

ESTTA Tracking number: **ESTTA1148706**Filing date: **07/23/2021**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	Beyond Meat, Inc.
Granted to Date of previous extension	07/25/2021
Address	119 STANDARD STREET EL SEGUNDO, CA 90245 UNITED STATES
Correspondence information	KRISTIN S. CORNUELLE ATTORNEY OF RECORD ORRICK, HERRINGTON & SUTCLIFFE LLP 2050 MAIN STREET, SUITE 1100 IRVINE, CA 92614 UNITED STATES Primary Email: ipprosecution@orrick.com Secondary Email(s): bwang@orrick.com , kcornuelle@orrick.com , bela.karmel@orrick.com , mweddington@orrick.com , lpattmann@orrick.com 503-943-4828

Applicant Information

Application No.	90110937	Publication date	01/26/2021
Opposition Filing Date	07/23/2021	Opposition Period Ends	07/25/2021
International Registration No.	NONE	International Registration Date	NONE
Applicant	Eat Beyond Global Holdings Inc. 1500 - 1055 WEST GEORGIA STREET VANCOUVER, V6E4N7 CANADA		

Goods/Services Affected by Opposition


Class 036. First Use: 0 First Use In Commerce: 0

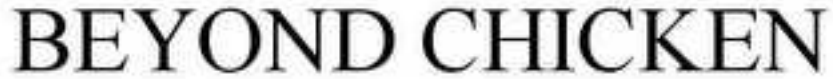
All goods and services in the class are opposed, namely: Financial advisory and consultancy services, namely, Advisory services in the field of investments; Financial advisory and consultancy services, namely, advisory services in the field of investments into companies operating in the food sector; Financial advisory and consultancy services, namely, providing strategic advising regarding capital investments; Financial advisory and consultancy services, namely, investment advisory services; Financial advisory and consultancy services, namely, providing strategic advising regarding financial investments into companies operating in the food sector

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.	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	BEYOND BURGER
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	BEYOND FRIED CHICKEN		
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	BEYOND BREAKFAST SAUSAGE
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	GO BEYOND		
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. Registration No.	6234585	Application Date	05/22/2019
Registration Date	12/29/2020	Foreign Priority Date	NONE
Word Mark	BEYOND CHILI		

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