

ESTTA Tracking number: **ESTTA1475920**
Filing date: **11/11/2025**

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

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|------------------------|----------|
| Application serial no. | 98576715 |
| Applicant | SFM, LLC |

Notice of Appeal

Notice is given that SFM, LLC appeals to the Trademark Trial and Appeal Board the refusal to register the application or the cancellation of the registration. A request for reconsideration has been filed. A suspension of the appeal is requested pending reconsideration.

The following goods or services are at issue on appeal:

- Class 005. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Vitamins; Vitamin supplements
- Class 016. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Toilet paper
- Class 029. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Beef; Butter; Cheese; Chicken; Cream; Hummus; Jerky; Pork; Tofu; Turkey; Yogurt; Canned beans; Dairy-based spreads; Dried fruits; Fresh meat; Frozen meat; Packaged meats; Prepared nuts; Processed fruits; Seafood, not live; Frozen seafood
- Class 030. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Candy; Chocolate; Coffee; Matcha; Sauces; Tea; Bakery desserts; Chocolate-based snacks; Coffee beans; Corn chips; Grain-based snack foods; Ground coffee; Nut flours; Processed oats; Tea bags; Tortilla chips
- Class 031. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Fresh vegetables; Unprocessed fruits; Unprocessed nuts; Unprocessed oats; Unprocessed vegetables; Edible dog treats; Fresh fruits; Raw nuts
- Class 032. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Aloe juice drinks; Coconut water; Non-alcoholic fruit juice drinks; Non-alcoholic vegetable juice drinks

Respectfully submitted,

/cmk2112/

11/11/2025

CHARLENE M. KROGH

DORSEY & WHITNEY LLP

1400 WEWATTA STREET, SUITE 400

DENVER, CO 80202-5549

UNITED STATES

Primary email: docketing-dv@dorsey.com

Secondary email(s): krogh.charlene@dorsey.com, wernars.breanne@dorsey.com

303-629-3400