

In the April 1, 2021 Office Action issued in connection with Wonderful Citrus LLC's ("Applicant") application to register the BEAR (the "Mark") trademark for Class 31 goods, the Examining Attorney issued a Nonfinal Office Action based on likelihood of confusion with U.S. Reg. Nos. 0144343, 2286694, 2883856, 4292595, 4066578, 5392264, and 5559650 (the "Cited Marks"). In response, Applicant respectfully submits that its Mark will not cause confusion, mistake, or deception with the Cited Marks. Thus, the Mark should be registered on the principal register.

### **I. NO LIKELIHOOD OF CONFUSION WITH THE CITED MARKS**

The Examining Attorney asserts that the Applicant's Mark is likely to cause confusion with the following Cited Marks:

<b>Reg. No.</b>	<b>Cited Mark</b>	<b>Goods</b>
0144343	BEAR CREEK	Int. Class 31. Fresh Deciduous Fruits
2286694	BEAR MOUNTAIN	Int. Class 31. Fresh Grapes and Fresh Deciduous Fruits
2883856	HONEY BEAR BRAND (& DESIGN)	Int. Class 31. Fresh Fruit
4292595	BEAR CREEK ORCHARDS	Int. Class 31. Fresh Fruit
4066578	TEDDY BEAR FRESH PRODUCE (& DESIGN)	Int. Class 31. Fresh fruit and vegetables
4525788	HONEYBEAR	Int. Class 31. Fresh fruit
5392264	SUN BEAR	Int. Class 31. Fresh fruit and vegetables.
5559650	TEDDY BEAR FRESH PRODUCE	Int. Class 31. Fresh fruit and vegetables excluding pumpkins



Applicant respectfully submits that there is no likelihood of confusion, and thus no potential for conflict, between its Mark and the Cited Marks.


When determining likelihood of confusion, there is no litmus rule and each case must be decided on its own facts. T.M.E.P. §1207.01 (quoting *In re E.I. Du Pont de Nemours & Co.* 476 F.2d 1357, 1361 (C.C.P.A. 1972)). The marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 U.S.P.O. 2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); T.M.E.P. §1207.01(b)-(b)(v). The issue is not whether the respective marks themselves, or the goods or services offered under the marks, are likely to be confused but, rather, whether there is a likelihood of confusion as to the source or sponsorship of the goods or services because of the marks used thereon. See, e.g. *Paula Payne Prods. Co. v. Johnson's Publ'g Co.*, 472 F.2d 901, 902 177 USPQ 76, 767 (C.C.P.A.

1973). When comparing marks, “[t]he proper test is not a side-by-side comparison of the marks, but instead whether the marks are sufficiently similar in terms of their commercial impression such that [consumers] who encounter the marks would be likely to assume a connection between the parties.” *Cai v. Diamond Hong, Inc.*, 901 F.3d 1367, 1373, 127 U.S.P.Q. 2d 1797, 1801 (Fed. Cir. 2018) (quoting *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1368, 101 U.S.P.Q. 2d 1713, 1721 (Fed. Cir. 2012)); T.M.E.P. §1207.01(b).

#### A. Number and Nature of Coexisting Similar Marks

Applicant’s Mark can coexist with the Cited Marks. The number of BEAR formative marks cited in the office action is evidence that several marks containing BEAR can coexist on the register without any risk of consumer confusion or refusal to register. Further, there are additional uncited marks that use the term “bear” in connection with fruit and vegetable based food products, including but not limited to **Exhibit A**:

Reg. No.	Cited Mark	Good
0404563	CALIFORNIA BEAR CALIFORNIA LETTUCE GROWERS, INC. 	Int. Class 31. Fresh Vegetables
1880794	LITTLE BEAR	Int. Class 31. Fresh Vegetables
5587242	GREAT BEAR VINEYARD AND WINERY	Int. Class 31. Grapes, fresh; Fresh wine grapes
6429073	COCOBEAR	Int. Class 31. Polished whole coconuts, namely, raw coconuts
4762269	BEAR NAKED	Int. Class 29. Trail mix consisting primarily of nuts, seeds and dried fruits
4957733	BEAR 	Int. Class 29. Loose preserved, dried, cooked and baked fruits; fruit based snack foods, namely, snacks consisting of rolled baked fruit

Reg. No.	Cited Mark	Good
6050056	BEAR 	Int. Class 29. Preserved, dried, cooked, frozen and baked fruits and/or vegetables; fruit and vegetable based snack foods; vegetable salad; fruit salad; jellies; jams; compotes; milk, milk products in this class; yogurt, snacks of yogurt, yogurt based drinks in this class
6279423	BEAR	Int. Class 29. Preserved, dried, cooked, frozen and baked fruits and/or vegetables; fruit and vegetable based snack foods; vegetable salad; fruit salad; jellies; jams; compotes; milk, milk products in this class; yogurt, snacks of yogurt, yogurt based drinks in this class
6337470	YOUNG'S BEAR	Int. Class 29. Dried meat; prepared nuts; preserved fruits; fruit-based snack food; snacks primarily of fruits and vegetables; milk powder; edible fats; flaxseed oil for food; jellies for food
5047569	HONEY BEAR BOUQUET	Int. Class 29. Fruit cut into shapes and arranged in containers as floral designs; processed fruits; arrangements made of fresh processed fruit; fruit cut into shapes and at least partially coated with an edible topping, namely, coconut, processed nuts and combinations thereof; fruit cut into shapes and at least partially coated with an edible topping, namely, coconut, processed nuts and combinations thereof and arranged in containers as floral designs
5115012	BEAR'S ESSENTIALS	Int. Class 29. Meat and poultry, not live; packaged meats; processed meat, poultry; seasoned meat, poultry, and vegetables; prepared meat, poultry; prepared entrees consisting primarily of meat, game, poultry; prepared entrees consisting primarily of vegetables, soups, fruit salads, and vegetable salads; prepared food kits composed primarily of meat, poultry, fish, seafood, and/or vegetables and also including sauces or seasonings, ready for cooking and assembly as a meal; food package combinations consisting primarily of cheese, meat, and/or processed fruit; sausage; bacon; jerky; dried meat; smoked meat; smoked sausages; charcuterie; preserved meats and sausages; cheese; cheese and cracker combinations; dairy based spreads; garlic butter; potato salad; fruit salads and vegetable salads; garden salads; cooked fruits and vegetables; processed fruits and vegetables; vegetable based

