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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 parties oppose registration of the indicated application.

Opposers information

Name	Career Unicorns, LLC
Granted to date of previous extension	02/01/2026
Address	1600 FELTON STREET SAN FRANCISCO, CA 94134 UNITED STATES

Attorney information	IAN KENNETH BOYD SIDEMAN BANCROFT LLP ONE EMBARCADERO CENTER 22ND FLOOR SAN FRANCISCO, CA 94111 UNITED STATES Primary email: iboyd@sideman.com Secondary email(s): alevad@sideman.com, clee@sideman.com, docket1@sideman.com 4153921960
Docket no.	12801-1

Applicant information

Application no.	99002587	Publication date	08/05/2025
Opposition filing date	02/02/2026	Opposition period ends	02/01/2026
Applicant	Quantum Success Solutions, LLC 11245 E. LIMBERLOST ROAD TUCSON, AZ 85749 United States		

Goods/services affected by opposition

Class 016. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Printed educational publications, namely, books, workbooks and worksheets in the fields of personal and professional development, and leadership
Class 041. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Educational services, namely, conducting educationalÂ keynote speakingÂ presentations, workshops, personalÂ coaching servicesÂ and providing online,Â non-downloadable webinar videos, all the foregoingÂ in the fields of personal and professional development, and leadership

Applicant information

Application no.	99002677	Publication date	08/05/2025
Opposition filing date	02/02/2026	Opposition period ends	02/01/2026
Applicant	Quantum Success Solutions, LLC 11245 E. LIMBERLOST ROAD TUCSON, AZ 85749 United States		

Goods/services affected by opposition

Class 016. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Printed educational publications, namely, books, workbooks and worksheets in the fields of personal and professional development, money management, and financial planning
Class 041. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Educational services, namely, conducting educationalÂ keynote speakingÂ presentations, workshops, personalÂ coaching servicesÂ and providing online,Â non-downloadable webinar videos, all the foregoingÂ in the fields of personal and professional development, money management, and financial planning

Applicant information

Application no.	99042053	Publication date	08/05/2025
Opposition filing date	02/02/2026	Opposition period ends	02/01/2026
Applicant	Quantum Success Solutions, LLC 11245 E. LIMBERLOST ROAD TUCSON, AZ 85749 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: Downloadable MP3 files and MP3 recordings featuring recorded podcasts in the fields of personal and professional development, and leadership.; Downloadable e-books in the field of personal and professional development, and leadership
Class 041. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Educational services, namely, providing educational keynote speaking presentations, workshops, personal coaching services and providing online, non-downloadable webinar videos, all the foregoing in the fields of personal and professional development, and leadership

Grounds for opposition

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

Marks cited by opposer as basis for opposition

U.S. registration no.	6906113	Application date	10/23/2021
Register	Principal		
Registration date	11/22/2022	Foreign priority date	NONE
Word mark	CAREER UNICORNS		

Design mark	CAREER UNICORNS
Description of mark	
Goods/services	Class 041. First use: First Use: Dec 1, 2019 First Use In Commerce: Dec 1, 2019 Career coaching services; Consultancy relating to arranging and conducting of conferences; Consultancy relating to arranging and conducting of seminars; Consultancy relating to arranging and conducting of symposiums; Arranging and conducting of training workshops in the field of career services; Education services, namely, providing non-downloadable webinars in the field of career services; none of the foregoing being for adults with disabilities

U.S. registration no.	7027591	Application date	10/23/2021
Register	Principal		
Registration date	04/11/2023	Foreign priority date	NONE
Word mark	CAREER UNICORNS		
Design mark	CAREER UNICORNS		
Description of mark			
Goods/services	Class 009. First use: First Use: Dec 1, 2019 First Use In Commerce: Dec 1, 2019 Audio books in the field of career services; Downloadable electronic books in the field of career services; Downloadable podcasts in the field of career services; Downloadable webinars in the field of career services; none of the foregoing being for adults with disabilities		

