

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

August 26, 2019

RE: Serial No.: 88/171,625
Mark: THE BLOCK
Applicant: Brooklyn Nets, LLC
Office Action Date: February 26, 2019

APPLICANT'S RESPONSE TO OFFICE ACTION

Brooklyn Nets, LLC ("Applicant") hereby responds to the Office Action issued on February 26, 2019, in respect of the above-captioned application.

LIKELIHOOD OF CONFUSION

The Examining Attorney has refused registration of the Application for all services thereunder by alleging that Applicant's mark THE BLOCK ("Applicant's Mark") is likely to be confused with Reg. No. 2,672,912 for the mark THE BLOC CHICAGO EXCELLENCE IS A HABIT & Design in respect of its "youth sports programs" (the "Cited Mark"). Applicant respectfully disagrees that any such likelihood exists between the marks under Section 2(d) of the Trademark Act, 15 U.S.C. 1052(d). Applicant's Mark and the Cited Mark, and their services, are dissimilar. Applicant reserves the right to respond to this refusal upon disposition of all prior pending applications cited as a potential basis to refuse registration under Section 2(d).

PRIOR PENDING APPLICATION

The Examining Attorney has cited a prior pending application under Serial No. 87/885,327 as a potential basis to refuse registration under Section 2(d) because of an alleged likelihood of confusion should that prior pending application proceed to registration.

Applicant respectfully requests suspension of examination of the Application until final disposition of the prior pending application, so that Applicant may address in full any potential refusal under Section 2(d) to register the Application.

Respectfully submitted,

A handwritten signature in black ink that reads "Anil V. George". The signature is written in a cursive style with a large, stylized 'G'.

Anil V. George
Attorney for Applicant