Reg. No.	Cited Mark	Good
		snack foods; coleslaw; soups; stews; pickles; preserved, dried, and cooked olives; tapenades; pickled vegetables; jellies, jams, and marmalades; trail mix, consisting primarily of processed nuts, seeds, dried fruit and also including chocolate; snack mix consisting primarily of wasabi peas, processed nuts, dehydrated fruit and/or raisins; prepared nuts; hummus; guacamole; baked beans; chili con queso; chile rellenos; chile verde; chili, with or without beans
5470640	MR. BEAR CLUB	Int. Class 29. Edible bird nests in raw, processed, preserved, dried, frozen, bottled, canned and ready to eat forms; extracts of bird nests for soups; fish not live; poultry and game; meat extract; dried and cooked fruits and vegetables; jellies; jams; eggs; milk; milk products excluding ice cream, ice milk and frozen yogurt; edible oils and fats; cream; dried edible mushrooms; mushroom consommé-bouillon; mushroom puree; mushrooms being frozen; processed mushrooms; prepared meals consisting principally of mushrooms; preserved mushrooms; nutritional dietetic food preparations other than for medical use, namely, milk powder for nutritional purposes, fruit and nut-based snack bars; proteins being foodstuffs for human consumption, namely, formed textured vegetable protein for use as a meat substitute; dried sea cucumbers; frozen sea cucumbers; salted sea cucumbers; processed ginseng for use as a vegetable; processed red ginseng for use as a vegetable; non-medicated nutraceutical and function foods, namely, processed red ginseng for use as a vegetable; non-medicated nutraceutical and function foods, namely, processed ginseng for use as a vegetable; blanched nuts; bottled fruits; caffeine-coated nuts; candied fruit; candied fruit snacks; candied nuts; canned fruits; canned fruits and vegetables; canned or bottled fruits; combined fruit and vegetable purees; cooked fruits and vegetables; crystallized, frosted, frozen, and preserved fruit; crystallized fruit; dehydrated fruit snacks; dried beans; dried cranberries; dried dates; dried edible algae; dried edible fungi; dried edible seaweed (hoshi-wakame); dried figs; dried fruit and vegetables; dried fruit mixes; dried fruit-

Reg. No.	Cited Mark	Good
		<p>based snacks; dried fruits; dried lentils; dried pieces of agar jelly (kanten); dried soybeans; dried vegetables; dry or aromatized fruit; flavored nuts; freeze-dried fruits; freeze-dried vegetables; frosted fruits; frozen fruits; frozen, frosted, preserved, processed, dried, cooked or crystallized fruit and vegetables extracts for use in prepared meals or food; fruit and soy based snack food; fruit and vegetable granules for use in prepared meals or food; fruit and vegetable salads; fruit butters; fruit chips; fruit concentrates and purees used as ingredients of foods; fruit conserves; fruit juices for cooking; fruit leathers; fruit paste; fruit peel; fruit peels; fruit preserves; fruit pulp; fruit pulps; fruit purees; fruit rinds; fruit salads; fruit salads and vegetable salads; fruit spreads; fruit topping; fruit-based filling for cakes and pies; fruit-based fillings for cobblers; fruit-based food beverage; fruit-based meal replacement bars; fruit-based meal replacement bars for boosting energy; fruit-based organic food bars; fruit-based raw food bars; fruit-based snack food; fruit-based spreads; fruits in preserved form; fruits preserved in alcohol; glazed fruits; meat, fish, fruit and vegetable jellies; meat, fish, fruit and vegetable preserves; meat, fruit and vegetable jellies, jams; meat, fruit and vegetable jellies, jams, eggs; non-alcoholic fruit extracts for use as ingredients of nutritional supplements and vitamins; nut and seed-based snack bars; nut topping; nut- and dried fruit- based snack bars; nut-based snack foods; nut-based snack foods, namely, nut clusters; nut-based snack foods, namely, nut crisps; nut-based spread; organic nut and seed-based snack bars; pickled fruits; prepared entrees consisting primarily of vegetables, soups, fruit salads and vegetable salads; prepared nuts; preserved fruit and vegetables; preserved fruits; preserved fruits and vegetables; preserved, dried and cooked fruit and vegetables; preserved, dried and cooked olives; preserved, dried and cooked vegetables; preserved, dried, cooked and grilled vegetables; preserved, frozen, dried or cooked vegetables; processed fruit- and nut-based food bars; processed fruits; processed kiwi fruit; processed kola nuts; processed lychee fruit; processed noni</p>

Reg. No.	Cited Mark	Good
		fruit; processed nuts; processed pignoli pine nuts; processed vegetables and fruits; roasted nuts; seasoned nuts; shelled nuts; snack mix consisting of dehydrated fruit and processed nuts; snack mix consisting of wasabi peas, processed nuts, dehydrated fruit and/or raisins; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; stewed fruit; tinned fruits; tinned meat, fish, vegetables and fruits; trail mix consisting primarily of processed nuts, seeds, dried fruit and also including chocolate

The evidence of numerous similar marks using the term “bear” coexisting without any likelihood of confusion demonstrates that consumers have been conditioned to distinguish between a number of marks incorporating the term “bear” based on slight differences in the marks as well as the goods with which the marks are used. Here, the field is crowded, making each trademark in the crowd relatively weak, and supporting the registration of Applicant’s Mark.

#### **B. Dissimilarity of the Mark and the Cited Marks**

The commercial impression of each Cited Mark is not likely to cause consumers to assume a connection with the Applicant’s Marks because each Cited Mark has a unique and significant feature that sets it apart from the BEAR Mark. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Viterro Inc.*, 671 F.3d 1358, 1362, 101 U.S.P.Q. 2d 1905, 1908 (Fed. Cir. 2012); *In re Nat’l Data Corp.*, 753 F.2d 1056, 1058, 224 U.S.P.Q. 749, 751 (Fed. Cir. 1985); T.M.E.P. §1207.01(b)(viii), (c)(ii). Such is the case for the Cited Marks. Although each Cited Mark contains BEAR, the descriptive terms or adjectives in each Cited Mark operates as the most significant or dominant feature that creates commercial impression.

The Examining Attorney states although the Applicant’s Mark does not contain the entirety of the Cited Marks, the Mark is likely to appear to prospective purchasers as a shortened form of the Cited Marks. This is very unlikely because the dominant component of the Cited Marks is not “Bear” and without these dominant components the Cited Marks are unrecognizable. The Cited Marks contain descriptive words that distinguish them from the Applicant’s and consumers who encounter the Mark are unlikely to assume a connection or sponsorship between the parties. The dominant feature of each Cited Mark is separate from the term BEAR and each Cited Mark is discussed in more detail below.

### **1. BEAR CREEK and BEAR CREEK ORCHARDS Cited Marks**

The Cited Marks BEAR CREEK (Serial No. 0144343) registered in Class 31 for “Fresh deciduous fruits” and BEAR CREEK ORCHARDS (Serial No. 4292595) in Class 31 for “Fresh Fruits” are owned by Bear Creek Orchards. “Bear Creek” is commonly known as a location or destination and it is very unlikely for the term to be viewed as “bear,” the animal. The addition of the term ORCHARDS makes this cited mark more likely to be associated with a location rather than the animal. For example, [Bear Creek](#) is the name of a very popular Redwood nature preserve in California. See **EXHIBIT B**. CREEK and ORCHARDS are the most notable component of these Cited Marks and cannot be recognized without these terms. Consumers will not see BEAR and mistakenly believe the Mark is a shortened version of BEAR CREEK or BEAR CREEK ORCHARDS. Applicant submits that the Mark is not likely to cause confusion with Bear Creek Orchards’ BEAR CREEK and BEAR CREEK ORCHARDS marks.

### **2. BEAR MOUNTAIN Cited Mark**

The Cited Mark BEAR MOUNTAIN (Serial No. 2286694) registered in Class 31 for “Fresh Grapes and Fresh Deciduous Fruits” is owned by Apkarian, Donald K (“AD”). “Bear Mountain” is a commonly known location and [destination](#) in California. See **EXHIBIT C**. This cited mark is very unlikely to be mistaken with BEAR, the animal, and consumers seeing BEAR alone are unlikely to think that the Mark is a shortened version of the cited mark, BEAR MOUNTAIN. “Mountain” is the most notable component of this mark and sets it apart from BEAR. Without the term “mountain” consumers are unlikely to recognize the Mark let alone confuse the source of AD’s products with the Applicant’s products. Based on the foregoing, Applicant submits that the Mark is not likely to cause confusion with the AD’s Cited Mark.

