I. INTRODUCTION

This communication is in response to the Office Action, dated March 25, 2019, wherein the Examining Attorney refused the registration of the mark MUD in class 16 for "Art and photograph portfolio cases; Artists' watercolor saucers; Canvas for painting; Drawing boards; Easels; Paint trays; Painting palettes; Pen and pencil cases; Photographic or art mounts" on the ground that Applicant's mark is likely to be confused with Registration No. 3779824 for MUD PIE in class 16 for "photo albums, paper boxes; photo storage boxes; memory books; coasters made of paper; towels and napkins made of paper; textile wine gift bags; paper gift bags; notepads; holders for notepads; clip boards; diaries; ink pens; personal organizers; letter openers; keepsake boxes made of paper and cardboard excluding those made of metal; lunch bags not

made of textile" and Registration No. 5165982 for , in class 16 for "photo albums, paper boxes; photo storage boxes; memory books; coasters made of paper; towels and napkins made of paper; textile wine gift bags; paper gift bags; notepads; holders for notepads; clip boards; diaries; ink pens; personal organizers; letter openers; keepsake boxes made of paper and cardboard excluding those made of metal; photo stands", both owned by Mud Pie LLC dba Mud Pie (the "Mud Pie Marks"); and Registration No. 5585252 for MUDTOOLS in Class 8 for "Sculpting tools, namely, ribs, scrapers, carvers, cutting tool, feathering tool, texturing tool, scoring blade, manicuring blade, needle tool, faceting tool, extruders, paddles, shredders, drags, sponge tool", owned by Patteran, Inc. (the "Mudtools Mark") (collectively the Mud Pie Marks and the Mudtools Mark are referred to herein as the "Cited Marks").

The Examining Attorney has also cited two pending applications as potential bars to Applicant's application; however, Applicant will not respond to those pending applications at this time.

For the reasons stated herein, Applicant does not believe that its mark is likely to be confused with the Cited Marks and requests that the refusal be withdrawn and Applicant's mark be allowed to pass to publication.

II. THERE IS NO LIKELIHOOD OF CONFUSION WITH THE CITED MARKS

There is no likelihood of confusion between Applicant's Mark and the Cited Marks.

In determining whether there is a likelihood of confusion, it has long been held that a mere possibility of confusion will not create a likelihood of confusion, and it must be shown that confusion is probable. See, e.g. Bongrain International (American) Corporation v. Delice de France, Inc., 1 USPQ2d 1775 (Fed. Cir. 1987). The long-standing test for likelihood of confusion used by the United States Patent and Trademark Office is set forth in In re E.I. DuPont de Nemours & Co., 476 F.2d 1357, 177 USPQ 563 (CCPA 1973). The DuPont case lists a number of factors to be considered when undertaking a likelihood of confusion analysis, namely: 1) the similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression; 2) the similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use; 3) the similarity or dissimilarity of established, likely to continue trade channels; 4) the

condition under which and buyers to whom sales are made, *i.e.*, impulse vs. careful, sophisticated shopping; 5) the fame of the prior mark (sales, advertising, length of use); 6) the number and nature of similar marks in use on similar goods; 7) the nature and extent of any actual confusion; 8) the length of time during and conditions under which there have been concurrent use without evidence of actual confusion; 9) the variety of goods on which a mark is or is not used; 10) the market interface between applicant and the owner of a prior mark; 11) the extent to which prior user has a right to exclude others from use of its mark on its goods; 12) the extent of potential confusion, *i.e.*, whether de minimis or substantial; and 13) any other probative factors.

A likelihood of confusion analysis should consider all of the *DuPont* factors for which there is evidence, but "may focus ...on dispositive factors, such as similarity of the marks and relatedness of the goods." *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 USPQ2d 1557, 1559 (Fed. Cir. 2001); *Herbko International Inc. v. Kappa Books Inc.*, 64 USPQ2d 1375 (Fed. Cir. 2002). In this matter, an analysis of all the *DuPont* factors is not necessary, but Applicant will address the pertinent factors below.

A. THE GOODS AND THE TRADE CHANNELS ARE DIFFERENT

Applicant's goods are significantly different than the goods covered in the registrations for the Cited Marks, and the products do not travel in the same channels of trade.

Applicant's mark will be used in connection with uniquely innovative products marketed towards artists and the artist community. Attached hereto as Exhibit A are printouts from Applicant's current website, located at www.martinuniversaldesign.com, illustrating the types of products that Applicant sells and the intended consumers, all of which are geared toward artists.

Products bearing the Mud Pie Marks are entirely different than Applicant's goods. The Mud Pie website, located at https://www.mud-pie.com/about-us/, says that the "Mud Pie products are created for the fashion forward gals, the entertainers, the home decorators, the mommas and their little ones, and most importantly, for the ladies that enjoy the finer moments in life." Attached hereto as Exhibit B are pages from the Mud Pie website showing the intended consumer and the Class 16 products that are offered, primarily consisting of picture frames. The Examining Attorney noted that the Mud Pie Marks list "photo stands" in the description of goods, which is identical to Applicant's "photographic or art mounts". Applicant disagrees. As illustrated by Exhibit B, Mud Pie's "photo stands" are picture frames geared towards home decorators, moms and ladies that enjoy the finer moments in life, which are entirely different than the photographic or art mounts that the artist community uses to mount their artwork. Certainly consumers would not be confused and would not think that MUD products marketed toward the artist community emanate from Mud Pie nor that Mud Pie products marketed toward the average consumer emanate from Applicant.

Moreover, products bearing the Mudtools mark are entirely different than Applicant's goods. The goods in the Mudtools Mark, namely sculpting tools, are different than the goods in Applicant's application, as the Mudtools products are targeted towards clay tools and people that work with clay. A review of the Mudtools website, located at www.mudtools.com, illustrates

that all of the products are geared towards clay making and the target consumer are people interested in clay making. Attached hereto as Exhibit C are pages from the MudTools website showing the intended consumer and the products that are offered on the site, all related to clay making. The Mudtools consumer is entirely different than the consumers that Applicant is targeting and the goods do not travel in the same channels of trade. Consumers will not be confused and would not think that MUD branded products marketed toward the artist community emanate from Mudtools or that clay tools bearing the Mudtools trademark emanate from Applicant.

Based on the foregoing, it is clear that Applicant's goods are very different from the goods sold in connection with the Cited Marks and the channels of trade for the products are different and do not overlap. Consumers will not be confused by the marks and they can coexist, just as the Cited Marks coexist with one another.

B. OTHER REGISTRATIONS EXIST THAT CONTAIN THE WORD MUD

The word MUD appears in other marks for the same or related goods on the Principal Register. Thus, it can be said that the mark MUD exists in a crowded field of marks. *Puma-Sportschuhfabriken Rudolf Dassler K.G. v. Superga S.p.A.*, 210 USPQ 316 (TTAB 1980).

As stated by the Ninth Circuit:

In a "crowded' field of similar marks, each member of the crowd is relatively 'weak' in its ability to prevent use by others in the crowd." 1 J. McCarthy, *Trademarks & Unfair Competition*, §11:26, at 511 (2 ed. 1984). Simply put, "a mark which is hemmed in on all sides by similar marks on similar goods cannot be very 'distinctive.' It is merely one of a crowd of marks. In such a crowd, customers will not likely be confused between any two of the crowd and may have learned to carefully pick out one from the other."

Miss World (UK) Ltd. v. Mrs. America Pageants, Inc., 856 F2d 1445 (9th Cir. 1988); see also National Yellow Pages Services Ass'n. v. O'Connor Agency, Inc., 9 USPQ2d 1516 (C.D. Cal. 1988).

