

ESTTA Tracking number: **ESTTA731997**

Filing date: **03/08/2016**

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

**Petition for Cancellation**

Notice is hereby given that the following party requests to cancel indicated registration.

**Petitioner Information**

Name	ASICS Corporation		
Entity	Corporation	Citizenship	Japan
Address	1-1, Minatojima-Nakamachi 7-Chome Chou-ku Kobe, 650-8555 JAPAN		

Attorney information	John L. Welch Wolf Greenfield & Sacks, P.C. 600 Atlantic Avenue Boston, MA 02210 UNITED STATES jlwtrademarks@wolfgreenfield.com Phone:617-646-8000
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**Registration Subject to Cancellation**

Registration No	4848084	Registration date	11/03/2015
Registrant	Margarita Maria Serrano Pinilla Cra 5 #26 -39 Torre B. Bogota, COLOMBIA		

**Goods/Services Subject to Cancellation**

Class 025. First Use: 2015/05/08 First Use In Commerce: 2015/05/08 All goods and services in the class are cancelled, namely: blazers, jackets, coats
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**Grounds for Cancellation**

Priority and likelihood of confusion	Trademark Act section 2(d)
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**Mark Cited by Petitioner as Basis for Cancellation**

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	SERRANO		
Goods/Services	footwear		

Attachments	Petition for Cancellation Registration no. 4848084.PDF(96749 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/johnlwelch/
Name	John L. Welch
Date	03/08/2016

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

ASICS Corporation,	)	
	)	
Petitioner,	)	
	)	Cancellation No.
v.	)	
	)	
Margarita Maria Serrano Pinilla,	)	Registration No. 4,848,084
	)	
Respondent.	)	
	)	

PETITION FOR CANCELLATION

ASICS Corporation, a corporation organized and existing under the laws of Japan, and having a place of business at 1-1, Minatojima-Nakamachi 7-Chome Chuo-ku, Kobe Japan 650-8555 (“Petitioner”), believes that it will be damaged by Registration No. 4,848,084 for the mark SERRANO in International Classes 25, and hereby petitions to cancel said registration.

The grounds for this petition are as follows:

1. On November 3, 2015, the United States Patent Office issued Trademark Registration No. 4,848,084 to Respondent Margarita Maria Serrano Pinilla for the mark SERRANO for “blazers, jackets, coats” in International Class 25. In said registration, Respondent claims a first use date of May 8, 2015.
2. Petitioner uses, and has used since at least June, 2010, the mark SERRANO for footwear, and Petitioner is the owner of U.S. Trademark Application Serial No. 86/725734 for the mark SERRANO for footwear.

3. On December 20, 2015, the U.S. Patent and Trademark Office issued an Official Action in said Application Serial No. 86/725734, wherein Petitioner's applied-for mark was finally refused registration under Section 2(d) of the Trademark Act on the ground of likelihood of confusion with the mark of Registration No. 4,848,084.

4. From a date long prior to Respondent's filing date and alleged date of first use, Petitioner has used its mark SERRANO in connection with footwear.

5. The goods set forth in Registration No. 4,848,084 are closely related to the goods in connection with which Petitioner has used and is using its mark SERRANO.

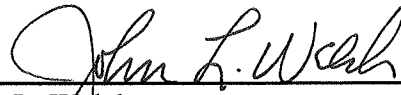
6. Moreover, the mark SERRANO of Registration No. 4,848,084 is identical to Petitioner's mark SERRANO, and use by Respondent of the mark SERRANO in connection with the identified goods is likely to cause confusion, mistake, and deception as to the source of sponsorship of Respondent's goods, all to Petitioner's damage. Customers and potential customers are likely to believe that Respondent's goods originate from, or are licensed or approved by, Petitioner, when that is not the case. Any dissatisfaction with the goods of Respondent will be attributed to Petitioner, all to Petitioner's damage.

7. Consequently, Petitioner's continued and lawful use of its mark SERRANO in connection with footwear will be impaired by the continued registration of Respondent's mark.

\* \* \* \* \*

WHEREFORE, Petitioner prays that Registration No. 4,848,084 be cancelled and that this Petition for Cancellation be sustained. The filing fee for this Petition in the amount of \$300.00 is enclosed.

ASICS Corporation

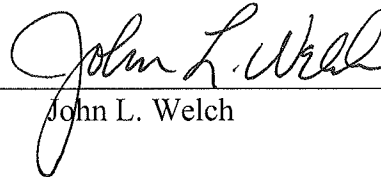


John L. Welch  
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600 Atlantic Avenue  
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617-646-8000

CERTIFICATE OF SERVICE

I hereby certify that the foregoing document was served upon Respondent this 8th day of March, 2016, by mailing a copy thereof via first-class mail, postage pre-paid, to Respondent's designated domestic representative, namely

BARBARA H. LOEWENTHAL  
GOTTLIEB RACKMAN & REISMAN P.C.  
270 MADISON AVE FL 8  
NEW YORK, NEW YORK 10016-0601



John L. Welch