### **3. HONEYBEAR BRAND / HONEYBEAR Cited Marks**

The Cited Marks HONEYBEAR BRAND (Serial No. 2883856) and HONEYBEAR (Serial No. 4525788) registered in Class 31 for “Fresh fruit(s)” are owned by Wescott & Associates LLC and Wescott Agri-Products, Inc., respectively (“Wescott”). The term “Honeybear” is often associated with an animal called [Kinkajou](#) that is known for raiding bee hives to eat the honey. Technically, kindajou’s are closely related to raccoons, not bears. See **EXHIBIT D**. Being that the Cited Mark HONEYBEAR is one word and the term refers to a specific type of animal that is not technically a bear, Applicant’s Mark is unlikely to be viewed as a shortened version of the HONEYBEAR marks because of the specific connotation and descriptive nature of the term “honey” associated with the Cited Mark. “Honey” is the most notable component of the mark and this sets the Cited Mark apart from the mark BEAR. Without the term “honey,” Wescott’s

mark is unrecognizable and the Mark is very unlikely to be viewed as a shortened version of the Wescott's Cited Mark. Considering Wescott's Cited Mark in its entirety, a risk of confusion does not exist with the Applicant's Mark.

#### **4. TEDDY BEAR FRESH PRODUCE – WORD and Design Cited Marks**

The Cited Marks TEDDY BEAR FRESH PRODUCE (& DESIGN) (Serial No. 4066578 and 5559650) registered in Class 31 for "Fresh fruit and vegetables" and "Fresh fruit and vegetables excluding pumpkins", respectively. These Cited Marks are owned by Teddy Bear Fresh LLC ("TBF"). The term "[Teddy Bear](#)" is defined by Merriam-Webster as "a stuffed toy bear". See **EXHIBIT E**. The Cited Mark TEDDY BEAR FRESH PRODUCE is a very specific and descriptive mark and stripping the mark down to BEAR does not carry the same commercial impression or meaning because "Teddy" is the most notable component of the mark and a shortened form of TBF's marks is more likely to be viewed by consumers as "Teddy", not "Bear." Based on the foregoing and considering TBF's Cited Mark in its entirety, a risk of confusion does not exist with Applicant's Mark.

#### **5. SUN BEAR Cited Mark**

The Cited Mark SUN BEAR (Serial No. 5392264) registered in Class 31 for "Fresh fruit and vegetables" is owned by Growers Citrus Packing, LLC. ("GCP"). [SUN BEAR](#) is a very specific breed of bear that get its name from the bib-shaped golden or white patch on their chest said to represent the rising sun. See **EXHIBIT F**. The Cited Mark is a very specific breed of bear and without the term "sun" the Cited Mark does not retain its meaning. SUN in GCP's Cited Mark is the most notable component of the mark, in fact without the term SUN GCP's trademark would lose its distinctive meaning and commercial impression. The use of BEAR separate from SUN would not mislead consumers into believing that the marks came from the same source. Based on the foregoing, GCP's Cited Mark does not pose a risk of confusion with the Applicant's Mark.

## **II. CONCLUSION**

Applicant respectfully submits that the Mark does not create a risk of confusion with the Cited Marks and Applicant has successfully traversed the Examining Attorney's arguments. As such, Applicant respectfully requests that its application be approved for publication.



## **EXHIBIT A**

Registered Dec. 7, 1943

Trade-Mark 404,563

Property of the U.S. Patent Office  
Not to be taken from the files

## UNITED STATES PATENT OFFICE

California Lettuce Growers, Inc.,  
Guadalupe, Calif.

Act of February 20, 1905

Application January 18, 1943, Serial No. 457,968



### STATEMENT

*To all whom it may concern:*

Be it known that California Lettuce Growers, Inc., a corporation duly organized and existing under the laws of the State of California, located and doing business at P. O. Box 777, in the city of Guadalupe, county of Santa Barbara, and State of California, has adopted and used the trade-mark shown in the accompanying drawing, for FRESH VEGETABLES, in Class 46, Foods and ingredients of foods, and presents herewith five (5) specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905, as amended. The trade-mark has been used continuously and applied to the goods in the applicant's business since July 1, 1942. No claim is made to the wording, other than "Bear," or to the representation of the map

of California, apart from the mark as shown, although applicant waives no common-law rights to the same.

The trade-mark is applied or affixed to the goods or to the packages containing the same by placing thereon a printed label on which the trade-mark is shown, and in divers other ways.

The undersigned hereby appoints Jackson, Webster & Reed (L. M. Webster and Dean Reed), 111 Sutter Street, San Francisco, California, its attorneys, with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to sign its name to the drawing, and to transact all business in the United States Patent Office connected therewith.

CALIFORNIA LETTUCE GROWERS, INC.,

By PAUL E. DANIELSON,

*Ass't Sec'y Treas.*

**Int. Cl.: 31**

**Prior U.S. Cl.: 46**

**United States Patent and Trademark Office**

**Reg. No. 1,880,794**  
Registered Feb. 28, 1995

**TRADEMARK  
PRINCIPAL REGISTER**

**LITTLE BEAR**

J & D PRODUCE, INC. (TEXAS CORPORATION)  
P.O. BOX 1548  
EDINBURG, TX 78540

FIRST USE 11-0-1986; IN COMMERCE  
11-0-1986.

SER. NO. 74-521,644, FILED 5-9-1994.

FOR: FRESH VEGETABLES, IN CLASS 31  
(U.S. CL. 46).

RACHEL BLUE, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## Great Bear Vineyard and Winery

**Reg. No. 5,587,242**

**Registered Oct. 16, 2018**

**Int. Cl.: 31, 33**

**Trademark**

**Principal Register**

Marcus Meadows-Smith (UNITED KINGDOM INDIVIDUAL)  
24800 County Rd 101a  
Davis, CALIFORNIA 95616

CLASS 31: Grapes, fresh; Fresh wine grapes

FIRST USE 5-1-2016; IN COMMERCE 10-1-2016

CLASS 33: Wine

FIRST USE 5-1-2016; IN COMMERCE 6-9-2018

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 the following apart from the mark as shown:  
"VINEYARD AND WINERY"

SER. NO. 87-448,370, FILED 05-12-2017



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

## United States Patent and Trademark Office

# COCOBEAR

**Reg. No. 6,429,073**

**Registered Jul. 20, 2021**

**Int. Cl.: 31**

## Trademark

## Principal Register

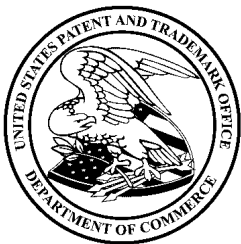
BIO-DIVERSIFIED VENTURES, INC. (DELAWARE CORPORATION)  
1225 Devonshire Ct.  
Lafayette, COLORADO 80026

CLASS 31: Polished whole coconuts, namely, raw coconuts

FIRST USE 2-12-2021; IN COMMERCE 2-12-2021

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

SER. NO. 88-670,925, FILED 10-28-2019



Donna Harpold

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



# United States of America

United States Patent and Trademark Office

## BEAR NAKED

**Reg. No. 4,762,269**

**Registered June 30, 2015**

**Int. Cls.: 29 and 30**

**TRADEMARK**

**PRINCIPAL REGISTER**

BEAR NAKED, INC. (DELAWARE CORPORATION)  
ONE KELLOGG SQUARE, PO BOX 3599  
BATTLE CREEK, MI 490163599

FOR: TRAIL MIX CONSISTING PRIMARILY OF NUTS, SEEDS AND DRIED FRUITS, IN  
CLASS 29 (U.S. CL. 46).

