

ESTTA Tracking number: **ESTTA876142**

Filing date: **02/08/2018**

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 parties oppose registration of the indicated application.

**Opposers Information**

Name	Mascotte Holdings, Inc.		
Entity	Corporation	Citizenship	California
Address	c/o Pryor Cashman LLP 7 Times Square New York, NY 10036 UNITED STATES		

Name	Kanye West		
Entity	Individual	Citizenship	UNITED STATES
Address	c/o Pryor Cashman LLP 7 Times Square New York, NY 10036 UNITED STATES		

Attorney information	Brad D. Rose Pryor Cashman LLP 7 Times Square New York, NY 10036 UNITED STATES Email: brose@pryorcashman.com, dfinguerre-ducharme@pryorcashman.com, tmdocketing@pryorcashman.com, rklarberg@pryorcashman.com, halaxis@pryorcashman.com Phone: (212) 421-4100		
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**Applicant Information**

Application No	87557963	Publication date	01/09/2018
Opposition Filing Date	02/08/2018	Opposition Period Ends	02/08/2018
Applicant	Haite Photoelectric Co., Ltd. Room A108, No.47, YongAn Road SCI.& TECH. Park, Changping District Beijing, 102200 CHINA		


**Goods/Services Affected by Opposition**


Class 009. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Cabinets for loudspeakers; Camcorders; Electric door bells; Electric and electronic video surveillance installations; Electrical and electronic burglar alarms; Microphones; Portable media players; Protection masks; Rechargeable batteries; Telematics apparatus, namely, wireless Internet devices which provide telematic services and have a cellular phone function

## Grounds for Opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	5125895	Application Date	08/06/2013
Registration Date	01/17/2017	Foreign Priority Date	NONE
Word Mark	YEEZY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2015/02/00 First Use In Commerce: 2015/02/00 Clothing, namely, footwear, shoes, sneakers		

U.S. Registration No.	5227726	Application Date	11/15/2016
Registration Date	06/20/2017	Foreign Priority Date	NONE
Word Mark	YZY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2015/02/14 First Use In Commerce: 2015/02/14 Footwear		

U.S. Application No.	86636729	Application Date	05/20/2015
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	YEEZI
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Musical sound recordings; audio-visual recordings, namely, compact discs, phonograph records, DVDs, laser discs and MP3s, all featuring music; downloadable musical sound recordings; downloadable video recordings featuring music; downloadable electronic publications in the nature of books, booklets, magazines, journals, manuals, brochures, leaflets, pamphlets and newsletters, all in the field of music, entertainment, television, film, the arts, fashion, lifestyles, culture, social issues and politics; decorative magnets; refrigerator magnets; novelty magnets; mouse pads; compact disc cases and sleeves; fitted cases for storage and transportation, namely, cases for compact discs, and hand held electronic and mobile devices in the nature of telephones, media players and recorders, cameras, tablet computers and cellular phones; protective covers and cases for cell phones, laptops and portable media players; eyewear; sunglasses; cases and pouches for eyewear and sunglasses; downloadable music, ring tones, master ring tones, ringback tones, graphics, and electronic games via the Internet and wireless devices; downloadable wireless entertainment, namely, ring tones, master ring tones, ringback tones, screen savers and images, and wallpaper; computer game cartridges, discs, programs and software; video game cartridges, video game discs, video game software, and video game programs; interactive multimedia computer game program; interactive video game programs; interactive audio game discs containing action games and role playing games; interactive video games of virtual reality comprising computer hardware and video games software; virtual reality game software; multi-media software recorded on CD-ROM featuring music, entertainment, and games</p>

Attachments	86981009#TMSN.png( bytes ) 87237690#TMSN.png( bytes ) 86636729#TMSN.png( bytes ) Notice of Opposition - YEEZEE - 2.8.18.pdf(2955315 bytes )
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Signature	/Brad D. Rose/
Name	Brad D. Rose
Date	02/08/2018

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

In the Matter of Trademark Application Serial No. 87/557,963

Mark: YEEZEE *with design*

Filed: August 7, 2017

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MASCOTTE HOLDINGS, INC.	:	
and KANYE WEST,	:	
	:	Opposition No.
Opposers,	:	
	:	<u>NOTICE OF OPPOSITION</u>
v.	:	
	:	
HAITE PHOTOELECTRIC CO., LTD.	:	
	:	
Applicant.	:	
	X	

Opposers Mascotte Holdings, Inc. and Kanye West (collectively, “Opposers”) believe that they will be damaged by the registration of the YEEZEE *with design* mark shown in Application Serial No. 87/557,963 (the “Application”) and hereby oppose the same. The grounds for Opposition are as follows:

1. Opposer Mascotte Holdings, Inc. is a corporation organized under the laws of the State of California, with its principal place of business at c/o Pryor Cashman LLP, 7 Times Square, New York, NY 10036.
2. Opposer Kanye West (“West”) is an individual and United States citizen. West is an internationally renowned Grammy® Award-winning musical artist, performer, media company owner, songwriter, producer, film director and fashion designer.
3. West first rose to fame as a producer for Roc-A-Fella Records, where he achieved recognition in 2001 for his work on Jay Z’s album *The Blueprint*, as well as on hit singles for musical artists including Alicia Keys, Ludacris and Janet Jackson. To date, West has released

seven full-length studio albums, has sold over 32 million albums and over 100 million digital songs, making him one of the best-selling artists of all-time.

4. West has adorned the cover of hundreds of magazines, including, but not limited to, *Vogue*, *GQ*, *Time* and *Rolling Stone* magazines. *Time* has ranked West on its list of the 100 Most Influential People in 2015, and *Forbes* identified him on its annual Celebrity 100 list in 2015. MTV also honored West with the 2015 Michael Jackson Video Vanguard Award, honoring “his career-spanning groundbreaking videos, legendary VMA performances, and continued impact on music, art, fashion, and culture.”

5. West’s recognition expands well beyond the world of music -- West sets trends for everything he touches. He has launched his own clothing lines, designed products with major athletic apparel companies, including Adidas, and even designed high-end shoe lines for Louis Vuitton and Giuseppe Zanotti.

6. Labeled as one of the most acclaimed rappers of the 21st century, West’s massive following knows West as “YEEZY,” a pseudonym that West adopted in 2009. Alternative spellings of YEEZY are YZY and YEEZI. The YEEZY and YZY marks function as source identifying trademarks for goods and services emanating from Opposers.

7. Opposers offer for sale and sell various merchandise under the YEEZY and YZY marks including clothing, sneakers and entertainment related products.

8. Opposers unveiled new lines of clothing and sneakers bearing the YEEZY and YZY marks at three separate shows during New York Fashion Week. Titans in both the music and fashion industries attended these shows, which were broadcast live around the world, including Opposers’ “YEEZY Season 3” show in 2016.

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