

ESTTA Tracking number: **ESTTA1116417**

Filing date: **02/24/2021**

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	Sony Corporation
Granted to Date of previous extension	02/24/2021
Address	1-7-1 KONAN, MINATO-KU TOKYO, 108-0075 JAPAN
Attorney information	MARK SOMMERS FINNEGAN HENDERSON FARABOW GARRETT & DUNNER, LLP 901 NEW YORK AVENUE, NW WASHINGTON, DC 20001 UNITED STATES Primary Email: <a href="mailto:docketing@finnegan.com">docketing@finnegan.com</a> Secondary Email(s): <a href="mailto:mark.sommers@finnegan.com">mark.sommers@finnegan.com</a> , <a href="mailto:naresh.kilaru@finnegan.com">naresh.kilaru@finnegan.com</a> , <a href="mailto:jessica.hannah@finnegan.com">jessica.hannah@finnegan.com</a> , <a href="mailto:TTAB-Legal-Assistants@finnegan.com">TTAB-Legal-Assistants@finnegan.com</a> 202-408-4000
Docket Number	14473.0166

**Applicant Information**

Application No.	88959665	Publication date	10/27/2020
Opposition Filing Date	02/24/2021	Opposition Period Ends	02/24/2021
Applicant	Soni Poke Bowl Ventures LLC 1715 W. TRENTON ROAD, SUITE 109 EDINBURG, TX 78539 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: Fast casual restaurants featuring Hawaiian food, poke and poke bowls; Restaurant services featuring poké burritos and bowls; Restaurant services featuring poke and rice bowls

**Grounds for Opposition**

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

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	770275	Application Date	06/19/1963
Registration Date	05/26/1964	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1961/03/30 First Use In Commerce: 1961/03/30 Television Cameras		

U.S. Registration No.	785967	Application Date	06/21/1963
Registration Date	03/02/1965	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U026 (International Class 001, 009, 010). First use: First Use: 1962/01/27 First Use In Commerce: 1962/01/27 ANALYSIS APPARATUS AND EQUIPMENT-NAMELY, [ AUTOMATIC ANALOG CORRELATORS, AUTOMATIC TRANSIENT WAVEFORM RECORDERS ] AND DATA RECORDERS, [ CORRELATORS AND METERS ]		

U.S. Registration No.	885860	Application Date	08/09/1968
Registration Date	02/10/1970	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1967/07/20 First Use In Commerce: 1967/07/20 CROCKERY-NAMELY, CUPS		

U.S. Registration No.	1207979	Application Date	03/13/1981
Registration Date	09/14/1982	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Computers, Word Processors, Floppy Discs and Typewriters Adapted for Use with Data Recording Apparatus		

U.S. Registration No.	1258436	Application Date	10/13/1982
Registration Date	11/22/1983	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1963/08/00 First Use In Commerce: 1963/08/00 Video Tape Recorders, Video Disc Players, Video Cameras, and Recorded Video Tapes in Addition to Unrecorded Video Tapes		