FIRST USE 10-31-2002; IN COMMERCE 10-31-2002.

FOR: GRANOLA, BREAKFAST CEREAL, ROLLED OATS, WHOLE GRAIN CEREAL, IN  
CLASS 30 (U.S. CL. 46).

FIRST USE 10-31-2002; IN COMMERCE 10-31-2002.

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

OWNER OF U.S. REG. NOS. 2,800,495, 3,161,484, AND 3,260,867.

SER. NO. 77-723,853, FILED 4-28-2009.

PATRICIA EVANKO, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,957,733**

**Registered May 17, 2016**

**Int. Cls.: 29 and 30**

**TRADEMARK**

**PRINCIPAL REGISTER**

URBAN FRESH FOODS LTD. (UNITED KINGDOM LIMITED COMPANY)  
55C CHARTERHOUSE STREET  
THE BIG CAVE, THE SADDLERS SUITE  
LONDON EC1M 6HA, UNITED KINGDOM

FOR: LOOSE PRESERVED, DRIED, COOKED AND BAKED FRUITS; FRUIT BASED SNACK FOODS, NAMELY, SNACKS CONSISTING OF ROLLED BAKED FRUIT, IN CLASS 29 (U.S. CL. 46).

FOR: CEREAL BASED SNACK FOOD, NAMELY, LOOSE PROCESSED GRAINS, IN CLASS 30 (U.S. CL. 46).

OWNER OF INTERNATIONAL REGISTRATION 1069330 DATED 1-26-2011, EXPIRES 1-26-2021.

SER. NO. 79-094,418, FILED 1-26-2011.

DEZMONA MIZELLE, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

# United States of America

## United States Patent and Trademark Office



**Reg. No. 6,050,056**

**Registered May 12, 2020**

**Int. Cl.: 29, 30**

**Trademark**

**Principal Register**

Urban Fresh Foods Ltd (UNITED KINGDOM Limited Company UK, England and Wales )  
The Emerson Building,  
4-8 Emerson Street  
London, UNITED KINGDOM SE1 9DU

CLASS 29: Preserved, dried, cooked, frozen and baked fruits and/or vegetables; fruit and vegetable based snack foods; vegetable salad; fruit salad; jellies; jams; compotes; milk, milk products in this class; yogurt, snacks of yogurt, yogurt based drinks in this class

CLASS 30: Cereal based snack foods; wholegrain, rolled oats, rice, nuts or seeds and honey or fruit extract mixture; snack foods predominantly consisting of wholegrain, rolled oats, rice, nuts or seeds and honey or fruit extract mixture also including fruit; porridge oats; porridge predominantly consisting of oats and some also including fruit; ice cream, frozen yogurt; confectionery, namely, cereal-based snack foods containing fruit, all in the form of rolls and tablet bars; cookies or biscuits

The color(s) brown and green is/are claimed as a feature of the mark.

The mark consists of the word "BEAR" in brown with a design of a leaf in green in the middle of the letter "A".

OWNER OF U.S. REG. NO. 4957733

PRIORITY DATE OF 08-23-2018 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1438214 DATED 08-28-2018,  
EXPIRES 08-28-2028

SER. NO. 79-247,074, FILED 08-28-2018



A handwritten signature in cursive script, reading "Andrei Iancu".

Director of the United States  
Patent and Trademark Office





## United States Patent and Trademark Office

# BEAR



## United States Patent and Trademark Office

# Young's bear



# United States of America

## United States Patent and Trademark Office

### HONEY BEAR BOUQUET

**Reg. No. 5,047,569**

**Registered Sep. 27, 2016**

**Int. Cl.: 29, 30**

**Trademark**

**Principal Register**

Edible Arrangements, LLC (CONNECTICUT LIMITED LIABILITY COMPANY)  
95 Barnes Road  
Wallingford, CT 06492

CLASS 29: Fruit cut into shapes and arranged in containers as floral designs; processed fruits; arrangements made of fresh processed fruit; fruit cut into shapes and at least partially coated with an edible topping, namely, coconut, processed nuts and combinations thereof; fruit cut into shapes and at least partially coated with an edible topping, namely, coconut, processed nuts and combinations thereof and arranged in containers as floral designs

FIRST USE 7-15-2011; IN COMMERCE 7-15-2011

CLASS 30: Fruit cut into shapes and at least partially coated with an edible topping, namely, chocolate, cinnamon and combinations thereof; fruit cut into shapes and at least partially coated with an edible topping, namely, chocolate, cinnamon and combinations thereof and arranged in containers as floral designs; arrangements made of processed fruit at least partially coated with an edible topping, namely, chocolate, cinnamon and combinations thereof

FIRST USE 7-15-2011; IN COMMERCE 7-15-2011

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

OWNER OF U.S. REG. NO. 3296243, 2518184, 1903324

No claim is made to the exclusive right to use the following apart from the mark as shown: "BEAR" AND "BOUQUET"

SER. NO. 85-375,188, FILED 07-19-2011  
JEFFREY S DEFORD, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

# United States of America

## United States Patent and Trademark Office

### BEAR'S ESSENTIALS

**Reg. No. 5,115,012**

**Registered Jan. 03, 2017**

**Int. Cl.: 29, 30**

**Trademark**

**Principal Register**

Bear's Meat Market, LLC (TEXAS LIMITED LIABILITY COMPANY)  
P.O. Box 1297  
Utopia, TX 78884

CLASS 29: Meat and poultry, not live; packaged meats; processed meat, poultry; seasoned meat, poultry, and vegetables; prepared meat, poultry; prepared entrees consisting primarily of meat, game, poultry; prepared entrees consisting primarily of vegetables, soups, fruit salads, and vegetable salads; prepared food kits composed primarily of meat, poultry, fish, seafood, and/or vegetables and also including sauces or seasonings, ready for cooking and assembly as a meal; food package combinations consisting primarily of cheese, meat, and/or processed fruit; sausage; bacon; jerky; dried meat; smoked meat; smoked sausages; charcuterie; preserved meats and sausages; cheese; cheese and cracker combinations; dairy based spreads; garlic butter; potato salad; fruit salads and vegetable salads; garden salads; cooked fruits and vegetables; processed fruits and vegetables; vegetable based snack foods; coleslaw; soups; stews; pickles; preserved, dried, and cooked olives; tapenades; pickled vegetables; jellies, jams, and marmalades; trail mix, consisting primarily of processed nuts, seeds, dried fruit and also including chocolate; snack mix consisting primarily of wasabi peas, processed nuts, dehydrated fruit and/or raisins; prepared nuts; hummus; guacamole; baked beans; chili con queso; chile rellenos; chile verde; chili, with or without beans

