram: puttsnfish
LocationMassachusetts
Handicap: 18.5
Joined Jul 2023

+ Quote

Rob Person 1

"In fact , we both tend to hold the Midwestern stoic view that genuine problems are solved with action, not pissing and moaning. If you run around sharing your feelings too much, you'll eventually arrive at a place where you're not only still screwed up, but now everyone knows about it, too." - John Gierach - Sex, Death and Fly Fishing

Jackbus75

Posted February 21

...



Member

Love the new Logo, but I know I won't be able to afford it.

+ Quote

Rob Person 1

16
16

LocationPhoenix, AZ,
United States
Handicap: 21
Joined May 2021

I'm 72 years old and I enjoy playing golf at least once a week.

PXG 0211 Driver 10.5, with graphite senior shaft

PXG 0211 3W, 5W and 7W, with graphite senior shaft

Cobra F-Max Hybrid set 6.5,4 Hybrids, 7,8,9,PW,GW, graphite senior shaft (I'm old)

C3i 59 degree Sand Wedge, steel shaft

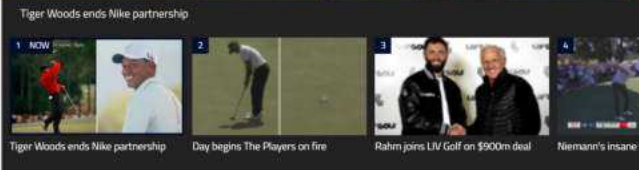
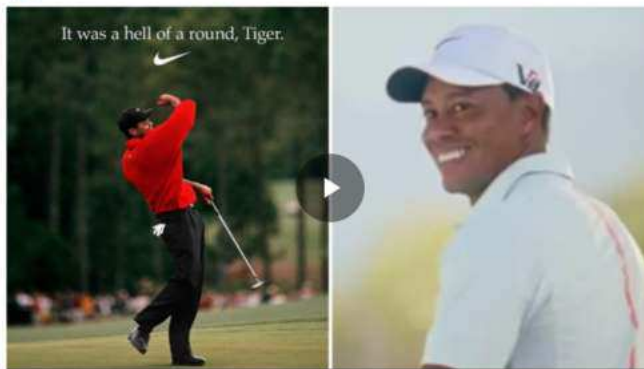
Odyssey DFX Double Wide 33" putter



New Sport: Golf

EXCLUSIVE: Legal battle revealed days after Tiger Woods launches Sun Day Red apparel brand

By Damien McCartney | Feb 21st, 2024



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Tiger Woods launched his new clothing line Sun Day Red at a slick event in Los Angeles only a week ago.

But the company is already facing its first big hurdle – a legal dispute over the logo.

Wide World of Sports understands global sporting apparel giant Puma raised issues with the Sun Day Red logo, given the similarities between the two.

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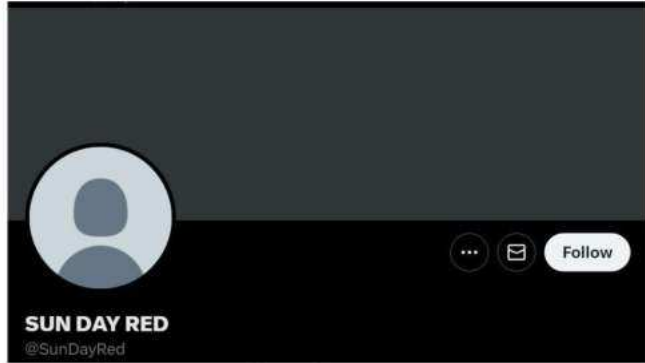
Tiger Woods at the launch Sun Day Red. (Getty)

Woods formed Sun Day Red in collaboration with his long-time equipment manufacturer TaylorMade.

Earlier this week, all instances of the logo – a tiger with 15 stripes to represent each of Woods' major victories – were stripped from the company's social media and website for more than two days.

Similarities between the Sun Day Red logo and that of Puma and Slazenger were pointed out by social media users after Woods launched the brand.

Puma's logo depicts its big cat leaping to the left, Slazenger's in stride also to the left, and Sun Day Red's stretching out to the right.



Representatives from Puma and TaylorMade declined to comment, while Slazenger had not responded by time of publication.

Sun Day Red's X account had only the default profile picture and no banner for two days. The logo has since returned to the profile picture, and an image of Woods is the banner.

On the website, the tiger logo remains only visible in photos of the clothing line. It is not visible on the landing page of the site.



The logo of Tiger Woods' Sun Day Red (top) bares resemblance to that of Puma (right) and Slazenger. (Nine)

Woods launched Sun Day Red following his split with Nike at the end of last year, ending a 27-year partnership. He has used TaylorMade clubs since Nike stopped producing equipment in 2017.

The brand was named after Woods' iconic superstition of wearing red whenever he plays on Sundays.

