

ESTTA Tracking number: **ESTTA1457531**
Filing date: **08/19/2025**

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	LooseLeaf International LLC
Granted to date of previous extension	08/20/2025
Address	8020 NW 14TH STREET DORAL, FL 33126 UNITED STATES
Attorney information	THOMAS J. SPEISS, III SNELL & WILMER, L.L.P. ONE EAST WASHINGTON STREET, SUITE 2700 PHOENIX, AZ 85004 UNITED STATES Primary email: ipdocket@swlaw.com Secondary email(s): mtkramer@swlaw.com, astocks@swlaw.com, tspeiss@swlaw.com 6023826000
Docket no.	96357.00014

Applicant information

Application no.	98687579	Publication date	04/22/2025
Opposition filing date	08/19/2025	Opposition period ends	08/20/2025
Applicant	All American Brands Inc. 6707 KENMAR WAY SAN DIEGO, CA 92130 United States		

Goods/services affected by opposition

Class 034. First Use: None First Use In Commerce: None
All goods and services in the class are opposed, namely: Cigar wraps; Cigars; Cigarettes and cigars; Tobacco, cigars and cigarettes

Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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Marks cited by opposer as basis for opposition

U.S. registration no.	7022086	Application date	10/04/2021
Register	Principal		

Registration date	04/11/2023	Foreign priority date	NONE
Word mark	LOOSELEAF		
Design mark			
Description of mark	The mark consists of wording "LOOSELEAF" in stylized font with the design of a hand rolled cigarette above the wording with a leaf and smoke emanating from the tip.		
Goods/services	Class 034. First use: First Use: Sep 10, 2020 First Use In Commerce: Sep 10, 2020 leaf tobacco; cigar wrap		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	LOOSELEAF		
Goods/services	Tobacco; Ashtrays; Cigar wraps; Cigars; Leaf tobacco; Pipe tobacco		

Attachments	97057999#TMSN.png(bytes) Notice of Opposition - App. No. 98687579.pdf(2311708 bytes)
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Signature	/Matthew T. Kramer/
Name	Matthew T. Kramer/
Date	08/19/2025


STATEMENT OF THE OPPOSITION

Parties

1. LooseLeaf is a limited liability company organized under the laws of the State of Florida, and is located at 8020 NW 14th Street, Doral, Florida 33126.
2. Upon information and belief, Applicant is a corporation organized in Florida and is located at 6707 Kenmar Way, San Diego, California 92130.

Standing

3. LooseLeaf is the record owner of the following U.S. trademark registration (sometimes referred to hereinafter as the “LOOSELEAF Mark” or the “Registered Mark”):

Mark	Reg. No.	First Use Date Reg. Date	Goods
	7022086	09/10/2020 (034) 04/11/2023 (Reg.)	Class 34: Leaf tobacco; cigar wrap

See **Ex. 1** for a copy of the registration for this mark.

4. Since at least as early as September 10, 2020, LooseLeaf has established long-standing, pervasive, high-profile use of its LOOSELEAF Mark in the U.S. market for, *inter alia*, “Leaf tobacco; cigar wrap.”

5. Since at least as early as September 10, 2020, LooseLeaf has sold leaf tobacco goods, cigar wrap goods, and related goods depicting the LOOSELEAF Mark in multiple locations throughout the United States, including Arizona, California, Colorado, Florida, Georgia, Illinois, Indiana, Louisiana, New Jersey, New York, North Carolina, Pennsylvania, Puerto Rico, South Carolina, and Texas. See **Ex. 2**.

6. LooseLeaf owns substantial common law rights in its LOOSELEAF Mark based on its longstanding and continuing use of this mark in commerce for leaf tobacco goods, cigar wrap goods and related goods.

7. LooseLeaf has invested considerable time, effort, and expense in developing a reputation for quality and goodwill associated with the LOOSELEAF Mark.