FIRST USE 3-14-2016; IN COMMERCE 3-14-2016

CLASS 30: Sauces; seasonings; spices; dry spice rub for meat, game, poultry or seafood; seasoned coating mixture for foods; marinades; sandwiches and wraps consisting of meat, game, poultry, seafood, vegetables, and cheese; dough-enrobed foods; consisting of a dough-based wrapper with fillings consisting primarily of meats, game, poultry, seafood, fruits, vegetables, and cheese; picante sauce; salsa; hot sauce; Pico de Gallo; mustard; macaroni salad; pasta salad; rice salad; prepared pasta; macaroni and cheese; prepared corn on the cob; salad dressing; pasta sauce; pesto; dipping sauces; honey; bread and buns; corn bread; granola; granola snacks; trail mix, consisting primarily of granola; also including dried fruit, chocolate, processed nuts; trail mix, consisting primarily of pretzels, popcorn, and crackers and also including dried fruit, chocolate, processed nuts; chocolate covered nuts; chocolate covered raisins; dried fruits and vegetables; sausage rolls; breakfast burrito; pigs in a blanket; cinnamon rolls; muffins; candy; cookies; brownies; cakes; croissants; pies; tarts; bakery desserts; bakery goods; ice cream

FIRST USE 9-15-2016; IN COMMERCE 9-15-2016

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

SER. NO. 86-419,027, FILED 10-09-2014  
LINDA BOH MICKLEBURGH, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

# United States of America

## United States Patent and Trademark Office

### MR. BEAR CLUB

**Reg. No. 5,470,640**

**Registered May 15, 2018**

**Int. Cl.: 29**

**Trademark**

**Principal Register**

Kysin Enterprise, Inc. (CALIFORNIA CORPORATION)  
13089 Peyton Dr., Ste C-286  
Chino Hills, CALIFORNIA 91709

CLASS 29: Edible bird nests in raw, processed, preserved, dried, frozen, bottled, canned and ready to eat forms; extracts of bird nests for soups; fish not live; poultry and game; meat extract; dried and cooked fruits and vegetables; jellies; jams; eggs; milk; milk products excluding ice cream, ice milk and frozen yogurt; edible oils and fats; cream; dried edible mushrooms; mushroom consommé-bouillon; mushroom puree; mushrooms being frozen; processed mushrooms; prepared meals consisting principally of mushrooms; preserved mushrooms; nutritional dietetic food preparations other than for medical use, namely, milk powder for nutritional purposes, fruit and nut-based snack bars; proteins being foodstuffs for human consumption, namely, formed textured vegetable protein for use as a meat substitute; dried sea cucumbers; frozen sea cucumbers; salted sea cucumbers; processed ginseng for use as a vegetable; processed red ginseng for use as a vegetable; non-medicated nutraceutical and function foods, namely, processed red ginseng for use as a vegetable; non-medicated nutraceutical and function foods, namely, processed ginseng for use as a vegetable; blanched nuts; bottled fruits; caffeine-coated nuts; candied fruit; candied fruit snacks; candied nuts; canned fruits; canned fruits and vegetables; canned or bottled fruits; combined fruit and vegetable purees; cooked fruits and vegetables; crystallized, frosted, frozen, and preserved fruit; crystallized fruit; dehydrated fruit snacks; dried beans; dried cranberries; dried dates; dried edible algae; dried edible fungi; dried edible seaweed (hoshi-wakame); dried figs; dried fruit and vegetables; dried fruit mixes; dried fruit-based snacks; dried fruits; dried lentils; dried pieces of agar jelly (kanten); dried soybeans; dried vegetables; dry or aromatized fruit; flavored nuts; freeze-dried fruits; freeze-dried vegetables; frosted fruits; frozen fruits; frozen, frosted, preserved, processed, dried, cooked or crystallized fruit and vegetables extracts for use in prepared meals or food; fruit and soy based snack food; fruit and vegetable granules for use in prepared meals or food; fruit and vegetable salads; fruit butters; fruit chips; fruit concentrates and purees used as ingredients of foods; fruit preserves; fruit juices for cooking; fruit leathers; fruit paste; fruit peel; fruit peels; fruit preserves; fruit pulp; fruit pulps; fruit purees; fruit rinds; fruit salads; fruit salads and vegetable salads; fruit spreads; fruit topping; fruit-based filling for cakes and pies; fruit-based fillings for cobblers; fruit-based food beverage; fruit-based meal replacement bars; fruit-based meal replacement bars for boosting energy; fruit-based organic food bars; fruit-based raw food bars; fruit-based snack food; fruit-based spreads; fruits in preserved form; fruits preserved in alcohol; glazed fruits; meat, fish, fruit and vegetable jellies; meat, fish, fruit and vegetable preserves; meat, fruit and vegetable jellies, jams; meat, fruit and vegetable jellies, jams, eggs; non-alcoholic fruit extracts for use as ingredients of nutritional supplements and vitamins; nut and seed-based snack bars; nut topping; nut- and dried fruit- based snack bars; nut-based snack foods; nut-based snack foods, namely, nut clusters; nut-based snack foods, namely, nut crisps; nut-based spread; organic nut and seed-based snack bars; pickled fruits; prepared entrees consisting primarily of vegetables, soups, fruit salads and vegetable salads; prepared nuts; preserved fruit and vegetables; preserved fruits; preserved fruits and vegetables; preserved, dried and cooked fruit and



*Andrew Iancu*

Director of the United States  
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vegetables; preserved, dried and cooked olives; preserved, dried and cooked vegetables; preserved, dried, cooked and grilled vegetables; preserved, frozen, dried or cooked vegetables; processed fruit- and nut-based food bars; processed fruits; processed kiwi fruit; processed kola nuts; processed lychee fruit; processed noni fruit; processed nuts; processed pignoli pine nuts; processed vegetables and fruits; roasted nuts; seasoned nuts; shelled nuts; snack mix consisting of dehydrated fruit and processed nuts; snack mix consisting of wasabi peas, processed nuts, dehydrated fruit and/or raisins; snack mix consisting primarily of processed fruits, processed nuts and/or raisins; stewed fruit; tinned fruits; tinned meat, fish, vegetables and fruits; trail mix consisting primarily of processed nuts, seeds, dried fruit and also including chocolate

FIRST USE 12-00-2017; IN COMMERCE 12-00-2017

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

SER. NO. 87-302,597, FILED 01-15-2017

## **EXHIBIT B**



 **UPDATED COVID-19 RESTRICTIONS**

## BEAR CREEK REDWOODS PRESERVE



### PRESERVE INFO

---

Hiking

Equestrian

Wheelchair accessible

Restrooms

Good for Kids

No dogs allowed.

OVERVIEW

GALLERY

FEATURES

HOW TO GET HERE

TRAILS

TRAIL CONDITIONS

HISTORY

REGULATIONS





## HOURS

---

Preserves are open from one-half hour before official sunrise until one-half hour after official sunset.



## PRESERVE ACTIVITIES

---

There are no events scheduled at this preserve currently.

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---

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## **EXHIBIT C**

## WELCOME TO BEAR MOUNTAIN



## WHERE IS BEAR MOUNTAIN?

Nestled in the heart of the San Bernardino National Forest, Bear Mountain is a short, scenic drive from most locations in Southern California approximately 3 hours from Los Angeles, Orange County, or San Diego.

