

ESTTA Tracking number: **ESTTA252501**

Filing date: **12/03/2008**

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

**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

|                                       |  |
|---------------------------------------|--|
| Name                                  | PGA Tour, Inc.   |
| Granted to Date of previous extension | 12/03/2008   |
| Address                               | 112 PGA Tour Boulevard<br>Ponte Vedra Beach, FL 32082<br>UNITED STATES |

|                      |   |
|----------------------|---|
| Attorney information | Mark D. Passler<br>Akerman Senterfitt<br>222 Lakeview Avenue, 4th Floor<br>West Palm Beach, FL 33401<br>UNITED STATES<br>kendra.waterman@akerman.com, mark.passler@akerman.com Phone:(561) 653-5000 |
|----------------------|---|

**Applicant Information**

|                        |  |                        |            |
|------------------------|--|------------------------|------------|
| Application No         | 77428330   | Publication date       | 08/05/2008 |
| Opposition Filing Date | 12/03/2008   | Opposition Period Ends | 12/03/2008 |
| Applicant              | TPC Operations, LLC<br>Suite 173 207 W. Los Angeles<br>Moorpark, CA 93021<br>UNITED STATES |                        |            |

**Goods/Services Affected by Opposition**


|   |
|---|
| Class 016.<br>All goods and services in the class are opposed, namely: Magazine in the field of finance, financial planning, sports and lifestyle |
|---|

**Grounds for Opposition**

|                                      |                            |
|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
|--------------------------------------|----------------------------|

**Marks Cited by Opposer as Basis for Opposition**

|                       |             |                       |            |
|-----------------------|-------------|-----------------------|------------|
| U.S. Registration No. | 3403532     | Application Date      | 07/20/2006 |
| Registration Date     | 03/25/2008  | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS |                       |            |

|                     |   |  |  |
|---------------------|---|--|--|
| Design Mark         |   |  |  |
| Description of Mark | NONE  |  |  |
| Goods/Services      | Class 028. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 Sporting goods, namely, golf clubs, golf bags, golf gloves, golf bag tags, golf club headcovers, golf balls, golf ball markers and small golfer's utensils used for repairing turf damage during play |  |  |

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 3270003    | Application Date      | 10/20/2005 |
| Registration Date     | 07/24/2007 | Foreign Priority Date | NONE       |

|           |             |
|-----------|-------------|
| Word Mark | THE PLAYERS |
|-----------|-------------|

|             |   |  |  |
|-------------|---|--|--|
| Design Mark |  |  |  |
|-------------|---|--|--|

|                     |      |  |  |
|---------------------|------|--|--|
| Description of Mark | NONE |  |  |
|---------------------|------|--|--|

|                |  |  |  |
|----------------|--|--|--|
| Goods/Services | Class 041. First use: First Use: 2007/01/02 First Use In Commerce: 2007/01/02 Entertainment services in the nature of conducting professional golf tournaments |  |  |
|----------------|--|--|--|


|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 3419026    | Application Date      | 10/10/2006 |
| Registration Date     | 04/29/2008 | Foreign Priority Date | NONE       |


|           |             |
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| Word Mark | THE PLAYERS |
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|-------------|--|--|--|
| Design Mark |  |  |  |
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|                     |      |  |  |
|---------------------|------|--|--|
| Description of Mark | NONE |  |  |
|---------------------|------|--|--|

|                |   |  |  |
|----------------|---|--|--|
| Goods/Services | Class 021. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01 |  |  |
|----------------|---|--|--|

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
|                       | small domestic containers, namely, beverage glassware  |                       |            |
| U.S. Registration No. | 3298622  | Application Date      | 10/10/2006 |
| Registration Date     | 09/25/2007   | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS  |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 018. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01<br>golf umbrellas, athletic bags, totebags, briefcases, luggage tags, credit card cases, wallets |                       |            |

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 3298621   | Application Date      | 10/10/2006 |
| Registration Date     | 09/25/2007  | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS   |                       |            |
| Design Mark           |     |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | Class 024. First use: First Use: 2007/05/01 First Use In Commerce: 2007/05/01<br>TOWELS |                       |            |


|                       |             |                       |            |
|-----------------------|-------------|-----------------------|------------|
| U.S. Registration No. | 2748361     | Application Date      | 11/14/2001 |
| Registration Date     | 08/05/2003  | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS |                       |            |

|                     |  |  |  |
|---------------------|--|--|--|
| Design Mark         | <b>THE PLAYERS</b>   |  |  |
| Description of Mark | NONE   |  |  |
| Goods/Services      | Class 041. First use: First Use: 2003/01/01 First Use In Commerce: 2003/01/01 Organizing and arranging professional golf tournaments |  |  |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 1284645  | Application Date      | 10/28/1981 |
| Registration Date     | 07/03/1984   | Foreign Priority Date | NONE       |
| Word Mark             | TOURNAMENT PLAYERS CLUB  |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 041. First use: First Use: 1980/10/10 First Use In Commerce: 1980/10/10 Entertainment and Educational Services-Namely, Providing Golf Course and Golf Club Facilities, Support Services for Golf Tournaments and Instruction in Design and Construction of Facilities for Golf Tournaments |                       |            |

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 1241244   | Application Date      | 10/28/1981 |
| Registration Date     | 06/07/1983  | Foreign Priority Date | NONE       |
| Word Mark             | TOURNAMENT PLAYERS CLUB   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | Class 025. First use: First Use: 1980/10/11 First Use In Commerce: 1980/11/12 Men's and Women's Athletic and Casual Clothing-Namely, Shirts, Sweaters, Jackets, Trousers, Neckties and Headwear |                       |            |

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|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 2877023   | Application Date      | 08/13/2002 |
| Registration Date     | 08/24/2004  | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS CHAMPIONSHIP  |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | Class 018. First use: First Use: 1987/12/31 First Use In Commerce: 1987/12/31 All purpose athletic bags, toiletry cases sold empty, luggage, attachÃ© cases, tote bags, umbrellas, briefcases, business card cases, luggage tags, wallets, credit card cases, key cases, all purpose sports bags, backpacks, briefcase-type portfolios, garment bags for travel, handbags, purses |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 1889932  | Application Date      | 09/14/1993 |
| Registration Date     | 04/18/1995   | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS CHAMPIONSHIP   |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 024. First use: First Use: 1987/12/00 First Use In Commerce: 1987/12/00<br>golf towels<br>Class 028. First use: First Use: 1987/12/00 First Use In Commerce: 1987/12/00<br>sporting goods, namely golf club headcovers, golf bag tags, golf ball markers<br>and golf balls |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 1865762  | Application Date      | 09/14/1993 |
| Registration Date     | 12/06/1994   | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS CHAMPIONSHIP   |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 016. First use: First Use: 1987/12/00 First Use In Commerce: 1987/12/00<br>paper and paper articles and printed matter; namely, brochures about golf and<br>booklets, including programs, media guides and pairing sheets in relation to<br>golfing and to organizing and conducting professional golf tournaments |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 1886083  | Application Date      | 09/14/1993 |
| Registration Date     | 03/28/1995   | Foreign Priority Date | NONE       |
| Word Mark             | THE PLAYERS CHAMPIONSHIP   |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |

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