U.S. Registration No.	1622127	Application Date	10/03/1988
Registration Date	11/13/1990	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1969/12/15 First Use In Commerce: 1969/12/15 RADIOS, TELEVISIONS, TAPE RECORDERS (SOUND RECORDING AND REPRODUCTION MACHINES), AND ACCESSORIES AND PARTS THEREOF, NAMELY CABINET STANDS, CARRYING CASES, RECHARGEABLE BATTERY PACKS, CAR BATTERY CORDS, ANTENNAS, HAND STRAPS AND PARTS THEREOF; TAPE FOR TAPE RECORDERS, REELS FOR TAPE, AUDIOTAPES FEATURING MUSIC RECITAL AND EDUCATIONAL PROGRAMS, WIRED AND WIRELESS MICROPHONES, ANNOUNCING MACHINES, LOUD-SPEAKERS FOR STEREOPHONIC AND MONOPHONIC SOUND REPRODUCTION, AUTOMATIC-TRANSFORMERS, ERASERS OF RECORDED TAPE, MICROPHONE-MIXERS, AMPLIFIERS, INVERTERS, MONOPRINTERS, SIGNAL TRACERS, SIGNAL INJECTORS, TRANSISTORS, BATTERIES, ELECTRIC VACUUM-TUBES, CONVERTERS (RECTIFIER UNITS FOR OPERATION OF BATTERY RADIO), PICKUPS;ELECTRIC-COMMUNICATING APPARATUS, NAMELY, FACSIMILE TELEPHONES AND TELEPHONES WITH TWO WAY VIDEO TRANSMITTERS; DICTATING MACHINES, TELEVISION CAMERAS, ELECTRICAL SOUND RECORDING APPARATUS, COMPRISINGELECTRIC RECORD PLAYERS, ELECTRICALLY DRIVEN RECORD CHANGERS, AND AUTOMATIC PHONOGRAPH RECORD CHANGERS, VIDEO TAPE RECORDERS, VIDEO DISC PLAYERS, VIDEO CAMERAS, RECORDED VIDEO TAPES FEATURING MOTION PICTURES AND MUSICAL PERFORMANCES, UNRECORDED VIDEO TAPES, COMPUTERS, WORD PROCESSORS, TELEPHONES, COMPUTER WORK STATIONS, COMPUTER PROGRAMS AND PROGRAM MANUALSALL SOLD AS A UNIT FOR USE IN THE FIELDOF [ BUSTRY ] * BUSINESS, INDUSTRY * , FINANCIAL ACCOUNTING, OPERATING PROGRAMS, WORD PROCESSING AND DATABASE MANAGEMENT; COMPACT DISC PLAYERS, TRANSCEIVERS, HEADPHONES, PERSONAL STEREOS, CAR STEREOS, TUNERS, CARTRIDGES, SPEAKERS, UNRECORDED AUDIO CASSETTE TAPES, AND PRERECORDEDCASSETTE TAPES FEATURING MUSICAL PERFORMANCES, EARPHONES, GRAPHIC EQUALIZERS, ELECTRIC JUICERS, ELECTRIC IRONS, NINE VOLT BATTERIES, BINOCULARS, RADIOS COMBINED WITH ALARM CLOCKS, SEMI-CONDUCTORS, TELEVISION TUBES, COMPUTER MONITORS, COMPUTER FLOPPY DISCS, MAGNETIC SCALES, VIDICONS, MAGNETIC HEADS FOR TAPE RECORDERS, CATHODE RAY TUBES, RE-		

MOTE CONTROL UNITS FOR TELEVISION RECEIVERS, MAGNETIC MEASURING APPARATUS AND DIGITAL COUNTER, BIMORPH TRACKING HEADS WHICH PROVIDE FOR VARIABLE PLAYBACK SPEEDS FOR VIDEO TAPE RECORDERS, DIGITAL MICRO METERS; PULSE CODEMODULATION AUDIO SYSTEMS, NAMELY PULSE CODE MODULATION AUDIO UNITS, MAGNETIC VIDEO RECORDERS AND/OR PLAYERS AND MAGNETIC MEDIA THEREFOR, NAMELY VIDEO TAPES FEATURING ENTERTAINMENT AND EDUCATIONAL PROGRAMS; HIGH FIDELITY SOUND UNITS USED ASEXTERNAL COMPONENT PARTS OF TELEVISION SYSTEMS, TELEVISION MONITORS WITH AND WITHOUT TELEVISION TUNERS; ELECTRONIC DIGITAL GAUGING SYSTEM COMPRISED OF DIGITAL DISPLAY UNITS, GAUGING PROBES, CALIBRATION RINGS AND CALIBRATION BLOCKS, NON-ELECTRIC SOUND AMPLIFIERS IN THE SHAPE OF HEADPHONES, COLOR TEMPERATURE SWITCHES FOR TELEVISION RECEIVERS, PROJECTION TELEVISIONS, VIDEO CAMERAS COMBINED WITH VIDEO TAPE RECORDERS, FLOPPY DISC DRIVES, COMPUTER JOYSTICKS, COMPUTER CONNECTION CABLES AND CONNECTORS, HIGH SPEED VIDEO TAPE DUPLICATING MACHINES, COLOR VIDEO PROJECTORS, MICRO TELEVISIONS, COMPACT DISCCHANGERS USED TO CHANGE PLAYBACK AND SELECTION OF MULTIPLE COMPACT DISCS, VIDEOCAMERA LENSES, OPTICAL SCALES AND ENCODERS FOR (LINEAR OR ANGULAR) POSITION SENSING, UTILIZING LASERS, UNITS FOR MEASURING DISPLACEMENT (LINEAR OR ANGULAR) WHICH UTILIZE DIFFRACTION GRATING AND LASERUNITS, FLOPPY DISC VIDEO PLAYERS, FLOPPY DISC VIDEO CAMERAS, FLOPPY DISCS FOR USE IN VIDEO PLAYERS AND CAMERAS; VIDEO TAPE RECORDER ACCESSORIES, NAMELY, EDITORS, SWITCHERS, SPECIAL EFFECTS GENERATORSAND REMOTE CONTROLS; REPLACEABLE FLUORESCENT TELEVISION PICTURE TUBES WHICH FUNCTION AS SINGLE PIXELS IN GIANT TELEVISION SCREENS, TIME BASE CORRECTORS; VIDEO CAMERA CONTROL UNITS COMPRISED OF VIDEO CAMERA SIGNAL PROCESSOR, VIDEO CAMERA CONTROL POWER UNIT, VIDEO CAMERA OPERATIONAL CONTROL UNIT AND WAVE FORM MONITOR; VIDEO CAMERA ACCESSORIES, NAMELY, OPTICALFIBER LINKS, VIDEO CAMERA IMAGE ENHANCERS AND VIDEO CAMERA CABLE; ELECTRONIC STILL CAMERAS AND PARTS AND ACCESSORIES THEREFOR, NAMELY, MAGNETIC DISKS