The Cited Marks also coexist with the following MUD marks for related goods:

| MARK | REG. NO. | OWNER | CLASS/GOODS | Status |
|----------|----------|-------------------------|--|------------|
| MUD BOSS | 2907124 | Menard, Inc. | Class 8: Hand tools, namely, taping knives, mud pans, sanders, saws, and trowels | Registered |
| MUDPAK | 5546159 | Ingersoll Products Inc. | Class 8: Hand tools, namely, an applicator for joint compound | Registered |

| | | | and plaster in the nature of a hand pump | |
|------------|----------|------------------------------|--|------------|
| MUDSHOT | 5801604 | Level 5 Tools, LLC | Class 8: Hand tools, namely, an applicator for joint compound and plaster in the nature of a pump. | Registered |
| RUN MUD | 88108907 | Justin Van Fleet | Class 16: Decals; Stationery; Stickers | Published |
| MUDPUPPY | 88439271 | Galison Publishing LLC | Class 16: Blank journals; Children's activity books; Children's books; Children's pop-up books; Color pencils; Coloring books; Crayons; Diaries; Flash cards; Printed children's coloring pages. | Published |
| MUDECOR | 88355904 | HongKong Signford Co. | Class 16: Art etchings; Art mounts; Art pads; Art paper; Art pictures; Art pictures on canvas; Art prints; Art prints on canvas; Banners of paper; Framed art etchings; Framed art pictures; Framed art prints; Graphic art prints; Graphic art reproductions; Graphic prints and representations; Graphic fine art prints; Paper banners; Paper for printing photographs; Paper for use in the graphic arts industry; Paper for use in the manufacture of | Published |

| | | | wallpaper; Photographic prints; Picture mounts of paper; Printed art reproductions; Printed graphs; Printed paper labels; Printed paper signs; Decorative paper centerpieces; Embroidery design patterns | |
|-----------------|---------|--|--|------------|
| MUDDY WATERS | 5656291 | The Executor of the McKinley Morganfield Estate the executor Mercy Morganfield | Class 16: art prints; decals; notebooks; paperweights; pictures; post cards; posters; photographic prints; children's books; children's activity books; coloring books; printed sheet music; stickers; writing paper | Registered |
| MUD PARK | 4857043 | Gone Country Motorsports, Inc. | Class 16: Paper goods and printed materials, namely, calendars, posters, program guides, maps, newspapers, and stickers. | Registered |
| GOT MUD | 4780972 | M and M Bogs Bruce Behrman | Class 16: Stickers | Registered |
| MudFever | 4761443 | Mudfever Enterprises Inc. | Class 16: Stickers | Registered |
| Mud Stud | 4790950 | Jeffrey Mankin | Class 16: Bumper stickers; Decorative stickers for helmets; Magnetic bumper stickers; Stickers and transfers. | Registered |
| MUDCATS | 3220096 | Mudcats Baseball LLC | Class 16: Paper Goods and Printed Matter, namely | Registered |

| | | | autograph books, binders, bookmarks, bumper stickers, calendars, catalogs of interest to baseball fans, children's activity books, decals, game programs, merchandise bags, newsletters of interest to baseball fans, note pads, paper containers, paper pennants, paper schedules, pens, pencils, postcards, posters, printed awards, printed game tickets, printed guides of interest to baseball fans, reference books of interest to baseball fans, score books, score cards, score sheets, stationery, stickers, sticker albums and trading cards | |
|------------------|---------|-------------------------------------|--|------------|
| MUDBUGS and logo | 3922015 | Encompass Sports Management, L.L.C. | Class 16: Bumper stickers; Decals; Event programs; Flags and pennants of paper; Ink pens; Paper pennants; Pennants of paper; Poster board; Posters; Posters made of paper; Unmounted posters. | Registered |
| MUDBUGS | 3906729 | Encompass Sports Management, L.L.C. | Class 16: Bumper stickers; Decals; Event programs; Flags and pennants of paper; Ink pens; Paper pennants; | Registered |

| Pennants of paper; Poster board; Posters; |
|---|
| Posters made of |
| paper; Unmounted |
| posters. |

Attached hereto as Exhibit D are the registration certificates for the afore-mentioned registered marks and the TESS Printouts for the pending applications from the United States Patent and Trademark Office ("USPTO") records, located at www.uspto.gov.

As evidenced above, because of the co-existence of the Cited Marks and the foregoing marks for other related goods, it becomes clear that MUD exists in a crowded field, and the difference in the marks, the goods and the trade channels for Applicant's products and the foregoing products is sufficient to distinguish it from other marks using the word MUD. Accordingly, Applicant's MUD mark can surely coexist with these other marks.

III. THE DISSIMILARITY BETWEEN APPLICANT'S MARK AND THE CITED MARKS

An analysis of the Applicant's mark and the Cited Marks for similarities in appearance, sound, connotation and commercial impression clearly illustrates that there is no likelihood of confusion. It is well settled that marks must be examined as a whole as they are encountered by the public. The TTAB stated in *Genesco, Inc. v. Martz*, 66 USPQ2d 1260 (TTAB 2003):

It is well settled that marks must be considered in their entities, not dissected or split into component parts and each part compared with other parts. This is so because it is the entire mark which is perceived by the purchasing public, and therefore, it is the entire mark that must be compared to any other mark. It is the impression created by the involved marks, each considered as a whole that is important. *Id.* at 1269; see also, In re Hearst Corp., 25 U.S.P.Q.2d 1238, 1239 (Fed.Cir. 1992).

Here, the public will encounter Applicant's mark – MUD - differently than the Cited Marks. While all the marks include the term MUD, that is where the similarities stop.

The Mud Pie Marks include the distinctive term Pie and Registration No. 5165982 for

is a distinctive logo which also includes the distinctive term Pie. The appearance, sound, connotation and commercial impression of MUD and the Mud Pie Marks is completely different and consumers would not be confused.

The Mudtools Mark also gives off a completely different appearance, sound, connotation and commercial impression. The addition of tools in the mark differentiates it from Applicant's MUD mark, even if Mud is the dominant portion of the mark. The Mudtools mark is one word, and tools is not disclaimed from the application and must be considered as a whole. Consumers

mudpie

will view the mark as MUDTOOLS – one word – as opposed to applicant's Mud mark. Prospective purchasers are not likely to think that Applicant's Mark is a shorted form of the MudTools mark, especially given the number of other marks for related goods that exist in the marketplace that use Mud and another word.

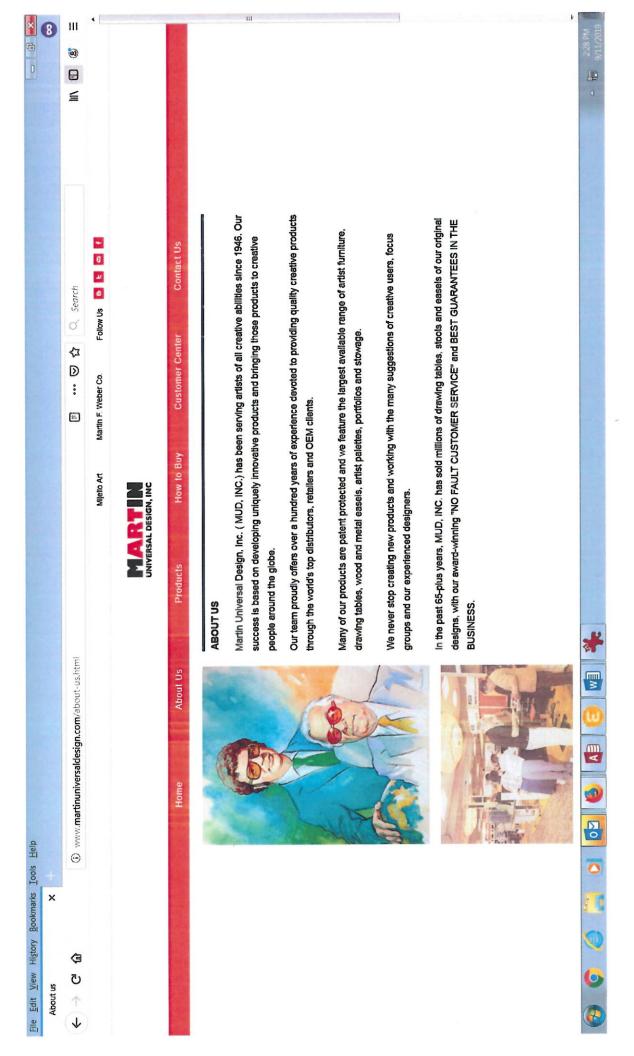
It is clear that when viewed in their entirety, Applicant's Mark and the Cited Marks have completely different appearances, sounds, connotations and commercial impressions. *See, e.g. Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1245, 73 USPQ2d 1350, 1356-57 (Fed. Cir. 2004) (use of THE RITZ KIDS for clothing items (including gloves) and RITZ for various kitchen textiles (including barbeque mitts) is not likely to cause confusion because THE RITZ KIDS creates a different commercial impression).