8. LooseLeaf owns the goodwill and reputation connected with and symbolized by the Registered Mark.

9. Applicant filed the Application to register the trademark HOOD LEAFS for the goods shown below.

Trademark	Filing Date/ Serial No.	Goods
HOOD LEAFS	08/07/2024 98687579	Class 34: Cigar wraps; Cigars; Cigarettes and cigars; Tobacco, cigars and cigarettes

10. The mark in the Application is confusingly similar to LooseLeaf's Registered Mark.

11. Applicant has not claimed a first use or first use in commerce date in the Application.

12. LooseLeaf's Registered Mark pre-dates the Application and any use of the mark shown therein, affording Opposer priority and superior rights.

13. The HOOD LEAFS mark in the Application is confusingly similar to LooseLeaf's LOOSELEAF Registered Mark, both wholly encompassing the word LEAF.

14. The HOOD LEAFS mark covers goods that are identical to the tobacco related goods listed in the registration for the LOOSELEAF Mark.

15. The parties' directly competing tobacco-related goods are or will be sold and/or offered in the same channels of trade to the same customers.

16. On April 22, 2025, the Application was published for opposition.

17. The HOOD LEAFS mark is likely to cause confusion, or to cause mistake, or to deceive in violation of 15 U.S.C. § 1052(d). The relevant public is likely falsely associate Applicant's mark and goods with LooseLeaf or may erroneously believe the goods offered under the mark shown in the Application are sponsored, licensed, or otherwise endorsed and/or authorized by or affiliated with LooseLeaf.

18. LooseLeaf is likely to be damaged by the registration and use of the HOOD LEAFS mark for the goods listed therein.

19. Accordingly, the HOOD LEAFS application should be refused registration under Section 2(d) of the Trademark Act.

WHEREFORE, Opposer prays that Application No. 98687579 be denied registration and that this Opposition be granted in favor of LooseLeaf.

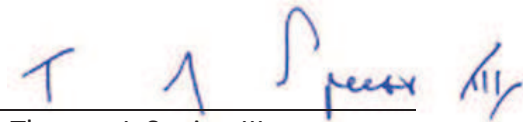
RELIEF REQUESTED — REFUSAL TO REGISTER

WHEREFORE, Petitioner LooseLeaf files this Notice of Opposition and prays the aforesaid application of Applicant All American Brands Inc. herein opposed be refused; that no registration be issued thereon to Applicant; and, for such other and further relief as may be deemed just and proper.

Respectfully submitted,

Dated: August 19, 2025

By:



Thomas J. Speiss, III
Snell & Wilmer L.L.P.
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PROOF OF SERVICE

I, Matthew T. Kramer, hereby certify that a true and complete copy of the foregoing **NOTICE OF OPPOSITION** by emailing a copy on August 19, 2025, to Applicant's attorney of record, as follows:

Kenneth I Tolar
Tolar Harrigan & Morris LLC
tolar@tolarlawoffice.com
ktolar@nolaipa.com

Dated: August 19, 2025

By: _____



Matthew T. Kramer, Associate
Snell & Wilmer L.L.P.
mtkramer@swlaw.com

EXHIBIT 1

United States of America

United States Patent and Trademark Office



Reg. No. 7,022,086

Registered Apr. 11, 2023

Int. Cl.: 34

Trademark

Principal Register

LOOSELEAF INTERNATIONAL, LLC (FLORIDA LIMITED LIABILITY COMPANY)

8200 NW 41ST STREET #200
DORAL, FLORIDA 33166

CLASS 34: leaf tobacco; cigar wrap

FIRST USE 9-10-2020; IN COMMERCE 9-10-2020

The mark consists of wording "LOOSELEAF" in stylized font with the design of a hand rolled cigarette above the wording with a leaf and smoke emanating from the tip.