U.S. application no.	99086953	Application date	03/17/2025
Registration date	NONE	Foreign priority date	NONE
Word mark	CAREER UNICORNS		

Design mark	CAREER UNICORNS
Description of mark	
Goods/services	Class 016. First use: First Use: None First Use In Commerce: None Personalized writing journals; Blank writing journals; Blank journals for writing; Leather-bound blank journals; Writing journal sheets; Blank journal books; Customizable journal books for writing; Sketch books; Wirebound books; Sticker books; Scrap books; Memory books; Printed date books; Printed coloring books; Printed exercise books; Printed flip books; Printed note books; Printed picture books; Paper note books; Blank lesson plan books; Writing or drawing books; Printed books in the field of career advice; Book marks; A series of printed books and printed articles in the field of career advice; A series of printed books, printed articles, printed handouts and printed worksheets in the field of career advice; Printed appointment books; Printed coloring books for adults; Printed non-fiction books on a variety of topics

Related proceedings	92087596; Career Unicorns, LLC v. Quantum Success Solutions, LLC, Case No. 4:25-CV-05349-YGR (N.D. Cal.)

Attachments	97089582#TMSN.jpg(bytes) 97089580#TMSN.jpg(bytes) 99086953#TMSN.jpg(bytes) Career Unicorns v. QSS - Consolidated NOO.pdf(36999 bytes)

Signature	/Ian Boyd/
Name	Ian Boyd
Date	02/02/2026

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

CAREER UNICORNS, LLC Opposer, v. QUANTUM SUCCESS SOLUTIONS, LLC Applicant.	Opposition No. _____ Serial Nos.: 99/002,587 99/002,677 99/042,053 Marks: YOUR UNICORN LIFE YOUR UNICORN FINANCES YOUR UNICORN CALLING

CONSOLIDATED NOTICE OF OPPOSITION

1. Opposer Career Unicorns, LLC ("**Opposer**"), believing that it will be damaged by registration of the marks YOUR UNICORN LIFE, YOUR UNICORN FINANCES, and YOUR UNICORN CALLING (the "**Opposed Marks**"), shown in U.S. Trademark App. Serial Nos. 99/002,587, 99/002,677, and 99/042,053, respectively (the "**Opposed Applications**"), owned by Quantum Success Solutions, LLC ("**Applicant**"), hereby brings this Consolidated Notice of Opposition.

2. The Opposed Applications published for opposition in the Official Gazette on August 5, 2025.

3. On August 6, 2025, Opposer timely filed a 90-Day Request for Extension of Time to Oppose for each Opposed Application and subsequently timely filed a 60-Day Request for Extension of Time to Oppose each Opposed Application, providing Opposer until February 2, 2026, to oppose the Opposed Applications.

4. Opposer now timely files this Consolidated Notice of Opposition.

5. Applicant owns all of the Opposed Applications, and Opposer's claims against all three Opposed Applications involve common questions of law and fact. As such, consolidation of this Notice of Opposition is proper pursuant to TBMP § 305.01.

Opposer and the CAREER UNICORNS® Marks

6. Opposer is a California limited liability company with a principal place of business located at 1600 Felton Street, San Francisco, California 94134. Opposer is a career coaching and professional development company specializing in providing high-impact career strategy advising.

7. Samorn Selim, who founded Opposer, overcame immense obstacles to propel herself from the margins of society to the helm of a thriving and multifaceted company—turning a legacy of survival into one of empowerment and purpose. Opposer serves a diverse clientele, offering career and executive coaching, leadership development, organizational training, and career strategy services, as well as conducting a podcast, providing services over its website, and via a book series. Its unique and holistic approach integrates social justice, authenticity, and high-impact career strategy, with a particular focus on empowering women, people of color, and first-generation professionals to break barriers and achieve meaningful success. In this mission, Opposer has enjoyed tremendous success and widespread acclaim for its business and its brand.