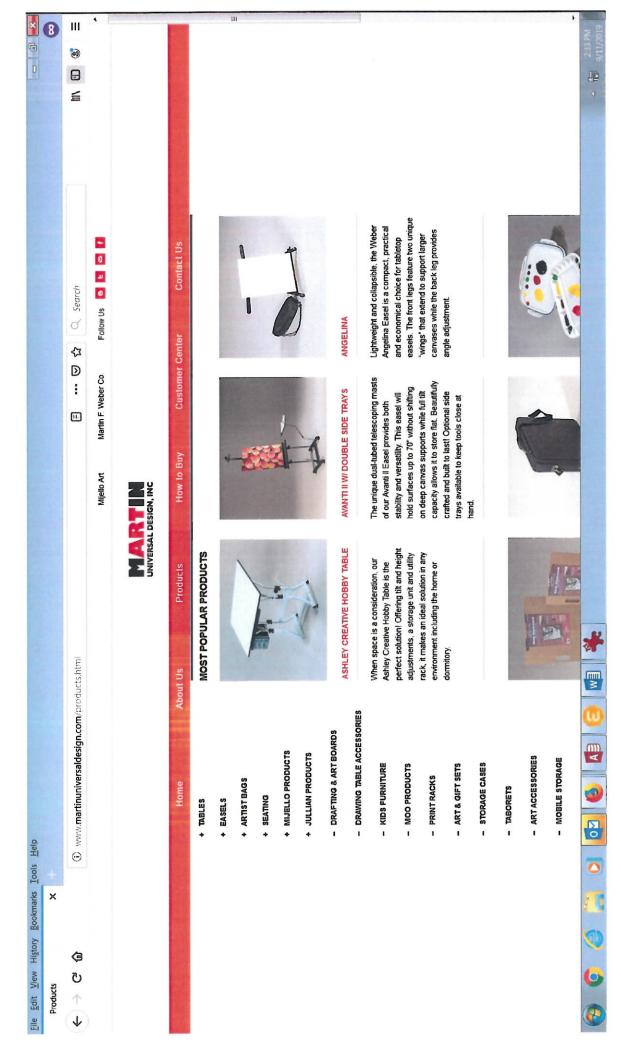
Based on the foregoing, it is clear that confusion between Applicant's Mark and the Cited Marks is highly unlikely.

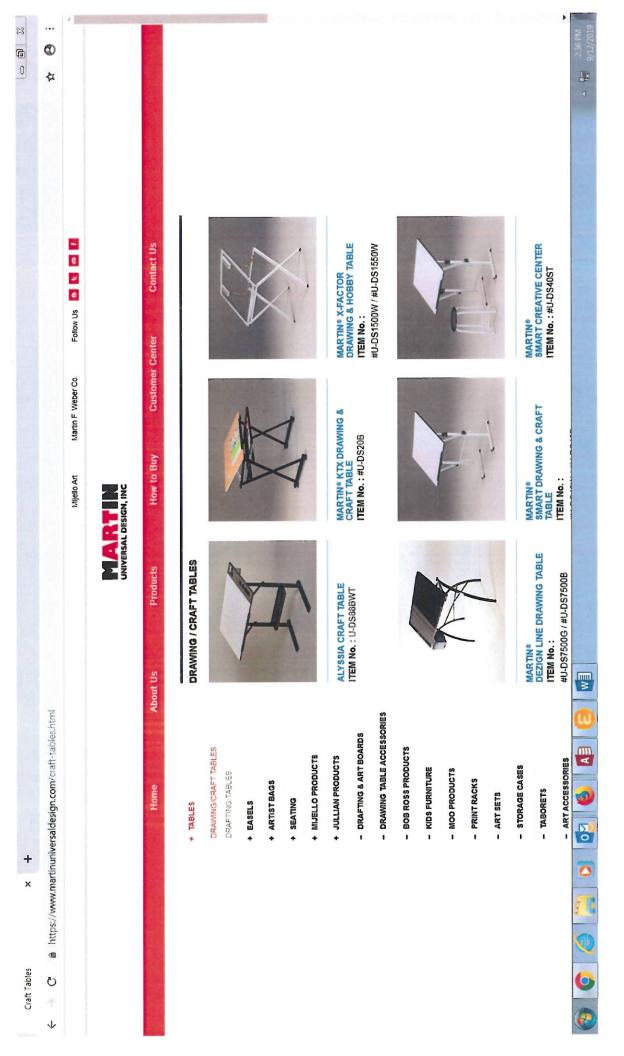
IV. CONCLUSION

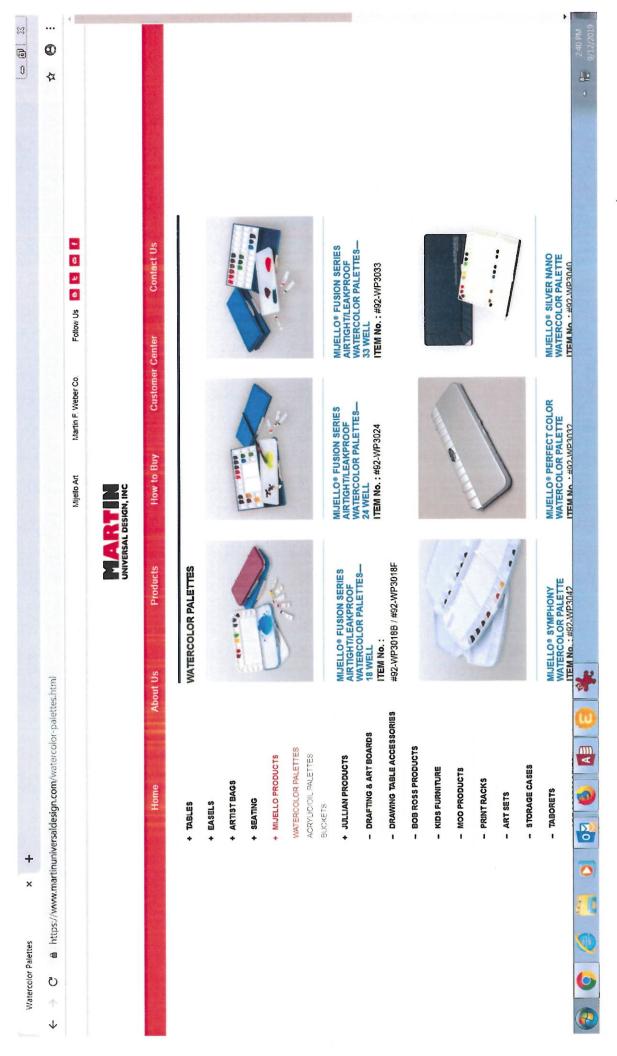
Based on the foregoing, Applicant respectfully requests that the Examining Attorney withdraw the rejection of the registration of the MUD mark on the ground of likelihood of confusion and allow the application to pass to publication.