43101 Goldmine Drive, Big Bear Lake, CA 92315

[LEARN MORE \(HTTPS://WWW.BIGBEARMOUNTAINRESORT.COM/TRANSPORTATION/DIRECTIONS\)](https://www.bigbearmountainresort.com/transportation/directions)

## WHAT ARE SOME THINGS TO DO?

Bear Mountain is a premier family-friendly Southern California (SoCal) destination revered for its nearby [skiing and snowboarding \(/winter/ski-ride/ski-ride\)](#) in the winter. Explore activities and fun for every age.





Widely regarded as one of the most innovative and influential destinations in the snow sports industry, Bear Mountain has been pushing the progression of skiing and snowboarding (winter/ski-ride/ski-ride) for over 50 years. Bear Mountain is part of Big Bear Mountain Resort, along with Snow Summit, which is owned by Alterra Mountain Company. (<https://www.alterramtco.com/>).

## TRADITION MEETS PROGRESSION



# MOUNTAIN INFO

Founded: 1943 (Moonridge Ski Area)  
Base Elevation: 7,140 ft/2,176 m  
Peak Elevation: 8,805 ft/2,683 m  
Vertical Drop: 1,665 ft/507 m  
Uphill Capacity: 16,590 per hour  
Avg. Season Length: Nov. – March/April  
Developed Acres: 198  
Trails/Runs: 15  
Longest Run: Geronimo - 1.5 mi/2.4 km  
Terrain Parks: 14  
Pipes: 3  
Lifts: 8 (+ 4 Moving Carpets)

15% First-Time Beginner  
15% Low Intermediate  
40% Intermediate  
30% Advanced

# TERRAIN DIFFICULTY

# TERRAIN PARKS

From our [Skill Builder Park \(/winter/ski-ride/terrain-parks/skill-builder-park\)](#) to the [Red Bull Plaza \(/winter/ski-ride/terrain-parks/red-bull-plaza\)](#), our [terrain parks \(/winter/ski-ride/terrain-parks\)](#) cater to riders of all ability levels with unique features and layouts that are constantly pushing the progression of the sport. Whether you're new to riding, a park pro, or somewhere in-between, BBMR is home to some of the most innovative and influential terrain parks in the industry.

Our terrain parks are ranked top ten best snowboarding terrain parks in North America by TransWorld SNOWboarding.



## SUNDAY IN THE PARK





# 2021 SUNDAY IN THE PARK: EPISODE 10

2021 Sunday In the Park: Episode 10	2021 Sunday In the Park: Episode 9	2020 Sunday In the Park: Episode 6	2021 Sunday In the Park: Episode 2	2021 Sunday In the Park: Episode 7
-------------------------------------	------------------------------------	------------------------------------	------------------------------------	------------------------------------

Let's bring it all together. The four-season fun on elevated terrain, the consistent snow, the history, the sunny disposition, the classic traditions and the contagious progression. These things all come from the same place. And good news—it's only 100 miles from the coast. The easiest and best way to get your turns in, surrounded by natural beauty and a vibrant community.

## ALPINE GOOD TIMES AHEAD

[START PLANNING \(/PLAN\)](#)

#BEARMOUNTAIN #BEARBUILT



\_(/winter).

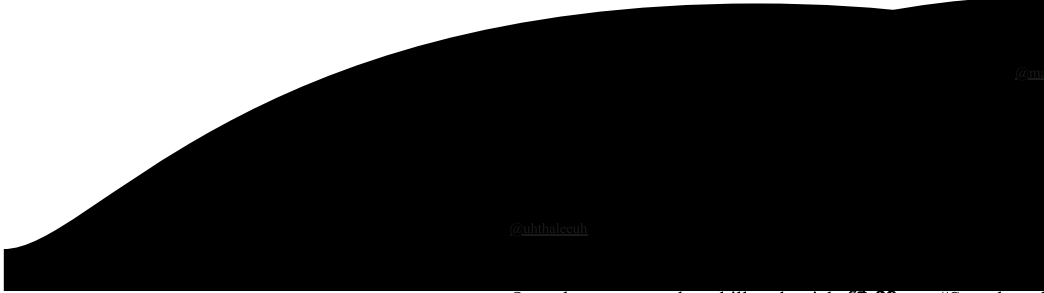
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(/CART)



@\_baileyb  
223

Swept off my feet 🐻🐻❄️🐻 #bearhug #bac  
03/14/2021



@diana\_bou  
49

Our adventures go downhill real quick 🐻❄️ . . . #Snowboard  
03/08/2021  
First ride for the season! Always a fun time snowboarding with this girlie! ❤️ 📷: jasonhermosa . . . . #snowboard  
03/15/2021



@peggylinei  
18

Back on my snowboard 🐻🐻😊 #bearmountain #feelinggreat #satisfied  
03/02/2021

@camilaeveln  
102

just a Monday post 🐻🐻🐻 #bearmountain #snowboarding #lovelife #2021 🐻  
03/01/2021

@skibumlife89  
135

snowboarding #lovelife #2021 🐻 63  
Work or play. I enjoy the heck outta winter. 📷 Stills shot by m  
never thought I would see something like this.  
03/02/2021

@squiblerfox

@mountain\_haus  
20

Some fun pics from Big Bear 🐻  
#snowsummitbigbear #bigbear #

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(<https://www.bigbearmountain.com/official-international-bbmr-summer/chinese-big-bear-mountain-resort-homepage>)

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## ABOUT US

[Our Mountains \(/our-mountains\)](#)

[Hours of Operation \(/explore/hours\)](#)

[Corporate Partners \(/explore/partners\)](#)

[Jobs \(/explore/jobs\)](#)

[Newsroom \(/explore/press-releases\)](#)

[Blogs \(/bbmr-blog\)](#)

[Mountain Statistics \(/mountain-information/mountain-statistics\)](#)

[Resort Services \(/services/resort-services\)](#)

## GET IN TOUCH

[Contact Us \(/explore/contact\)](#)

[Update/Change Reservation \(/explore/activitychange\)](#)

[Refunds & Cancellation \(/explore/activitychange\)](#)

[Corporate Giving \(/explore/corporate-giving\)](#)

[BBMR Mobile App \(/explore/mobile-app\)](#)

[Get Text Alerts \(/explore/sms-alerts\)](#)

[Corporate & Group Sales \(/deals/groups\)](#)

## QUICK LINKS

[Activity Waiver Release \(https://my.1risk.net/1waiverKiosk2/sign?](https://my.1risk.net/1waiverKiosk2/sign?)

