

ESTTA Tracking number: **ESTTA1103635**

Filing date: **12/22/2020**

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	Google LLC
Granted to Date of previous extension	12/27/2020
Address	1600 AMPHITHEATRE PARKWAY MOUNTAIN VIEW, CA 94043 UNITED STATES
Attorney information	DORI ANN HANSWIRTH ARNOLD & PORTER KAYE SCHOLER LLP 250 WEST 55TH STREET NEW YORK, NY 10019-9710 UNITED STATES Primary Email: trademarkdocketing@arnoldporter.com Secondary Email(s): dori.hanswirth@arnoldporter.com , palak.mayani@arnoldporter.com , jennifer.worksman@arnoldporter.com 212-836-8000
Docket Number	0026064-0088

Applicant Information

Application No.	88814241	Publication date	06/30/2020
Opposition Filing Date	12/22/2020	Opposition Period Ends	12/27/2020
Applicant	pixelRo Co., Ltd. A-724, 40, IMI-RO, UIWANG-SI GYEONGGI-DO, 16006 REPUBLIC OF KOREA		

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: Clear protective covers specially adapted for personal electronic devices, namely, cell phones and smart phones; Protective cases for cell phones; Protective cases for smartphones; Protective films adapted for computer screens; Protective films adapted for smartphones; Protective covers and cases for cell phones; Anti-glare filters for televisions and computer monitors

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.	5091394	Application Date	02/21/2013
Registration Date	11/29/2016	Foreign Priority Date	10/12/2012
Word Mark	PIXEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2015/12/08 First Use In Commerce: 2015/12/08 Computers; laptop computers; tablet computers; mobile phones Class 042. First use: First Use: 2015/12/08 First Use In Commerce: 2015/12/08 Technical support services, namely, troubleshooting in the nature of diagnosing-computer hardware		

U.S. Registration No.	6190279	Application Date	10/12/2017
Registration Date	11/03/2020	Foreign Priority Date	NONE
Word Mark	PIXEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2015/12/08 First Use In Commerce: 2015/12/08 Computer hardware; computers; tablet computers; smartphones; mobile phones; electronic devices for browsing computers and the Internet, providing access to theInternet, viewing information on globalcomputer networks, voice command and recognition, speech-to-text conversion, personal information management, voice anddata transmission, and hands-free use and remote control of electronic devices;multifunctional electronic devices for voice and data transmission; handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, and audio files; wireless communication devicesfor voice, data and image transmission including voice, text and picture messaging, video and still image camera; wireless communication device for providing real-time translation, for browsing the internet, for transmitting voice and data, for providing and managing personal information, and for providing hands-free use and control of computers, tablets, phones, and PDAs; earbuds; earphones; headphones; microphones; power adapters, battery chargers, electric charging cables, and cases specifically adapted for andused for charging earbuds, earphones, and headphones; cushions, pads, cases, covers, and protective covers specially adapted for mobile phones, smartphones, and electronic devices; computer peripherals, namely, hands-free devices, headsets, keyboards, chargers, batteries, power adapters, styluses and cables, all for use with computers, tablets, mobile phones, and smartphones		

U.S. Registration No.	5596276	Application Date	10/03/2016
Registration Date	10/30/2018	Foreign Priority Date	NONE
Word Mark	G PIXEL		
Design Mark			

Description of Mark	The mark consists of a stylized letter "G" in the colors red, yellow, green and blue and the word "PIXEL" below in grey. The color white shown in the mark is background only and is not claimed as a feature of the mark.
Goods/Services	Class 009. First use: First Use: 2016/10/04 First Use In Commerce: 2016/10/04 Cases and protective covers for mobile phones and smartphones; computer hardware; computers; entertainment devices, namely, digital media streaming devices; computer peripherals, namely, hands-free devices, headsets, headphones, chargers, batteries, power adapters, and cables