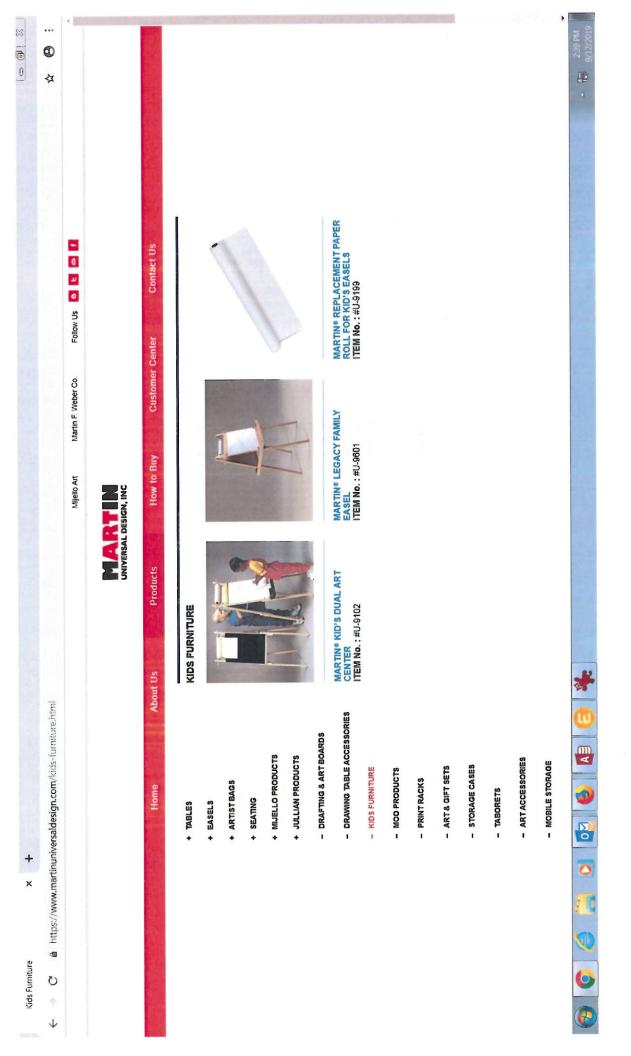
EXHIBIT A

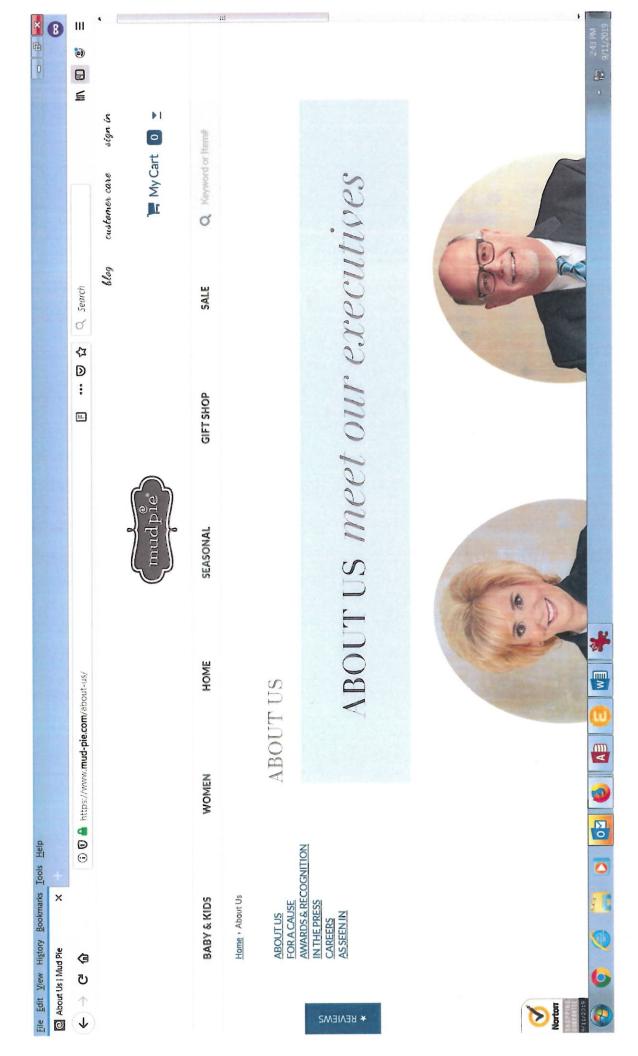


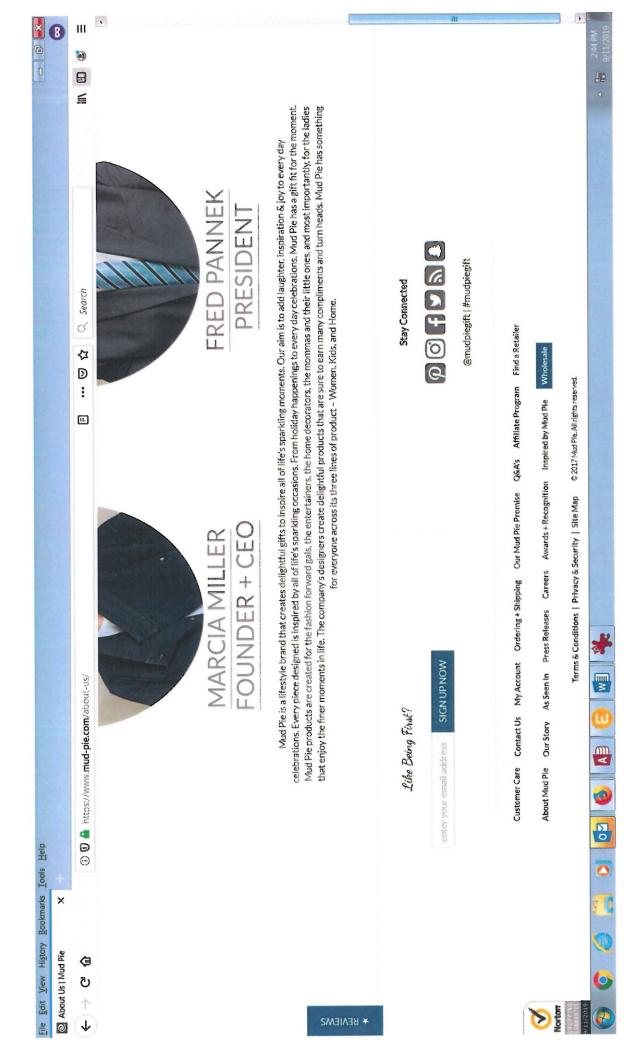


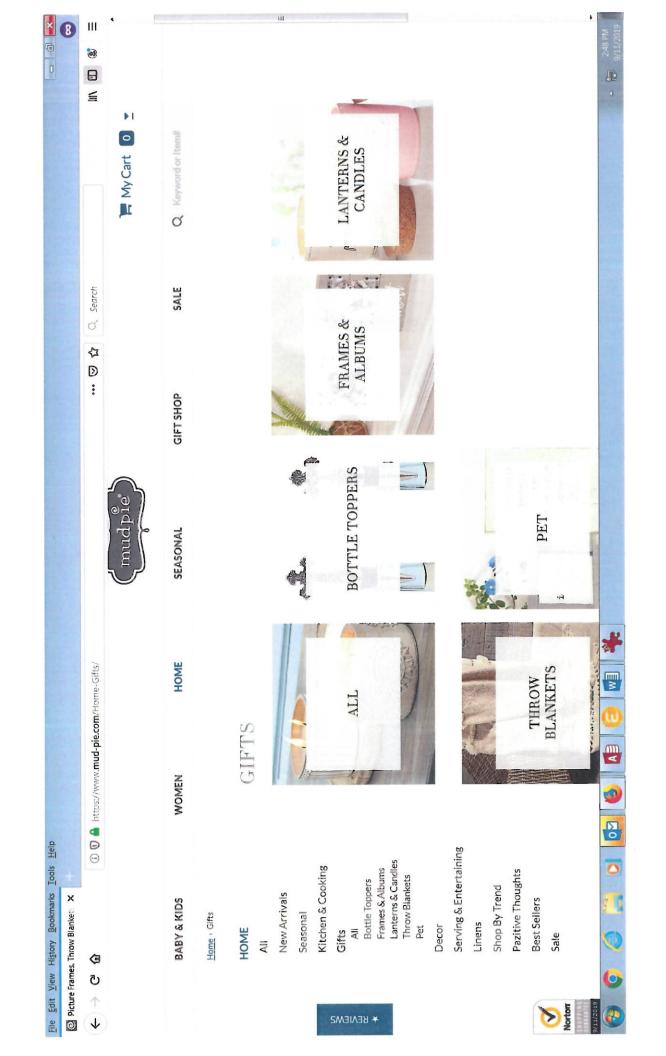




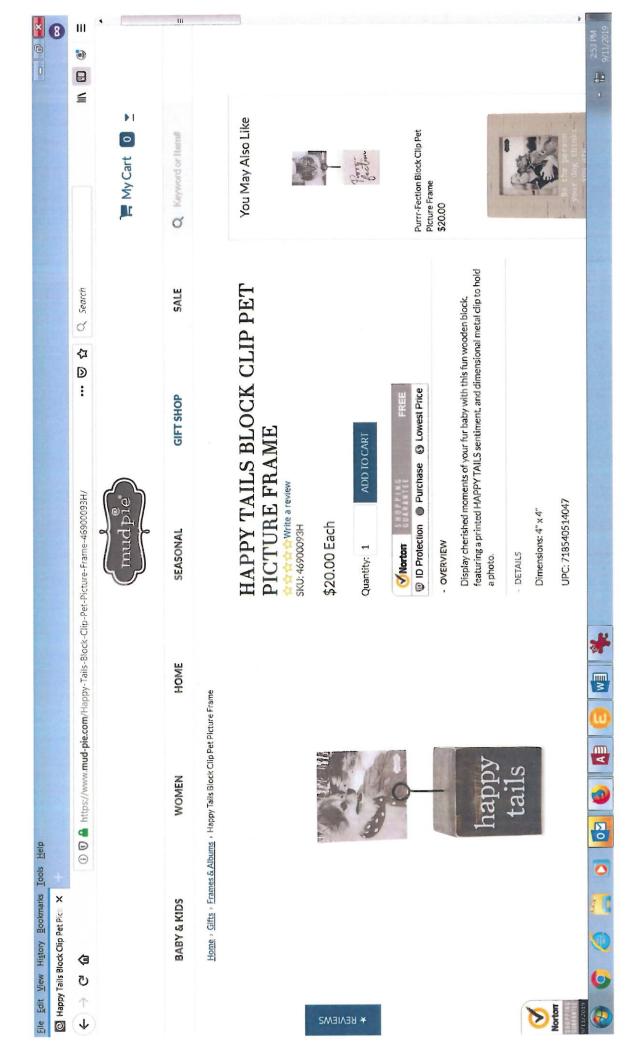


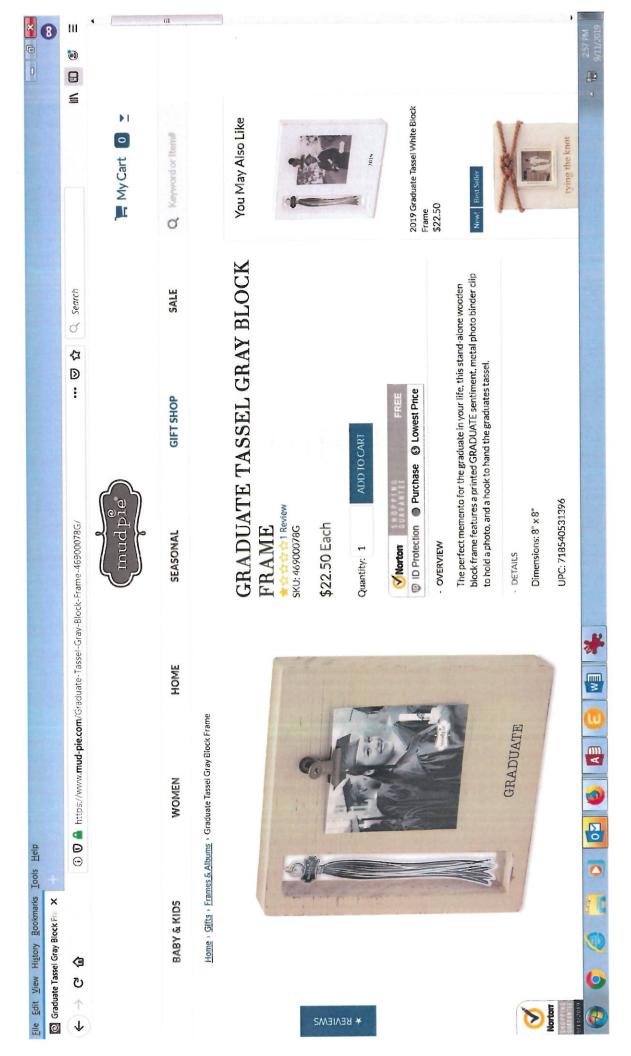


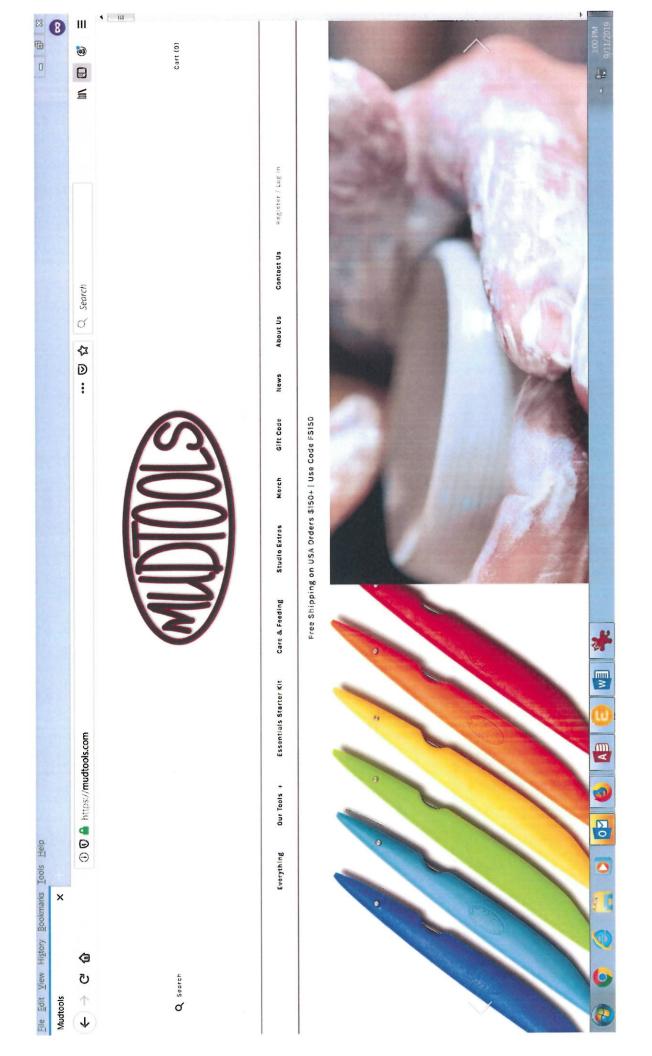














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SHARE

The Birth of Mudtools

During my years of working in clay, making pots and art, I have often had ideas that required working outside "normal" processes. I found that the available "clay tools" did not serve my ideas well. So, out of necessity I would make a tool, or modify an existing one to suit my needs. These new tools quickly became indispensable and were always the first thing to come out of my toolbox. Naturally, I would show these off at a workshop, and as a result I found that people were interested in buying them! It didn't take long to figure out that I couldn't make a tool for each person that wanted one. I was going to need a little help, and that is how Mudtools was born. I started with the rib. I had already found a material that performed well and actually got better with use (it is self-polishing.) With the material in mind, I designed six shapes that I think cover a lot of what hand builders and throwers need from a rib. Each rib shape is available in variations of flexibility from very soft to very firm. You choose the shape and hardness that suits your clay and your working style.

It is my goal to offer you a tool that has a high performance quality, is pleasing to the hand and eye, and that you find indispensable.

