

ESTTA Tracking number: **ESTTA838879**

Filing date: **08/10/2017**

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	Guess? IP Holder L.P.		
Entity	limited partnership	Citizenship	Delaware
Address	1444 South Alameda Street Los Angeles, CA 90021 UNITED STATES		

Attorney information	Michael J. MacDermott Lewis Roca Rothgerber Christie LLP P.O. Box 29001 Glendale, CA 91209-9001 UNITED STATES Email: pto@lrrc.com Phone: 626-795-9900
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### Applicant Information

Application No	87356550	Publication date	07/11/2017
Opposition Filing Date	08/10/2017	Opposition Period Ends	08/10/2017
Applicant	Sacks, Casey 3266 E Via Montiano Ave Clovis, CA 93619 UNITED STATES		

### Goods/Services Affected by Opposition

Class 025. First Use: 2016/09/29 First Use In Commerce: 2016/10/07  
All goods and services in the class are opposed, namely: Maternity clothing, namely, shirts, pants, shorts, t-shirts, graphic t-shirts, tank tops, sweaters

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)

### Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	2370424	Application Date	02/22/1999
Registration Date	07/25/2000	Foreign Priority Date	NONE
Word Mark	GUESS		

Design Mark	<b>GUESS</b>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1999/03/12 First Use In Commerce: 1999/03/12 ON-LINE RETAIL STORE SERVICES, IN THE FIELD OF CLOTHING AND ACCESSORIES RENDERED THROUGH A GLOBAL COMPUTER NETWORK

U.S. Registration No.	1433022	Application Date	06/27/1986
Registration Date	03/17/1987	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 MEN'S, WOMEN'S AND CHILDREN'S CLOTHING - NAMELY, JEANS, SUITS, COATS, JACKETS, SHIRTS, BLOUSES, VESTS, DRESSES, SKIRTS, SHORTS, JUMPSUITS, OVERALLS, SWEATSHIRTS, T-SHIRTS, SWEATERS, TROUSERS, [STOCKINGS,] SOCKS [AND TIGHTS]		


U.S. Registration No.	2077475	Application Date	07/19/1996
Registration Date	07/08/1997	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 1984/09/18 First Use In Commerce: 1984/09/18 watches; clocks; jewelry; cuff-links; tie clips		


U.S. Registration No.	4210798	Application Date	01/12/2011
Registration Date	09/18/2012	Foreign Priority Date	NONE
Word Mark	GUESS		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1984/00/00 First Use In Commerce: 1984/00/00 DECORATIVE AND PROTECTIVE COVERS AND CASES FOR PORTABLE ELECTRONIC DEVICES, NAMELY, PERSONAL ELECTRONIC DEVICES, CELL PHONES, MOBILE PHONES, TELEPHONES, COMPUTERS, LAPTOP COMPUTERS, TABLET COMPUTERS, NOTEBOOK COMPUTERS, MP3 PLAYERS, PORTABLE MUSIC PLAYERS, PERSONAL DIGITAL ASSISTANTS, ELECTRONIC READING DEVICES, DIGITAL CAMERAS, AND CAMERAS; EYEWEAR

U.S. Registration No.	1765883	Application Date	03/25/1991
Registration Date	04/20/1993	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1988/10/09 First Use In Commerce: 1988/10/09 backpacks, briefcases, tote bags, book bags, travel bags, duffel bags and cloth-shopping bags Class 025. First use: First Use: 1981/11/00 First Use In Commerce: 1981/11/00 apparel Class 042. First use: First Use: 1989/08/01 First Use In Commerce: 1989/08/01 retail store services specializing in the sale of apparel and accessories		

U.S. Registration No.	1299580	Application Date	09/30/1982
Registration Date	10/09/1984	Foreign Priority Date	NONE
Word Mark	GUESS?		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 024. First use: First Use: 1982/09/25 First Use In Commerce: 1982/09/25 Towels Class 025. First use: First Use: 1981/11/00 First Use In Commerce: 1981/11/00 Men's, and Women's Pants, Jumpsuits, Jackets, Vests, Shirts and Shorts; Women's Blouses, Skirts and Dresses; Boy's and Girl's Pants, Jumpsuits, Vests, Jackets and Shirts; and Girl's Blouses and Dresses		
U.S. Registration No.	1271896	Application Date	06/14/1982
Registration Date	03/27/1984	Foreign Priority Date	NONE
Word Mark	GUESS ?		

Design Mark	
Description of Mark	The mark consists of the term Guess ? inscribed within an inverted triangle.
Goods/Services	Class 025. First use: First Use: 1981/11/00 First Use In Commerce: 1981/11/00 MEN'S AND WOMEN'S PANTS AND JUMPSUITS, AND WOMEN'S BLOUSES, SKIRTS, SHORTS, VESTS, JACKETS AND DRESSES

Attachments	75645430#TMSN.png( bytes ) 85216171#TMSN.png( bytes ) 73396208#TMSN.png( bytes ) 73369608#TMSN.png( bytes ) Notice of Opposition.pdf(1407950 bytes )
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Signature	/Michael J. MacDermott/
Name	Michael J. MacDermott
Date	08/10/2017

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