Woods may have been forced into using Sun Day Red because Sunday Red has an existing trademark registered in the US, although TaylorMade chief executive David Abeles said at the launch the choice of three words was deliberate.



Tiger Woods made his first appearance in Sun Day Red gear at the Genesis Invitational. (Getty)

He said 'Sun' as an ode to the weather a golfer desires, 'Day' because golf can be played any day of the week, and 'Red' for Tiger's Sunday attire.

icon's family left

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icon's family left
'bitter' over

Most Popular

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Most Popular

Most Popular

icon's family left

Most Popular

Most Popular

Most Popular

The Sunday Red trademark in the US has been held by an Earnest Ray Harrison since 2009. There is also a Sunday Red Golf social club with nearly 5000 members in the UK.

Woods' first outing wearing Sun Day Red was at the Genesis Invitational last weekend, where he withdrew early in the second round with illness.

The five-time Masters winner has previously stated he hopes to play on the PGA Tour once a month during major season – essentially from February through to July.

GOLF GOLF TIGER WOODS

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Ashok Lalla @ashoklalla

Spot the similarities between Tiger Woods newly launched brand Sun Day Red's logo & Puma and Slazenger's logos?

His 15-striped tiger logo is inspired by his name, while the stripes represent the number of golf majors he has won.

Let's see which animal wins this round in court.



3:42 AM · Feb 21, 2024 · 169 Views



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Relevant people

Profile card for Ashok Lalla (@ashoklalla) with a Follow button and bio: Digital & Marketing Advisor, Founder/Chief Thinker @ AI 3.60 Impact Solutions, etc.

What's happening

Post titled 'Eagles at Fighting Illini' with a basketball game image and text: NCAA Men's Basket: 13 minutes ago

Promoted post for #BetMGM with text: Click Here for the Latest BetMGM Odds on X

Trending topic: Politics - Trending Ron Johnson, 46.3K posts

Trending topic: Politics - Trending World War Z, 1,786 posts

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Tiger Woods new golf and apparel brand will be named Sun Day Red (don't forget the spaces!). According to Sun Day Red's official website, the word mark appears as 3 words for a simple reason: "there is a special power in 3's. Calling it Sun Day Red was a fun way for us to create something completely different and unexpected." The logo design has 15 stripes (one for each of Tiger's major tournament wins) but the company noted they would add stripes to the design if Woods' manages to add to his majors haul before he retires. #branding #naming



20

8 comments

Reactions



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Steve Cecil • 3rd+
Namer, Verbal Branding Professional

1mo ...

plus, Birdies are often depicted in red on the leaderboard

1	2	3	4	5	6	7	8	9	OUT
300	196	402	485	459	217	352	800	405	3480
4	3	4	4	4	3	4	5	4	35
4	2	3	3	5	3	3	5	3	31
10	11	12	13	14	15	16	17	18	IN
458	182	410	463	585	334	465	207	670	3663
4	3	4	4	5	4	4	3	5	35
3	2	3	4	4	2	4	2	4	28

Like | Reply



Brandy Brazell Obvintseva (She/Her) • 3rd+
Managing Partner @ Gallant | Editor, B2B Business Culture & Brand Strate...

1mo ...

The graphic mark is a travesty. i like the name. But gosh.

Like · 1 | Reply · 1 Reply



Ingvild Ryggen Carstens • 3rd+
Publisher & Managing Director

3w ...

[Brandy Brazell Obvintseva](#) yes. Same reaction here!

Like | Reply



Amitha Kalaichandran (She/Her) • 3rd+
Public health, Pediatrics, & Integrative medicine-trained physician, writer, ...

1mo ...

Looks like the PUMA Group logo but..the skeleton?!

Like | Reply

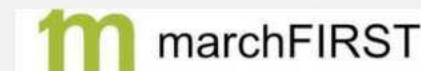


Mark Gunnion • 3rd+
Name Consultant & Freelance Namer; Award-Winning Screenwriter

4w (edited) ...

Awesome. Best of luck with that spacing and capitalization.

Mark Gunnion (AKA DJ Junglebook)
Former Naming Manager, marchFIRST



Like ·  1 | Reply



Q(uirino) Malandrino · 3rd+

1mo ...

Brand counsel, advice, and answers.

he always wore/wears a red shirt on Sun-day in tournaments

Like | Reply · 1 Reply



Paul Gardner · 3rd+

1mo ...

Partner & Creative Director at TippingGardner

He's also notoriously cheap, which is probably why he didn't spend any money on an agency to come up with a better name and brand identity. Oh, and he didn't even make it to Sunday in this weeks tournament!

Like | Reply



Gregory Lake · 3rd+

1mo ...

3 Private Equity Exits - CEO | President | Chief Sales Officer | Chief Marketin...

Brilliant

Like | Reply