•



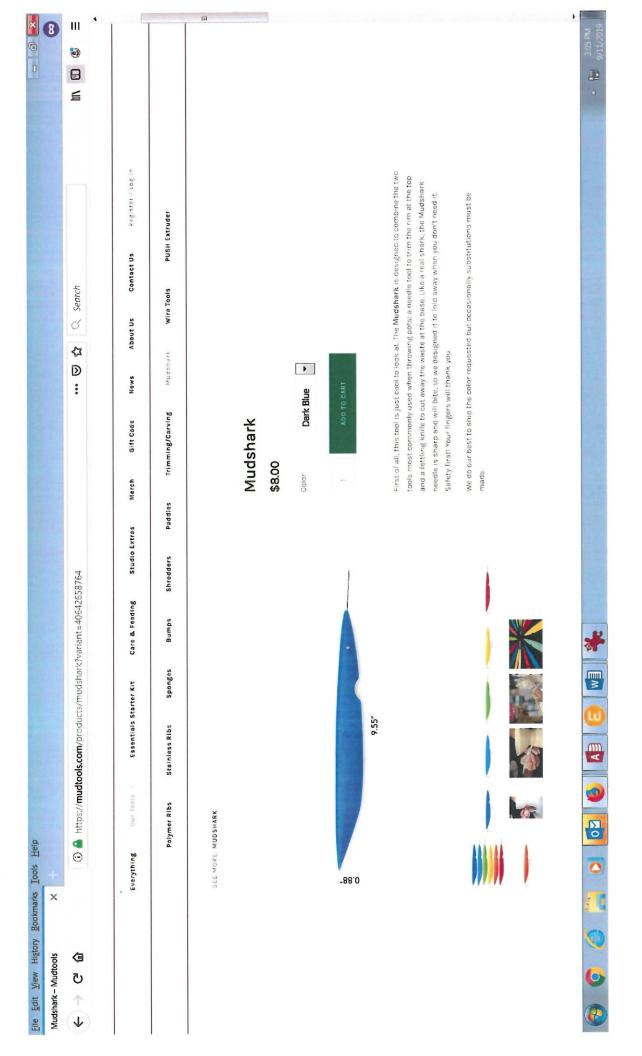












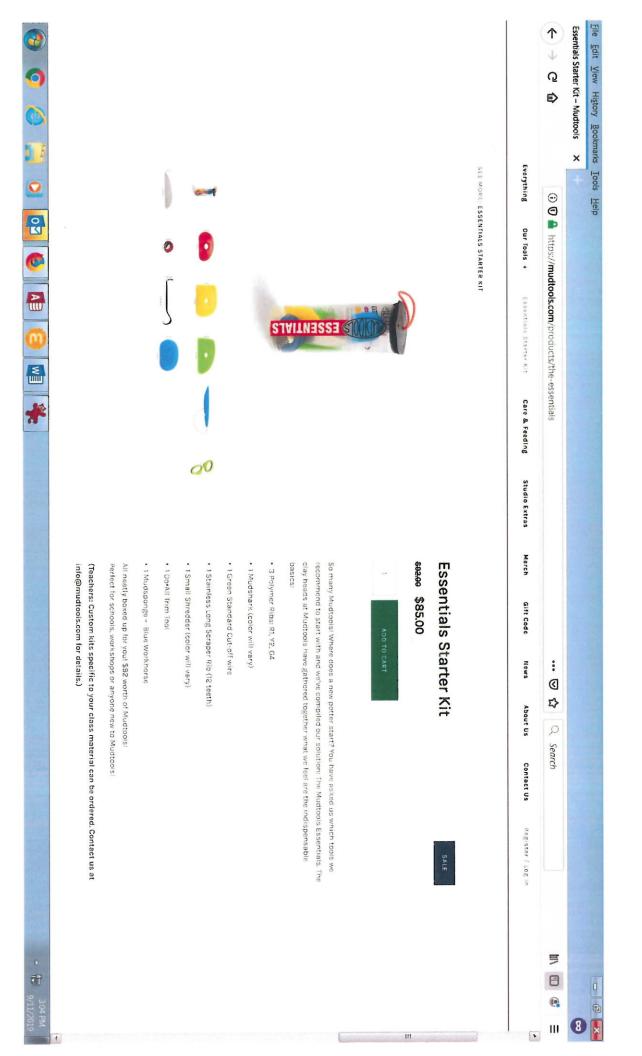


EXHIBIT D

Int. Cl.: 8

Prior U.S. Cls.: 23, 28, and 44

Reg. No. 2,907,124

United States Patent and Trademark Office

Registered Nov. 30, 2004

TRADEMARK PRINCIPAL REGISTER

MUD BOSS

MENARD; INC. (WISCONSIN CORPORATION) 4777 MENARD DRIVE EAU CLAIRE, WI 54703

FOR: HAND TOOLS, NAMELY, TAPING KNIVES, MUD PANS, SANDERS, SAWS, AND TROWELS. IN CLASS 8 (U.S. CLS. 23, 28 AND 44).

FIRST USE 10-0-2003; IN COMMERCE 5-18-2004.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MUD", APART FROM THE MARK AS SHOWN.

SN 76-551,763, FILED 10-14-2003.

FLORENTINA BLANDU, EXAMINING ATTORNEY

Anited States of America United States Patent and Trademark Office

MUDPAK

Reg. No. 5,546,159

Ingersoll Products Inc. (CANADA CORPORATION)

267 Ingersoll Street South

Registered Aug. 21, 2018 Ingersoll, On, CANADA N5C3J7

Int. Cl.: 8

CLASS 8: Hand tools, namely, an applicator for joint compound and plaster in the nature of a

hand pump

Trademark

FIRST USE 4-11-2018; IN COMMERCE 4-11-2018

Principal Register

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE, SIZE OR COLOR

SER, NO. 86-433,460, FILED 10-24-2014



Director of the United States Patent and Trademark Office

United States of America United States Patent and Trademark Office

MUDSHOT

Reg. No. 5,801,604

Registered Jul. 09, 2019

Level 5 Tools, LLC (KANSAS LIMITED LIABILITY COMPANY)

728 Southwest Blvd.

Kansas City, KANSAS 66103

Int. Cl.: 8

CLASS 8: Hand tools, namely, an applicator for joint compound and plaster in the nature of a

pümp

Trademark

FIRST USE 4-17-2019; IN COMMERCE 4-17-2019

Principal Register

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-876,675, FILED 04-13-2018



Director of the United States Patent and Trademark Office



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Word Mark

RUN MUD

Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: Decals; Stationery, Stickers

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search

Code

26.11.13 - Rectangles (exactly two rectangles); Two rectangles 26.11.21 - Rectangles that are completely or partially shaded

Serial Number

88108907

Filing Date

September 7, 2018

Current Basis

1B

Original Filing Basis

1B

Published for

August 27, 2019

Opposition

(APPLICANT) Van Fleet, Justin INDIVIDUAL UNITED STATES 131 19425 Soledad Canyon Road Canyon

Country CALIFORNIA 92351

Description of

Mark

Owner

Color is not claimed as a feature of the mark. The mark consists of bold print block lettering with the "RUN"

placed on top of the "MUD". There is one stripe on the top and one stripe on the bottom.

Type of Mark

TRADEMARK

Register Live/Dead **PRINCIPAL**

Indicator

LIVE

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TTAB Status (Use the "Back" button of the Internet Browser to return to

TESS)

MUDPUPPY

Word Mark

MUDPUPPY

Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: Blank journals; Children's activity books; Children's books; Children's pop-up books; Color pencils; Coloring books; Crayons; Diaries; Flash cards; Printed children's coloring

pages, FIRST USE: 19930131, FIRST USE IN COMMERCE: 19930131

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

88439271

Filing Date

May 21, 2019

Current Basis

1A

Original Filing Basis

1A

Published for

Opposition

September 17, 2019

Owner

(APPLICANT) Galison Publishing LLC LIMITED LIABILITY COMPANY DELAWARE 70 West 36th Street, 11th

Floor New York NEW YORK 10018

Attorney of Record

John J. Sullivan

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live/Dead Indicator

LIVE

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TESS was last updated on Wed Sep 11 03:47:43 EDT 2019

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Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)



Word Mark

MUDECOR

Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S; Art etchings; Art mounts; Art pads; Art paper; Art pictures; Art pictures on canvas; Art prints; Art prints on canvas; Banners of paper; Framed art etchings; Framed art pictures; Framed art prints; Graphic art prints; Graphic art reproductions; Graphic prints and representations; Graphic fine art prints; Paper banners; Paper for printing photographs; Paper for use in the graphic arts industry; Paper for use in the manufacture of wallpaper, Photographic prints; Picture mounts of paper, Printed art reproductions; Printed graphs; Printed paper labels; Printed paper signs; Decorative paper centerpieces; Embroidery design patterns

Mark

Drawing

Code

26.11.21 - Rectangles that are completely or partially shaded

Design

Search Code

Serial Number

88355904

Filing Date

March 25, 2019

Current **Basis**

1B

Original

1B

Filing Basis **Published for**

Opposition

July 16, 2019

Owner

(APPLICANT) HongKong Signford Co., Limited LIMITED LIABILITY COMPANY CHINA 573 Nathan Road, 20/F Unit

B-01 Kowloon, Hong Kong HONG KONG

Attorney of Record

Jerome Hsiang

Description of Mark

Color is not claimed as a feature of the mark. The mark consists of the word "MUDECOR" with the letters "MU" set off in rectangular negative space to the left of "DECOR".

