

ESTTA Tracking number: **ESTTA1086176**

Filing date: **10/02/2020**

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	Beyond Meat, Inc.
Granted to Date of previous extension	10/04/2020
Address	1325 E. EL SEGUNDO BLVD EL SEGUNDO, CA 90245 UNITED STATES
Attorney information	KRISTIN S. CORNUELLE ORRICK, HERRINGTON & SUTCLIFFE LLP 2050 MAIN STREET, SUITE 1100 IRVINE, CA 92614 UNITED STATES Primary Email: ipprosecution@orrick.com Secondary Email(s): kcornuelle@orrick.com, mweddington@orrick.com 5039434828
Docket Number	26074.2004

### Applicant Information

Application No.	88702164	Publication date	04/07/2020
Opposition Filing Date	10/02/2020	Opposition Period Ends	10/04/2020
Applicant	Halal EB LLC 2034 GREEN ACRES RD S VALLEY STREAM, NY 11581 UNITED STATES		

### Goods/Services Affected by Opposition

Class 043. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Restaurant; Restaurant and catering services; Restaurant services; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurants featuring home delivery; Fast casual restaurants; Fast-food restaurant services; Take-out restaurant services

### 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.	4314689	Application Date	04/24/2012
Registration Date	04/02/2013	Foreign Priority Date	NONE
Word Mark	BEYOND MEAT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2012/05/29 First Use In Commerce: 2012/05/29 Meat substitutes; vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	4654351	Application Date	02/24/2014
Registration Date	12/09/2014	Foreign Priority Date	NONE
Word Mark	BEYOND CHICKEN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2014/08/19 First Use In Commerce: 2014/08/19 Meat substitutes; vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	4654352	Application Date	02/24/2014
Registration Date	12/09/2014	Foreign Priority Date	NONE
Word Mark	BEYOND BEEF		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2014/08/19 First Use In Commerce: 2014/08/19 Meat substitutes; vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	5101972	Application Date	02/24/2016
Registration Date	12/13/2016	Foreign Priority Date	NONE
Word Mark	THE BEYOND BURGER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2016/05/23 First Use In Commerce: 2016/05/23 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	5499242	Application Date	05/24/2017
Registration Date	06/19/2018	Foreign Priority Date	NONE
Word Mark	THE FUTURE OF PROTEIN BEYOND MEAT		

Design Mark	
Description of Mark	The mark consists of the words "THE FUTURE OF PROTEIN" directly above of a line of dots which is directly above the word "BEYOND" with an image of a fork tines pointing upwards inside the "O" of "BEYOND" with the word "MEAT" and 10 dots on each side of "MEAT" below and centered of "BEYOND", all of which is contained within a geometric shape representing a sales tag.
Goods/Services	Class 029. First use: First Use: 2016/05/23 First Use In Commerce: 2016/05/25 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes

U.S. Registration No.	5504568	Application Date	06/07/2017
Registration Date	06/26/2018	Foreign Priority Date	NONE
Word Mark	BEYOND SAUSAGE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2017/12/18 First Use In Commerce: 2017/12/18 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	5910554	Application Date	03/19/2019
Registration Date	11/12/2019	Foreign Priority Date	NONE
Word Mark	BEYOND BURGER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2019/02/00 First Use In Commerce: 2019/02/00 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	6071089	Application Date	08/26/2019
Registration Date	06/02/2020	Foreign Priority Date	NONE
Word Mark	BEYOND FRIED CHICKEN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2019/08/26 First Use In Commerce: 2019/08/26 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Registration No.	6059295	Application Date	04/30/2018
Registration Date	05/19/2020	Foreign Priority Date	NONE
Word Mark	BEYOND BREAKFAST SAUSAGE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 029. First use: First Use: 2019/07/00 First Use In Commerce: 2020/03/11 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes

U.S. Registration No.	5928278	Application Date	10/22/2018
Registration Date	12/03/2019	Foreign Priority Date	NONE
Word Mark	GO BEYOND		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2016/00/00 First Use In Commerce: 2019/02/00 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Application No.	88571277	Application Date	08/08/2019
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND BONELESS WINGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Application No.	87512291	Application Date	06/30/2017
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND TURKEY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Application No.	87512293	Application Date	06/30/2017
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND PORK		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes

U.S. Application No.	87512298	Application Date	06/30/2017
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND HAM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Application No.	87512304	Application Date	06/30/2017
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND CRAB		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Application No.	87512309	Application Date	06/30/2017
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND FISH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0 Meat substitutes; vegan and vegetarian meat products; plant-based meat substitutes		

U.S. Application No.	87512310	Application Date	06/30/2017
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BEYOND SHRIMP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 0 First Use In Commerce: 0		

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