U.S. Registration No.	1836821	Application Date	07/19/1993
Registration Date	05/17/1994	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1984/09/30 First Use In Commerce: 1984/09/30 mugs		

U.S. Registration No.	3243454	Application Date	10/27/2006
Registration Date	05/22/2007	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	NONE		

Goods/Services	<p>Class 009. First use: First Use: 1996/05/31 First Use In Commerce: 1996/05/31 Cellular telephones, batteries for cellular telephones, battery chargers for cellular telephones, cases for cellular telephones, devices for hands-free use of cellular telephones, cellular telephone straps, [ holsters for carrying cellular telephones, ] cradles for cellular telephones, [ PC cards, styli for use with cellular telephones that have touch screens, flash units for cellular telephones with cameras, media viewers, gameboards,integrated circuit recording media readers, audio speakers, audio systems comprised of an amplifier and speakers for use with cellular telephones, FM radio transmitters for use with cellular telephones, USB cables, plastic covers for cellular telephones ]</p> <p>Class 014. First use: First Use: 2005/12/31 First Use In Commerce: 2005/12/31 watches * in the nature of smart watches *</p>
----------------	---

U.S. Registration No.	4938522	Application Date	12/06/2013
Registration Date	04/12/2016	Foreign Priority Date	NONE
Word Mark	SONY		
Design Mark			
Description of Mark	The mark consists of the word "SONY" instylized type.		
Goods/Services	<p>Class 041. First use: First Use: 2015/12/31 First Use In Commerce: 2015/12/31 Entertainment services, namely, providing prerecorded music, information in thefield of music, and commentary and articles about music, all on-line via a global computer network; entertainment services, namely, rental and computerized on-line rental services featuring interactive software and hardware home entertainment and consumer electronics in the nature of motion pictures, films, movies, prerecorded DVD's, prerecorded videotape cassettes, audio, audio recordings in a variety of genres; providing online computer games; providing a web site that features photographic presentations based upon animated motion pictures; arranging and planning of concerts or musical performances; production of animation television programs; production of videotape film in the field of education, culture, entertainment or sports featuring amination programs; production of master CD-ROMs recorded with music and video; rental of motion pictures; rental of sound-recorded or video-recorded video discs, magnetic tapes, magnetic discs, optical discs, magneto-optical discs, CD-ROMs and DVD-ROMs; providing downloadable streaming, and wireless entertainment content inthe nature of audiovisual works, motionpictures, trailers, television programming, music, and games by means of an interactive global computer and communications networks; providing information in the fields of entertainment, movies, and music over computer networks and global communication networks; motion picture studio services; television studio services; rental of motion picture and television scenery; provision of cinema or theatre facilities; rental of apparatus for transmitting, receiving, modifying, editing or reproducing cinematographic films, sound or video; recording, modifying or editing services for film, sound and video; providing online entertainment, namely, production of sound and audiovisual recordings in the field of music and musical based entertainment; providing a website over a global computer network featuring information on musical artists,tours of musical artists, sound recordings, popular culture and events and musical based entertainment; entertainment, namely, organizing and producing musicalevents; entertainment, namely, organizing and producing musical and theatrical events; production of sound and music video recordings; providing facilities forproducing video, cinema and photographyproductions; post-production editing services in the field of music, videos andfilms</p>		

U.S. Registration	4313348	Application Date	12/28/2009
-------------------	---------	------------------	------------

# 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.