U.S. Registration No.	6164461	Application Date	10/03/2017
Registration Date	09/29/2020	Foreign Priority Date	07/04/2017
Word Mark	PIXELBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2017/10/04 First Use In Commerce: 2017/10/04 Computer hardware; computers; laptop computers; tablet computers; computer peripherals, namely, battery chargers, power adapters, and power cables; computer accessories, namely, protective cases, protective bumper cases, protective covers for tablet computers, computer bags, protective sleeves for laptop computers, and screen protectors comprised of tempered glass and plastic adapted for use with portable electronic devices		

U.S. Registration No.	5906770	Application Date	11/13/2018
Registration Date	11/12/2019	Foreign Priority Date	05/24/2018
Word Mark	GOOGLE PIXEL SLATE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2018/10/09 First Use In Commerce: 2018/10/09 Computer hardware; computers; laptop computers; tablet computers; computer peripherals, namely, keyboards, battery chargers, batteries, power adapters, and power cables; computer accessories, namely, protective cases, protective bumper cases, protective covers for tablet computers, computer bags, protective sleeves for laptop computers, and screen protectors comprised of tempered glass and plastic adapted for use with portable electronic devices; keyboard covers for computer hardware, computers, and tablet computers		

U.S. Registration No.	5906787	Application Date	11/19/2018
Registration Date	11/12/2019	Foreign Priority Date	05/24/2018
Word Mark	PIXEL SLATE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2018/10/09 First Use In Commerce: 2018/10/09 Computer hardware; computers; laptop computers; tablet computers; computer		

	peripherals, namely, keyboards, battery chargers, batteries, power adapters, and power cables; computer accessories, namely, protective cases, protective bumper cases, protective covers for tablet computers, computer bags, protective sleeves for laptop computers, and screen protectors comprised of tempered glass and plastic adapted for use with portable electronic devices; keyboard covers for computer hardware, computers, and tablet computers		
U.S. Registration No.	5537266	Application Date	10/03/2017
Registration Date	08/07/2018	Foreign Priority Date	09/11/2017
Word Mark	GOOGLE PIXEL BUDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2017/10/04 First Use In Commerce: 2017/11/00 Audio speakers; earbuds; earphones; headphones; accessory ear cushions for earbuds, earphones, and headphones; accessory ear pads for earbuds, earphones, and headphones; microphones; remote controls for controlling mobile phones and tablet computers; remote controls for mobile phones and tablet computers for controlling volume, music, phone calls, and transmitting data; apparatus for recording, transmitting, recognizing, processing, and reproduction of sound; carrying cases and protective cases featuring battery charging devices, specially adapted for use with earbuds, earphones, and headphones; battery chargers for earbuds, earphones, and headphones; electric charging cables for earphones, earbuds, headphones, and charging cases; specially adapted carrying and charging cases featuring power supply connectors and battery charging devices for charging earphones and earbuds; power adapters for earphones, earbuds, and charging case		

Attachments	PIXELRO Notice of Opposition.pdf(21490 bytes)
Signature	/Dori Ann Hanswirth/
Name	Dori Ann Hanswirth
Date	12/22/2020

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

Notice of Opposition

GOOGLE LLC,

Opposer,

v.

PIXELRO CO., LTD.,

Applicant.

Opposition No. _____

Serial No. 88814241

Mark: PIXELRO

Google LLC (“Google” or “Opposer”), a Delaware limited liability corporation with offices at 1600 Amphitheatre Parkway, Mountain View, California, 94043, believes it will be damaged by registration of the standard character word mark PIXELRO (the “PIXELRO Mark”), applied for by pixelRo Co., Ltd. (“Applicant”) for the goods in International Class 9 as shown in Application Serial No. 88814241 (the “Application”), and having been granted an extension of time to oppose up to and including December 27, 2020, hereby opposes the same.

As grounds for opposition, Google alleges that:

Opposer and Its PIXEL Marks

1. In 1998, Google introduced breakthrough technology enabling users to search and organize the vast quantities of information available on the internet. Twenty-two years later, www.google.com remains an extremely popular search engine worldwide, and Google itself has become a leading technology company offering a wide variety of products and services.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.