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

SER. NO. 97-057,999, FILED 10-04-2021



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



EXHIBIT 2



YOUR NEXT DROP IS AROUND THE CORNER

Current Location

Search Radius

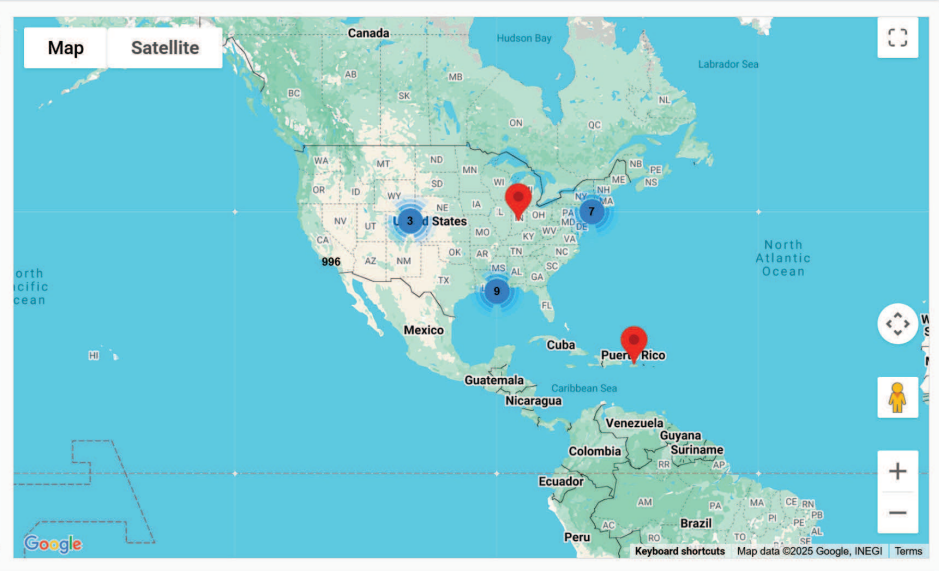
Search Radius Measurement

Filter Tags

Aurora-Galena Aurora-Ogden Avon Indiana Broomfield Colorado California Delivery Gardena Centereach New York Dade City Florida Denver El Cajon Hamilton New Jersey Hartsville South Carolina Houston Texas Illinois Kingman Arizona Los Angeles Encino Marietta Georgia Monroe North Carolina Dispensary New Orleans Northglenn Pittsburgh Pennsylvania Puerto Rico Wheelchair accessible entrance Venice Westminster

Find It Now

- HAPPY TIMEZ SMOKE SHOP**
7222 Haskell Ave
Van Nuys CA 91406 USA
(818) 619-7361
- Smoker's Culture Smoke shop**
16935 Vanowen St Ste J
Lake Balboa CA 91406 USA
(747) 265-6487
- A1 Smoke Shop & Water**
6100 N Figueroa St unit 4
Los Angeles CA 90042 USA
(323) 999-7059
- Cigars and More**
674 Soledad Canyon Rd
Clarita CA 91387 USA



Frequently Asked Questions

CAN I BUY LOOSELEAF WRAPS DIRECTLY FROM YOUR WEBSITE?

No, LooseLeaf wraps are exclusively available through our approved and trusted retailers. We do not sell directly online, but you can find an authorized retailer near you using our Store Locator.

ARE ALL LOOSELEAF FLAVORS AVAILABLE AT EVERY RETAILER?

Availability varies by store and limited-edition drops. Once you locate a retailer using our Store Locator, we recommend reaching out to confirm stock on your favorite flavors.

DO YOU SHIP LOOSELEAF PRODUCTS INTERNATIONALLY?

Currently, LooseLeaf wraps are only available through our approved retailers in the United States. While we're expanding, we do not offer international sales at this time. Stay locked in by joining our newsletter for all the latest LooseLeaf updates and drops.

HOW DO I FIND A STORE NEAR ME THAT SELLS LOOSELEAF PRODUCTS?