<a=aHR0cHM6Ly9teS4xcmlzay5uZXQvYmVhcm10YXBpfDI4ZWYwMjRhYWM4MDQ4OGM4ZTIxNmQ4YTtyYzAxNTQzfDc>

[Sports Shop Program \(https://www.mammothmountain.com/vouchers/summer-top-shop-program\)](https://www.mammothmountain.com/vouchers/summer-top-shop-program)

[Snowmaking \(/mountain-information/snowmaking\)](#)

[Safety & Conduct \(/mountain-information/safety-conduct\)](#)

[Adopt-A-Trail Program \(/mountain-information/adopt-a-trail\)](#)

[Media & Location Scouting \(/explore/media\)](#)

[Adaptive Program \(/explore/accessibility\)](#)

[Gift Cards \(/buy/gift-cards\)](#)

[FAQ \(/explore/faq\)](#)

## OUR SITES

[Alterra Mountain Company \(https://www.alterramtnco.com/\)](https://www.alterramtnco.com/)

[Ikon Pass \(https://www.ikonpass.com/en\)](https://www.ikonpass.com/en)

[Big Bear Mountain Resort \(https://www.BigBearMountainResort.com\)](https://www.BigBearMountainResort.com)

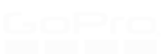
[Retail Store \(https://www.BigBearMountainResortStore.com\)](https://www.BigBearMountainResortStore.com)

[Hot Dawgz & Hand Rails \(https://www.hotdawgzandhandrails.com\)](https://www.hotdawgzandhandrails.com)

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**Big Bear Mountain Resort**

880 Summit Blvd. / PO Box 77, Big Bear Lake CA 92315  
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## **EXHIBIT D**



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A kinkajou photographed at New York State Zoo in Watertown

PHOTOGRAPH BY JOEL SARTORE, NATIONAL

<https://www.nationalgeographic.com/animals/mammals/facts/kinkajou>

## GEOGRAPHIC PHOTO ARK

## ANIMALS PHOTO ARK

# Kinkajou

**COMMON NAME:**

Kinkajou

**SCIENTIFIC NAME:** *Potos  
flavus***TYPE:** Mammals**DIET:** Omnivore**GROUP NAME:** Troop**SIZE:** Head and body: 17 to  
22 inches; tail: 16 to 22 inches**WEIGHT:** 3 to 7 pounds**SIZE RELATIVE TO A 6-  
FT MAN:****IUCN RED LIST STATUS:** ?**Least concern**

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LEAST CONCERN

EXTINCT

**CURRENT POPULATION TREND:**

Decreasing ↓

Kinkajous live in the tropical forests of Central and South America, where they spend most of their time in the trees. They are able to turn their feet backwards to run easily in either direction along branches or up and down trunks. The kinkajou also has a prehensile (gripping) tail that it uses much like another arm. Kinkajous often hang from this incredible tail, which also aids their balance and serves as a cozy blanket while the animal sleeps high in the canopy.

Though many of its features and traits sound like those of a primate, the kinkajou is actually related to the raccoon.

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## Diet

Kinkajous are sometimes called honey bears because they raid bees' nests. They use their long, skinny tongues to slurp honey from a hive, and also to remove insects like termites from their nests. Kinkajous also eat fruit and small mammals, which they snare with their nimble front paws and sharp claws. They roam and eat at night, and return each morning to sleep in previously used tree holes.



## Social Behavior

Kinkajous form treetop groups and share social interactions such as reciprocal grooming. They are vocal animals—though seldom seen, they are often heard screeching and barking in the tropical forest canopy.

## Reproduction

Female kinkajous give birth to one offspring in spring or summer. The baby is born with its eyes shut and cannot see for a month. It develops quickly, however, and by the end of the second month, it is already able to hang upside down from its tail.

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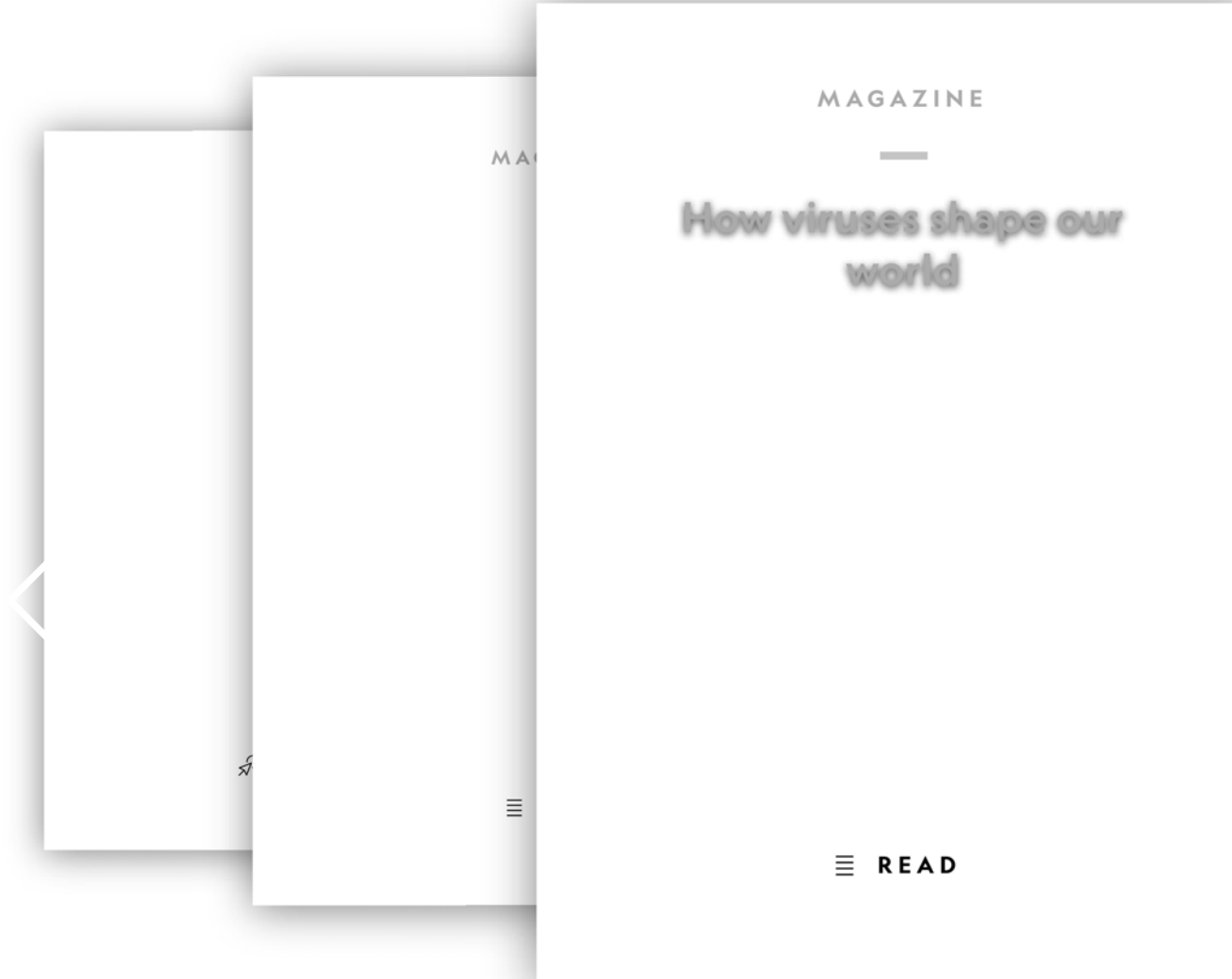
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## **EXHIBIT E**

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ted·dy bear | \ 'te-dē-, ber  \

## Definition of *teddy bear*

: a stuffed toy bear

## Examples of *teddy bear* in a Sentence

Recent Examples on the Web Apart from the \$200, the family later received a platinum album award (one sold at auction in 2015 for about \$4,500) and a *teddy bear*. — Michael Ordoña, *Los Angeles Times*, 25 Aug. 2021 Last week, a life-sized *teddy bear* walked out of Little Toyko. — *Los Angeles Times*, 13 July 2021

These example sentences are selected automatically from various online news sources to reflect current usage of the word 'teddy bear.' Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors. [Send us feedback](#).