8. Since October 2018, Opposer has operated under the distinctive CAREER UNICORNS® trademarks and a unicorn-shaped design mark (hereinafter, the "**CAREER UNICORNS Marks**").

9. Opposer offers services under the CAREER UNICORNS Marks ranging from one-to-one and group coaching to organizational programs, keynote speaking, a popular weekly podcast, and multiple books, empowering over one thousand clients to find clarity, negotiate promotions, and create their dream careers. As a result, Opposer's CAREER UNICORNS Marks have become recognized by the relevant public and Opposer's brand has become well-known for a high-quality and innovative user experience.

10. Opposer uses and has used the CAREER UNICORNS Marks in commerce in connection with career coaching services, educational services, seminars, audio and video content, books, and journals in the career development and self-improvement industry. By virtue

of such use in commerce, Opposer owns substantial trademark rights in the CAREER UNICORNS Marks in connection with the foregoing goods and services.

11. To this end, Opposer owns two trademark registrations for the mark CAREER UNICORNS, namely:

- U.S. Trademark Reg. No. 6,906,113 for CAREER UNICORNS, covering "Career coaching services; Consultancy relating to arranging and conducting of conferences; Consultancy relating to arranging and conducting of seminars; Consultancy relating to arranging and conducting of symposiums; Arranging and conducting of training workshops in the field of career services; Education services, namely, providing non-downloadable webinars in the field of career services; none of the foregoing being for adults with disabilities" in Class 41, registered on November 22, 2022; and

- U.S. Trademark Reg. No. 7,027,591 for CAREER UNICORNS, covering "Audio books in the field of career services; Downloadable electronic books in the field of career services; Downloadable podcasts in the field of career services; Downloadable webinars in the field of career services; none of the foregoing being for adults with disabilities" in Class 09, registered on Apr. 11, 2023.

(hereinafter, the "**CAREER UNICORNS Registrations**").

12. The CAREER UNICORNS Registrations constitute *prima facie* evidence of Opposer's exclusive right to use the CAREER UNICORNS Marks with the goods and services identified in the registrations, as well as the goods and services that are within the natural zone of expansion of the goods and services identified in the CAREER UNICORNS Registrations, and all goods and services on which Opposer uses the CAREER UNICORNS Marks at common law.

13. Opposer also owns a trademark application for the mark CAREER UNICORNS, namely:

- U.S. Trademark App. Serial No. 99/086,953 for CAREER UNICORNS, covering "Personalized writing journals; Blank writing journals; Blank journals for writing; Leather-bound blank journals; Writing journal sheets; Blank journal books; Customizable journal books for writing; Sketch books; Wirebound books; Sticker books; Scrap books; Memory books; Printed date books; Printed coloring books; Printed exercise books; Printed flip books; Printed note books; Printed picture books; Paper note books; Blank lesson plan books; Writing or drawing books; Printed books in the field of career advice; Book marks; A series of printed books and printed articles in the field of career advice; A series of printed books, printed articles, printed handouts and printed worksheets in the field of career advice;

Printed appointment books; Printed coloring books for adults; Printed non-fiction books on a variety of topics" in Class 16, filed on March 17, 2025.

14. Opposer's priority with respect to the CAREER UNICORNS Marks in connection with career coaching and professional development-related services extends back at least to October 2018 by virtue of Opposer's continuous use of the CAREER UNICORNS Marks in commerce in connection with those services since at least that date.

15. As a result of the Opposer's success, including numerous awards and national acclaim, Opposer's CAREER UNICORNS Marks have come to symbolize extraordinary goodwill that has inured to the benefit of Opposer.

Applicant and the Opposed Applications

16. On information and belief, Applicant is an Arizona limited liability company with a principal place of business located at 11245 East Limberlost Road, Tucson, Arizona 85749.

