

ESTTA Tracking number: **ESTTA516931**

Filing date: **01/18/2013**

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	Mothers Against Drunk Driving		
Entity	Non-profit corporation	Citizenship	District of Columbia
Address	511 East John Carpenter Freeway Suite 700 Irving, TX 75062 UNITED STATES		

Correspondence information	Craig C. Carpenter Thompson & Knight LLP 1722 Routh Street Suite 1500 Dallas, TX 75201 UNITED STATES usptodallas@tklaw.com		
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Applicant Information

Application No	85638388	Publication date	12/25/2012
Opposition Filing Date	01/18/2013	Opposition Period Ends	01/24/2013
Applicant	E11even, LLC 4 Batchelder Road Windsor, CT 06095 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: electronic games, namely, downloaded computer and video game programs
Class 028. All goods and services in the class are opposed, namely: board games

Grounds for Opposition


False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	1250706	Application Date	02/26/1982
Registration Date	09/06/1983	Foreign Priority Date	NONE

Word Mark	MADD
Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1980/09/05 First Use In Commerce: 1980/09/05 Association Services-Namely, Promoting the Interests of Individuals Opposed to Drunk Driving

U.S. Registration No.	1558546	Application Date	09/01/1988
Registration Date	09/26/1989	Foreign Priority Date	NONE

Word Mark	MADD
Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1984/00/00 First Use In Commerce: 1984/00/00 ASSOCIATION SERVICES - NAMELY, PROMOTING THE INTERESTS OF INDIVIDUALS OPPOSED TO DRUNK DRIVING

U.S. Registration No.	1628711	Application Date	05/05/1989
Registration Date	12/18/1990	Foreign Priority Date	NONE

Word Mark	VICTIM IMPACT PANELS MADD
Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1989/03/01 First Use In Commerce: 1989/03/01 ASSOCIATION SERVICES - NAMELY, PROMOTING THE INTERESTS OF INDIVIDUALS OPPOSED TO DRUNK DRIVING

U.S. Registration No.	1645240	Application Date	07/27/1990
Registration Date	05/21/1991	Foreign Priority Date	NONE
Word Mark	MADVOCATE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 016. First use: First Use: 1988/04/30 First Use In Commerce: 1988/04/30 magazines devoted to victims of drunk driving accidents and their advocates

U.S. Registration No.	1688513	Application Date	03/29/1990
Registration Date	05/19/1992	Foreign Priority Date	NONE

Word Mark	I'M A MADD DAD
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 042. First use: First Use: 1990/04/00 First Use In Commerce: 1990/04/00 association services; namely, promoting the interests of individuals opposed to drunk driving
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U.S. Registration No.	1793976	Application Date	07/08/1992
Registration Date	09/21/1993	Foreign Priority Date	NONE

Word Mark	SKADD
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 042. First use: First Use: 1992/01/01 First Use In Commerce: 1992/01/01 association services; namely, promoting the interests of individuals opposed to drunk driving and supporting victims of drunk driving
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U.S. Registration	1998125	Application Date	06/15/1995
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No.			
Registration Date	09/03/1996	Foreign Priority Date	NONE
Word Mark	MADD VICTIM SERVICES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1994/10/24 First Use In Commerce: 1994/10/24 association services, namely supporting victims of drunk driving		

U.S. Registration No.	2187624	Application Date	07/21/1997
Registration Date	09/08/1998	Foreign Priority Date	NONE
Word Mark	MADD DASH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1989/11/01 First Use In Commerce: 1989/11/01 charitable fund raising services, namely, conducting foot races to raise money for activities designed to promote the interests of persons opposed to drunk driving and to support victims of drunk driving		

U.S. Registration No.	2730301	Application Date	10/08/2001
Registration Date	06/24/2003	Foreign Priority Date	NONE
Word Mark	MADD ACTIVISM VICTIM SERVICES EDUCATION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2002/06/03 First Use In Commerce: 2002/07/01 association services, namely promoting the interests of persons opposed to drunk driving and supporting victims of drunk driving		

U.S. Registration No.	2781780	Application Date	01/21/2003
Registration Date	11/11/2003	Foreign Priority Date	NONE
Word Mark	MADD MEDIA AWARDS		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2002/12/18 First Use In Commerce: 2002/12/18 providing recognition and incentives by way of awards to recognize media professionals and organizations for outstanding coverage and advancement of issues related to drunk driving, underage drinking and support for victims of violent crime

U.S. Registration No.	3090158	Application Date	05/23/2005
Registration Date	05/09/2006	Foreign Priority Date	NONE
Word Mark	MADD YOUTH IN ACTION		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/09/01 First Use In Commerce: 2001/09/01 association services, namely youth programs partnering young people with adult activists and law enforcement officials to promote the interests of persons opposed to underage drinking		

U.S. Registration No.	3133576	Application Date	11/17/2004
Registration Date	08/22/2006	Foreign Priority Date	NONE
Word Mark	UMADD		

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