See More  

## First Known Use of *teddy bear*

1905, in the meaning defined [above](#)

## History and Etymology for *teddy bear*

*Teddy*, nickname of Theodore Roosevelt; from a cartoon depicting the president sparing the life of a bear cub while hunting

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Buying Guide

Our team at The Usage has selected the [best toys for newborns of 2021](#).

## Learn More About *teddy bear*

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Time Traveler for *teddy bear*



## The first known use of *teddy bear* was in 1905

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## Dictionary Entries Near *teddy bear*

[teddy](#)

[teddy bear](#)

[teddy boy](#)

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## Statistics for *teddy bear*

Last Updated

14 Sep 2021

Look-up Popularity

Top 14% of words

Cite this Entry

“Teddy bear.” *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/teddy%20bear>. Accessed 22 Sep. 2021.

**Style:** MLA

MLA  Chicago  APA  Merriam-Webster 

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More Definitions for *teddy bear*

teddy bear

noun




## English Language Learners Definition of *teddy bear*

: a soft toy bear

See the full definition for *teddy bear* in the [English Language Learners Dictionary](#).

teddy bear

noun

ted·dy bear | \ 'te-dē-  \

## Kids Definition of *teddy bear*

: a stuffed toy bear

More from Merriam-Webster on *teddy bear*

English: [Translation of \*teddy bear\* for Spanish Speakers](#)

Britannica.com: [Encyclopedia article about \*teddy bear\*](#)

WORD OF THE DAY

inchoate 

## **EXHIBIT F**



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A sun bear photographed at Miller Park Zoo in Bloomington, Illinois

PHOTOGRAPH BY JOEL SARTORE. NATIONAL

<https://www.nationalgeographic.com/animals/mammals/facts/sun-bear>

## ANIMALS PHOTO ARK

# Sun Bear



**COMMON NAME:** Sun Bear

**SCIENTIFIC NAME:**  
*Helarctos malayanus*

**TYPE:** Mammals

**DIET:** Omnivore

**AVERAGE LIFE SPAN IN THE WILD:** Up to 25 years

**SIZE:** 4 to 5 feet long

**WEIGHT:** 60 to 150 pounds

**SIZE RELATIVE TO A 6-FT MAN:**



**IUCN RED LIST STATUS:** ?

**Vulnerable**



LEAST CONCERN

EXTINCT

**CURRENT POPULATION TREND:**

Decreasing ↓

The reclusive sun bear, smallest member of the bear family, lives an insular life in the dense lowland forests of Southeast Asia.

## Characteristics

Found from southern China to eastern India and as far south as Indonesia, sun bears, also called Malayan sun bears, take their name from the bib-shaped golden or white patch on their chest, which legend says represents the rising sun. They have a stocky, muscular build, small ears, and a short muzzle, which has earned them the nickname “dog bear.” Their sleek, black coat is short to avoid overheating in the tropical weather but thick and coarse to provide protection from twigs, branches, and rain.

### ADVERTISEMENT

Sun bears grow to only about half the size of an American black bear. Males, slightly larger than females, are about 5 feet in length and weigh up to 150 pounds, a stature which suits their arboreal lifestyle and allows them to move easily through the trees. They have even been observed making sleeping platforms high above the ground out of branches and leaves.

## Diet and Feeding

Ironically, sun bears are nocturnal. They lumber through the forests by night, snacking on fruits, berries, roots, insects, small birds, lizards, and rodents. They have an excellent sense of smell and extremely long claws, exceeding four inches in length, which they use to rip open trees and termite nests. They also have an almost comically long tongue for extracting honey from bee nests, giving them their other nickname, “honey bear.”

## Reproduction

Little is known about the social life of these bears, but there is some evidence that suggests they may be monogamous. Mother bears, called sows, make ground nests and give birth to one or two blind, helpless babies that weigh about 11 ounces. Mothers have actually been observed cradling a cub in their arms while walking on their hind legs, a rare trait among bears. Cubs can move about after two months and are weaned by four months, but they remain with their mothers for two years or more.

## Conservation

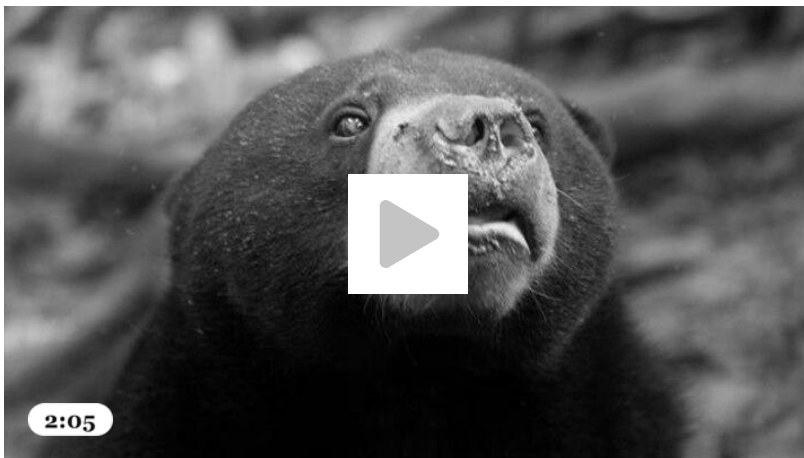
Because of their remote habitat and shy personality, gathering conservation data on sun bears is difficult, but scientists fear the worst



DEATH IS DIFFICULT, BUT SCIENTISTS FEEL THE WORST.

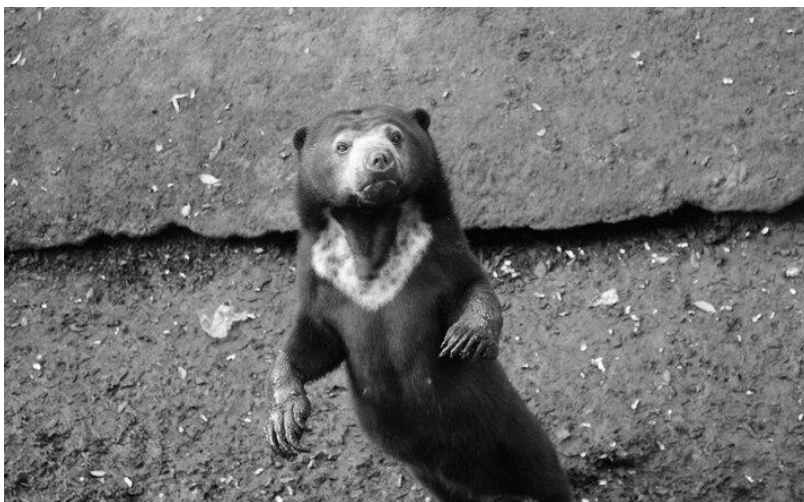
Their homelands are being lost rapidly to deforestation, poachers hunt them mercilessly for body parts and fur, and some farmers kill them on site because they often eat crops such as oil palm, coconuts, and bananas. Adult females are also frequently killed so their cubs can be taken and raised as pets.

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## **WATCH: PROTECTING THE SUN BEARS OF BORNEO**

See how the small sun bear, native to southeast Asia, is struggling to survive amid deforestation and poaching.





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## ANIMALS