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Filing date: **06/16/2021**

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 has filed a petition to cancel the registration indicated below.

Petitioner Information

Name	REASON BRAND, INC.		
Entity	Corporation	Citizenship	NEW YORK
Address	135 W. 27TH ST., 4TH FLOOR NEW YORK, NY 10001 UNITED STATES		

Attorney information	MICHAEL L. RODENBAUGH LOZA & LOZA, LLP 305 N. SECOND AVE., #127 UPLAND, CA 91786 UNITED STATES Primary Email: miker-pto@lozaip.com 415-738-8087		
Docket Number	AIPA-438		

Registrations Subject to Cancellation

Registration No.	2014452	Registration date	11/05/1996
Registrant	G.M. MORRIS ASSOCIATES INC 57 S BLVD OF THE PRESIDENTS SARASOTA, FL 34236 UNITED STATES		

Goods/Services Subject to Cancellation

Class 042. First Use: 1996/04/03 First Use In Commerce: 1996/04/03 All goods and services in the class are subject to cancellation, namely: retail store services in the field of men's shoes, hosiery, and belts and of women's shoes, handbags, and accessories
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Grounds for Cancellation

Abandonment	Trademark Act Section 14(3)		
Registration No.	3305549	Registration date	10/09/2007
Registrant	G. M. Morris Associates, Inc. 20 NORTH LEMON AVENUE SARASOTA, FL 34236 UNITED STATES		

Goods/Services Subject to Cancellation

Class 035. First Use: 1996/04/03 First Use In Commerce: 1996/04/03
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All goods and services in the class are subject to cancellation, namely: retail store services in the field of men's shoes, hosiery, belts, hats, briefcases, bags, luggage, leather accessories, and sportswear, and of women's shoes, handbags, hats, leather accessories, and sportswear

Grounds for Cancellation

Abandonment	Trademark Act Section 14(3)
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Attachments	AIPA-438_Petition_to_Cancel_REASONS.pdf(45331 bytes)
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Signature	/Michael L. Rodenbaugh/
Name	Michael L. Rodenbaugh
Date	06/16/2021

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

Registration No.: 2014452
For the mark: REASONS
Date Registered: Nov. 05, 1996

Registration No.: 3305549
For the mark: REASONS
Date Registered: Oct. 09, 2007

REASON BRAND, INC.,	:	
	:	
Petitioner,	:	PETITION TO CANCEL
	:	
vs.	:	
	:	
G.M. MORRIS ASSOCIATES INC.,	:	
	:	
Registrant.	:	
	:	

REASON BRAND, INC. (“Petitioner”), is a New York corporation with its principal place of business at 135 W. 27th St., 4th Floor, New York, NY 10001. To the best of Petitioner’s knowledge, the name and address of the owner of registration nos. 2014452 and 3305549 is G.M. MORRIS ASSOCIATES INC. (“Registrant”), with a principal address at 20 North Lemon Ave., Sarasota, FL 34236. The above-identified Petitioner believes that it will be damaged by the above-identified registrations, and hereby petitions to cancel the same.

The grounds for cancellation are as follows:

FACTS

Petitioner's Standing

1. Since 2006, Petitioner has sold clothing, footwear and other items in U.S. commerce under the brand REASON, and has provided online retail store services featuring clothing, apparel and accessories under that brand at the website reasonclothing.com. Petitioner has filed a corresponding US trademark application in International Classes 25 and 35, Serial No. 90770562.

Registrant Is a Dissolved Corporation

2. On information and belief, according to Florida Secretary of State records, the Registrant is an inactive Florida corporation that was administratively dissolved on Sept. 27, 2019. These records additionally show that the fictitious business name REASONS was registered to G.M. Morris Associates, Inc. but is expired as of December 31, 2018. These records reflect the only officer and director of the corporation as George M. Morris, 30830 Shady Lane Terrace, Myakka City, Florida. On information and belief, according to a public death record, Mr. Morris died on March 12, 2018. On information and belief, after investigation, Mr. Morris owned and operated an upscale shoe store in Sarasota, Florida until his death, and the store closed shortly thereafter.

3. The USPTO records reflect Registrant as the owner of the subject registrations for the mark REASONS, and no assignments have been recorded. The subject registrations describe retail store services in the field of shoes, apparel and accessories, and therefore are likely to be cited against Petitioner's application.

4. The Registrant is an inactive corporation since 2018, apparently has not assigned the marks and related assets, and therefore has abandoned use of the mark. Indeed, use of the mark appears to have been abandoned, without any apparent intent to resume, as of March, 2018. As that is more than three years ago, the mark is presumed to have been abandoned.

5. Based on the foregoing, Petitioner is informed and believes that Registrant has abandoned use of the mark in commerce, and has no intent to resume use in commerce in connection with the retail services listed in both trademark registrations.

6. WHEREFORE, Petitioner requests that this cancellation be sustained and that the registration nos. 2014452 and 3305549 be cancelled.

RESPECTFULLY SUBMITTED,

DATED: June 16, 2021

/s/ Mike Rodenbaugh

Mike Rodenbaugh
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Attorney for Petitioner