Use our Store Locator page to easily find stores near you. Simply enter your city, state, or zip code, and discover retailers that carry our premium rolling products and exclusive collab wraps.

WHAT LOCATIONS CARRY LOOSELEAF'S PREMIUM ROLLING PRODUCTS?

Our Store Locator shows all authorized retailers nationwide, offering smooth-smoking wraps, including our popular limited-edition collabs and classic flavors.

IS THERE A LOOSELEAF STORE NEAR ME?

Find out by entering your location into our Store Locator tool. You'll see a list of stores offering crafted rolling leaves and other luxury smoking products.

WHAT IF I CAN'T FIND A STORE IN MY AREA?

If no stores appear near you, don't worry! We're continually expanding. Keep checking back, as we frequently update our Store Locator with new locations.

HOW OFTEN IS THE STORE LOCATOR UPDATED?

Our Store Locator tool is updated regularly to reflect new retailers and ensure you have access to the latest information about where to buy premium LooseLeaf wraps.

ARE ALL LOOSELEAF FLAVORS AND COLLABS AVAILABLE AT EVERY LOCATION?

Availability varies by store. Contact the retailer listed on our Store Locator page to confirm if they carry specific flavors like Natural Dark Leaf, Honey Bourbon, or our exclusive collabs.

CAN I FIND LOOSELEAF'S LIMITED-EDITION PRODUCTS ON THE STORE LOCATOR?

Yes! Our Store Locator helps you track down stores carrying our limited-edition collabs and exclusive drops, so you never miss out.

DO YOU OFFER INTERNATIONAL LOCATIONS ON THE STORE LOCATOR?

Currently, our Store Locator is limited to U.S.-based retailers. Stay tuned as we expand availability to new regions.

HOW DO I KNOW IF A STORE NEAR ME IS AN AUTHORIZED LOOSELEAF RETAILER?

Every store listed on our Store Locator page is an official retailer, offering crafted quality and premium rolling products.

ARE THERE ANY UPCOMING STORES BEING ADDED NEAR MY AREA?

We're always expanding! Check the Store Locator page regularly to see new locations offering our luxury smoking wraps.

DOES THE STORE LOCATOR INCLUDE ALL LOOSELEAF PRODUCTS?

Yes, our Store Locator connects you with stores that carry our full lineup, from classic flavors to collab wraps and smooth-smoking minis.

CAN I FILTER THE STORE LOCATOR BY SPECIFIC LOOSELEAF PRODUCTS?

While our tool doesn't currently offer filtering, contacting the listed retailers can confirm if they stock specific products like premium natural rolling wraps or crafted collabs.

WHY CAN'T I FIND LOOSELEAF PRODUCTS IN CERTAIN AREAS?

Availability depends on regional distribution. We're working hard to bring our premium rolling products to more locations. Stay updated through our Store Locator.

WHAT SHOULD I DO IF A LISTED STORE DOESN'T HAVE THE LOOSELEAF PRODUCT I'M LOOKING FOR?

Retailers may sell out quickly, especially for limited-edition wraps. Call ahead or use the Store Locator to explore other nearby options.

Have a Store to Share?

Found LooseLeaf in a store outside California or want your store to carry our premium rolling products? Help us grow the LooseLeaf family by submitting the store's info today. Your submission ensures our Store Locator stays fresh and connects more people with their favorite smooth-smoking wraps and exclusive collabs.

How to Submit Your Store for LooseLeaf Product Listings

Store Name	Store Address
<input type="text" value="Enter the store's name"/>	<input type="text" value="Enter the store's address"/>
Name	Email
<input type="text"/>	<input type="text"/>
Message	
<input type="text"/>	
<input type="button" value="SUBMIT STORE INFORMATION"/>	
<p>Disclaimer: All store submissions are subject to verification and approval to ensure they are authorized LooseLeaf retailers.</p> <p>This site is protected by hCaptcha and the hCaptcha Privacy Policy and Terms of Service apply.</p>	

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