17. Applicant owns all three Opposed Applications.

18. The Opposed Applications are summarized in the following chart:

Mark	Serial No.	Filing Date	Goods/Services
YOUR UNICORN LIFE	99/002,587	01/16/2025	• Class 16: "Printed educational publications, namely, books, workbooks and worksheets in the fields of personal and professional development, and leadership" • Class 41: "Educational services, namely, conducting educational keynote speaking presentations, workshops, personal coaching services and providing online, non-downloadable webinar videos, all the foregoing in the fields of personal and professional development, and leadership"

Mark	Serial No.	Filing Date	Goods/Services
YOUR UNICORN FINANCES	99/002,677	01/16/2025	• Class 16: "Printed educational publications, namely, books, workbooks and worksheets in the fields of personal and professional development, money management, and financial planning" • Class 41: "Educational services, namely, conducting educational keynote speaking presentations, workshops, personal coaching services and providing online, non-downloadable webinar videos, all the foregoing in the fields of personal and professional development, money management, and financial planning"
YOUR UNICORN CALLING	99/042,053	02/14/2025	• Class 09: "Downloadable MP3 files and MP3 recordings featuring recorded podcasts in the fields of personal and professional development, and leadership.; Downloadable e-books in the field of personal and professional development, and leadership" • Class 41: "Educational services, namely, providing educational keynote speaking presentations, workshops, personal coaching services and providing online, non-downloadable webinar videos, all the foregoing in the fields of personal and professional development, and leadership"

19. Applicant filed the Opposed Applications on an intent-to-use basis.

20. On information and belief, Applicant has not used the marks identified in the Opposed Applications in commerce.

Likelihood of Confusion

21. Opposer has prior existing registrations, and prior common-law rights in, the CAREER UNICORNS Marks as compared to Applicant's purported rights in the Opposed Marks and Opposed Applications.

22. The CAREER UNICORNS Marks and all three Opposed Marks are similar. Specifically, they all feature the identical and arbitrary dominant element UNICORN. In addition, even assessing the marks as a whole, the descriptive terms "LIFE," "FINANCES," and

"CALLING," as contained in the Opposed Marks, do not serve to sufficiently distinguish the respective Opposed Marks from the CAREER UNICORNS Marks.

23. Opposer uses and has used the CAREER UNICORNS Marks in connection with identical or substantially identical goods and services as identified in the Opposed Applications.

24. The goods and services identified in the Opposed Applications and the goods and services offered by Opposer are related and are of the type likely to be offered in the same channels of trade and to the same prospective customers.

25. As such, the marks identified in the Opposed Applications are deceptively similar to the CAREER UNICORNS Marks so as to cause confusion, mistake, or deception regarding the origin of Applicant's goods and services.

26. The Opposed Applications and Opposed Marks identified therein are in violation and derogation of Opposer's federal and common law rights and are likely to cause confusion, mistake, and deception among purchasers and consumers at large as to the source or origin of Applicant's goods and services, or their affiliation with or sponsorship by Opposer, thereby causing loss, damage, and injury to Opposer and the public.

27. If Applicant is granted the registrations herein opposed, it would thereby obtain a *prima facie* exclusive right to each mark. In addition to the likelihood of consumer confusion, such registrations would be a source of damage and injury to Opposer.

PRAYER FOR RELIEF

28. WHEREFORE Opposer requests that the Opposed Applications be denied, that no registrations be issued thereon to Applicant, and that this Consolidated Opposition be sustained in favor of Opposer.

Opposer hereby appoints as its attorneys Ian K. Boyd and Andrew M. Levad of Sideman & Bancroft LLP, a law firm composed of members of the Bar of the State of California, with full power to prosecute this Opposition, transact all relevant business with U.S. Patent and Trademark Office and the United States Courts and receive all official communication in connection with this Opposition.

Respectfully submitted,

Date: February 2, 2026

/Ian K. Boyd/

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