Type of Mark TRADEMARK

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Register

PRINCIPAL

Live/Dead

LIVE

Indicator

TESS HOME NEW USER STRUCTURED FREE FORM BROWSK DICT SEARCH OG

United States of America United States Patent and Trademark Office

MUDDY WATERS

Reg. No. 5,656,291

Registered Jan. 15, 2019

Int. Cl.: 9, 16, 25, 41

Service Mark

Trademark

Principal Register

The Executor of the McKinley Morganfield Estate (ILLINOIS ESTATE) 810 7th Street Ne

Washington, D.C. 20002

CLASS 9; musical sound recordings; sound recordings featuring music; audio and video recordings featuring music and artistic performances; downloadable music files; downloadable music, audio, files featuring music; digital music downloadable from the Internet; compact discs and DVDs featuring music; video discs featuring music; optical discs featuring music; digital media, namely, CDs, optical discs, downloadable audio files, downloadable music files, featuring music and musical and artistic performances; downloadable ring tones, and music via a global computer network and wireless devices; downloadable ringtones for mobile phones; cell phone covers; cell phone cases; downloadable electronic publications in the nature of blog articles, newsletters, in the fields of music, entertainment, education; magnets

FIRST USE 5-00-2018; IN COMMERCE 5-00-2018

CLASS 16: art prints; decals; notebooks; paperweights; pictures; post cards; posters; photographic prints; children's books; children's activity books; coloring books; printed sheet music; stickers; writing paper

FIRST USE 11-16-2018; IN COMMERCE 11-16-2018

CLASS 25; clothing, namely, tops, headwear, t-shirts, loungewear

FIRST USE 6-00-2017; IN COMMERCE 6-00-2017

CLASS 41: provision of information relating to music; providing on-line videos featuring music, not downloadable; providing a website featuring information in the field of music and entertainment; providing a website featuring information about music and education; entertainment services in the nature of live musical performances; entertainment media production services for motion pictures, television, and Internet; presentation of musical performances; planning arrangement of showing shows or musical performances; organizing exhibitions for entertainment purposes; museum services

FIRST USE 6-00-2017; IN COMMERCE 6-00-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

SER, NO. 87-209,177, FILED 10-19-2016



Director of the United States
Patent and Trademark Office

Anited States of America United States Patent and Trademark Office

MUD PARK

Reg. No. 4,857,043

GONE COUNTRY MOTORSPORTS, INC. (FLORIDA CORPORATION)

C/O WHITELAW LEGAL GROUP Registered Nov. 17, 2015 3838 TAMIAMI TRAIL NORTH, SUITE 310

NAPLES, FL 34103

Int. Cls.: 16, 25, 35, 41,

and 43

FOR: PAPER GOODS AND PRINTED MATERIALS, NAMELY, CALENDARS, POSTERS, PROGRAM GUIDES, MAPS, NEWSPAPERS, AND STICKERS, IN CLASS 16 (U.S. CLS. 2, 5,

22, 23, 29, 37, 38 AND 50).

TRADEMARK

SERVICE MARK

FIRST USE 1-0-2010; IN COMMERCE 1-0-2010.

FOR: CLOTHING, NAMELY, SHIRTS, HATS, T-SHIRTS, TANK TOPS, SWIMWEAR, SUPPLEMENTAL REGISTER JACKETS, PANTS, SWEATPANTS, SWEATSHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-0-2010; IN COMMERCE 1-0-2010.

FOR: RETAIL STORE SERVICES AND ONLINE RETAIL STORE SERVICES FOR GENERAL MERCHANDISE, CLOTHING, PAPER GOODS AND PRINTED MATERIAL, SHIRTS, HATS AND STICKERS, RETAIL STORE SERVICES AND ONLINE RETAIL STORE SERVICES FOR GENERAL MERCHANDISE, NAMELY, LICENSE PLATE FRAMES, IN CLASS 35 (U.S. CLS, 100, 101 AND 102).

FIRST USE 1-0-2010; IN COMMERCE 1-0-2010.

FOR: RECREATIONAL PARK SERVICES; PROVIDING RECREATIONAL FACILITIES FOR OFF ROAD RIDING, CAMPING, VEHICLE RIDING, SPECIAL EVENTS, CONCERTS AND SPORTING EVENTS; RECREATIONAL CAMP SERVICES; RECREATIONAL SERVICES IN THE NATURE OF MOTORCYCLE RIDING FACILITIES; ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING, ARRANGING AND CONDUCTING OF MOTORCYCLE EVENTS AND RACES, AND ALL-TERRAIN VEHICLE EVENTS AND RACES; ENTERTAIN-MENT, NAMELY, LIVE MUSIC CONCERTS AND OTHER SPECIAL EVENTS, IN CLASS 41 (U.S. CLS, 100, 101 AND 107).

Michelle K. Len

FIRST USE 1-0-2010; IN COMMERCE 1-0-2010.

Director of the United States Patent and Trademark Office FOR: PROVIDING CAMPGROUND FACILITIES, IN CLASS 43 (U.S. CLS. 100 AND 101).

$Reg.\ No.\ 4,857,\!043\ \ \text{FIRST USE 1-0-2010; IN COMMERCE 1-0-2010.}$

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PARK", APART FROM THE MARK AS SHOWN.

SER. NO. 86-284,683, FILED P.R. 5-19-2014; AM. S.R. 9-29-2015.

WILLIAM ROSSMAN, EXAMINING ATTORNEY

United States of America Enited States Patent and Trademark Office

GOT MUD

Reg. No. 4,780,972

M AND M BOGS (IDAHO SOLE PROPRIETORSHIP)

2136 EILEEN ROAD

Registered July 28, 2015 MOYIE SPRINGS, ID 83845

Int. Cls.: 16 and 25

FÖR: STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

TRADEMARK

FIRST USE 4-3-2000; IN COMMERCE 4-3-2000.

PRINCIPAL REGISTER

FOR: CLOTHING, NAMELY, SHIRTS, PANTS, SWEAT SHIRTS, SWEATERS, HOODED SWEAT SHIRTS, UNDER WEAR, SOCKS, HATS, CAPS, SCARVES, AND HEAD WEAR, IN

CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-3-2000; IN COMMERCE 4-3-2000.

THE MARK CONSISTS OF THE STYLIZED WORDING "GOT MUD".

SER, NO. 86-456,700, FILED 11-17-2014.

ROBIN MITTLER, EXAMINING ATTORNEY



Director of the United States
Patent and Trademark Office

United States of America United States Patent and Trademark Office

MudFever

Reg. No. 4,761,443

MUDFEVER ENTERPRISES INC. (FLORIDA CORPORATION)

12179 179TH CT NORTH

Registered June 23, 2015 JUPITER, FL 33478

Int. Cls.: 16 and 25

FOR: STICKERS, IN CLASS 16 (U.S. CLS: 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-1-2014; IN COMMERCE 10-1-2014.

TRADEMARK

PRINCIPAL REGISTER

FOR: HATS; LONG-SLEEVED SHIRTS; SWEATSHIRTS; T-SHIRTS FOR BABIES, TODDLERS AND CHILDREN; TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-1-2015; IN COMMERCE 3-1-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

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SN 86-230,410, FILED 3-24-2014.

MARC LEIPZIG, EXAMINING ATTORNEY



Michelle K. Zer Director of the United States Patent and Trademark Office.

Minited States of America United States Patent and Trademark Office

MUD STUD

Reg. No. 4,790,950

MANKIN, JEFFERY T. (UNITED STATES INDIVIDUAL)

Registered Aug. 11, 2015 CHATTANOOGA, TN 37421

7131 SARATOGA LANE

Int. Cls.: 16 and 25

FOR: BUMPER STICKERS; DECORATIVE STICKERS FOR HELMETS; MAGNETIC BUMPER STICKERS; STICKERS AND TRANSFERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23,

29, 37, 38 AND:50).

TRADEMARK

FIRST USE 11-16-2012; IN COMMERCE 6-1-2014.

PRINCIPAL REGISTER

FOR: A-SHIRTS; ATHLETIC APPAREL, NAMELY, SHIRTS, PANTS, JACKETS, FOOTWEAR, HATS AND CAPS, ATHLETIC UNIFORMS; CAMOUFLAGE SHIRTS; FISHING SHIRTS; HOODED SWEAT SHIRTS; HUNTING SHIRTS; LONG-SLEEVED SHIRTS; POLO SHIRTS; SCIENTIFIC AND TECHNOLOGICAL APPAREL, NAMELY, SHIRTS, PANTS, JACKETS, FOOTWEAR, HATS AND CAPS, UNIFORMS; SHIRTS, SHIRTS AND SHORT-SLEEVED SHIRTS; SHORT-SLEEVED OR LONG-SLEEVED T-SHIRTS; SHORT-SLEEVED SHIRTS; SLEEP SHIRTS, SPORT SHIRTS, SUN PROTECTIVE CLOTHING, NAMELY, SHIRTS, HATS, CAPS; SWEAT SHIRTS; T-SHIRTS; TEE SHIRTS; TRIATHLON CLOTHING, NAMELY, TRIATHLON TIGHTS, TRIATHLON SHORTS, TRIATHLON SINGLETS, TRIATHLON SHIRTS, TRIATHLON SUITS; TURTLE NECK SHIRTS; WEARABLE GARMENTS AND CLOTHING, NAMELY, SHIRTS, WIND SHIRTS, WOMEN'S CLOTHING, NAMELY, SHIRTS, DRESSES, SKIRTS, BLOUSES, IN CLASS 25 (U.S. CLS. 22 AND 39).



FIRST USE 11-16-2012; IN COMMERCE 6-1-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-772,102, FILED 11-5-2012.

DAVID ELTON, EXAMINING ATTORNEY

Michelle K. Len Director of the United States Patent and Trademark Office Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 3,220,096 Registered Mar. 20, 2007

TRADEMARK PRINCIPAL REGISTER

MUDCATS

CAROLINA MUDCATS PROFESSIONAL BASE-BALL CLUB, INC. (NORTH CAROLINA COR-PORATION) P.O. BOX 19045 RALEIGH, NC 27619

FOR: PAPER GOODS AND PRINTED MATTER, NAMELY AUTOGRAPH BOOKS, BINDERS, BOOKMARKS, BUMPER STICKERS, CALENDARS, CATALOGS OF INTEREST TO BASEBALL FANS, CHILDREN'S ACTIVITY BOOKS, DECALS, GAMEPROGRAMS, MERCHANDISE BAGS, NEWSLETTERS OF INTEREST TO BASEBALL FANS, NOTE PADS, PAPER CONTAINERS, PAPER PENNANTS, PAPER SCHEDULES, PENS, PENCILS, POSTCARDS, POSTERS, PRINTED AWARDS, PRINTED GAMETICKETS, PRINTED GUIDES OF INTEREST TO BASEBALL FANS, REFERENCE BOOKS OF INTEREST TO BASEBALL FANS, SCORE BOOKS, SCORE CARDS, SCORE SHEETS, STATIONERY, STICKERS, STICKER ALBUMS AND TRADING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-1-1989; IN COMMERCE 3-1-1989.

FOR: CLOTHING, NAMELY, ATHLETIC UNIFORMS, BLOUSES, CAPS, CLOTH BABY BIBS, GOLF SHIRTS, GYM SHORTS, GYM SUITS, HATS, JACKETS, JERSEYS, JOGGING SUITS, KNIT SHIRTS, PAJAMAS, POLO SHIRTS, PONCHOS, PULLOVERS, RAIN COATS, RAINWEAR, SWEATERS, SWEAT PANTS, SWEAT SHIRTS, TANK TOPS, TIES, VISORS, WIND RESISTANT JACKETS AND WRISTBANDS, IN CLASS 25 (U.S. CLS. 22 AND 39)

FIRST USE 3-1-1989; IN COMMERCE 3-1-1989.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,555,197.

SER. NO. 78-892,566, FILED 5-25-2006.

LESLEY LAMOTHE, EXAMINING ATTORNEY

United States of America United States Patent and Trademark Office



Reg. No. 3,922,015

BLUE LINE HOCKEY LLC (LOUISIANA LIMITED LIABILITY COMPANY)

Registered Feb. 22, 2011 SHREVEPORT, LA 71105

1518 GARLAND PLACE

Int. Cls.: 14, 16, 25, 28

FOR: ORNAMENTAL PINS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

and 41

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FOR: BOOKS IN THE FIELD OF ICE HOCKEY, BUMPER STICKERS; DECALS; EVENT PROGRAMS; FLAGS AND PENNANTS OF PAPER, INK PENS; PAPER PENNANTS, PENNANTS OF PAPER; POSTER BOARD; POSTERS, POSTERS MADE OF PAPER; UNMOUNTED POSTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-1-1997, IN COMMERCE 9-1-1997.

FOR: ATHLETIC APPAREL, NAMELY, SHIRTS, PANTS, JACKETS, FOOTWEAR, HATS AND CAPS, ATHLETIC UNIFORMS; CAPS, CAPS WITH VISORS; HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.

FOR: HOCKEY GLOVES; HOCKEY PUCKS; HOCKEY STICK BLADES; HOCKEY STICK SHAFTS; HOCKEY STICKS, ICE HOCKEY GOALIË PADS; ICE HOCKEY STICKS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.

FOR: ARRANGING AND CONDUCTING ATHLETIC COMPETITIONS; CONDUCTING ENTERTAINMENT EXHIBITIONS IN THE NATURE OF PROFESSIONAL ICE HOCKEY GAMES; ENTERTAINMENT IN THE NATURE OF HOCKEY GAMES; ENTERTAINMENT IN THE NATURE OF PROFESSIONAL ICE HOCKEY GAMES; ENTERTAINMENT SERVICES, NAMELY, ARRANGING AND CONDUCTING OF COMPETITIONS FOR PROFESSIONAL ICE HOCKEY, OPERATION OF SPORTS CAMPS; ORGANIZING EXHIBITIONS FOR ICE HOCKEY; SPORT CAMP SERVICES; SPORT CAMPS; SPORTS CAMP SERVICES; SPORTS TRAINING SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.



Land J. Lappas

Director of the United States Patent and Trademick Office

$Reg.\ No.\ 3,922,015$ the stippling is for shading purposes only.

THE MARK CONSISTS OF A STYLIZED CRUSTACEAN WEARING A SHIRT AND HOLDING A HOCKEY STICK, WITH THE WORD "MUDBUGS" LISTED DIRECTLY BENEATH THE DESIGN. THE LINING SHOWN IN THE DRAWING IS A FEATURE OF THE MARK AND IS NOT INTENDED TO INDICATE COLOR. THE STIPPLING IN THE DRAWING IS INTENDED FOR SHADING PURPOSE ONLY.

SER. NO. 77-948,889, FILED 3-2-2010.

CAROL SPILS, EXAMINING ATTORNEY

Page: 2 / RN # 3,922,015

United States of America Maritan States Patent and Trahemark Office United States Patent and Trademark Office

MUDBUGS

Reg. No. 3,906,729

BLUE LINE HOCKEY LLC (LOUISIANA LIMITED LIABILITY COMPANY)

Registered Jan. 18, 2011 SHREVEPORT, LA 71105.

1518 GARLAND PLACE

Int. Cls.: 14, 16, 25, 28

FOR: ORNAMENTAL PINS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

and 41

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FOR: BOOKS IN THE FIELD OF ICE HOCKEY, BUMPER STICKERS; DECALS; EVENT PROGRAMS; FLAGS AND PENNANTS OF PAPER; INK PENS; PAPER PENNANTS; PEN-NANTS OF PAPER; POSTER BOARD; POSTERS; POSTERS MADE OF PAPER; UNMOUNTED POSTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997,

FOR: ATHLETIC APPAREL, NAMELY, SHIRTS, PANTS, JACKETS, FOOTWEAR, HATS AND CAPS, ATHLETIC UNIFORMS, CAPS, CAPS WITH VISORS; HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.

FOR: HOCKEY GLOVES, HOCKEY PUCKS, HOCKEY STICK BLADES, HOCKEY STICK SHAFTS; HOCKEY STICKS, ICE HOCKEY GOALIE PADS, ICE HOCKEY STICKS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.



FOR: ARRANGING AND CONDUCTING ATHLETIC COMPETITIONS, CONDUCTING EN-TERTAINMENT EXHIBITIONS IN THE NATURE OF PROFESSIONAL ICE HOCKEY GAMES; ENTERTAINMENT IN THE NATURE OF HOCKEY GAMES, ENTERTAINMENT IN THE NATURE OF PROFESSIONAL ICE HOCKEY GAMES; ENTERTAINMENT SERVICES, NAMELY, ARRANGING AND CONDUCTING OF COMPETITIONS FOR PROFESSIONAL ICE HOCKEY, OPERATION OF SPORTS CAMPS; ORGANIZING EXHIBITIONS FOR ICE HOCKEY; SPORT CAMP SERVICES; SPORT CAMPS, SPORTS CAMP SERVICES; SPORTS TRAINING SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-1997; IN COMMERCE 9-1-1997.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

SER, NO. 77-948,894, FILED 3-2-2010.

Director of the United States Patent and Trademark Office

 $Reg.\ No.\ 3,\!906,\!729\ {\tt CAROL SPILS}, {\tt EXAMINING ATTORNEY}$