

ESTTA Tracking number: **ESTTA1296845**

Filing date: **07/12/2023**

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	NIKE, Inc.		
Entity	Corporation	Citizenship	Oregon
Address	ONE BOWERMAN DRIVE BEAVERTON, OR 97005 UNITED STATES		

Attorney information	HELEN HILL MINSKER ARNOLD & PORTER KAYE SCHOLER LLP 70 W. MADISON STREET, SUITE 4200 IP DOCKETING CHICAGO, IL 60602 UNITED STATES Primary email: helen.minsker@arnoldporter.com Secondary email(s): michael.harris@arnoldporter.com, michael.kientzle@arnoldporter.com, kathleen.duffy@arnoldporter.com, kim.hedgren@arnoldporter.com, trademarkdocketing@arnoldporter.com 3125832428		
Docket no.	1104164.5703		

Applicant information

Application no.	97514576	Publication date	06/13/2023
Opposition filing date	07/12/2023	Opposition period ends	07/13/2023
Applicant	Goggins, Dequante 5518 COBBLE GLEN CT 5518 COBBLE GLEN CT GREENSBORO, NC 27407 UNITED STATES		

Goods/services affected by opposition

Class 030. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Chewing gum
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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.	1875307	Application date	10/03/1989
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Register	Principal		
Registration date	01/24/1995	Foreign priority date	NONE
Word mark	JUST DO IT.		
Design mark			
Description of mark	NONE		
Goods/services	Class 025. First use: First Use: Jan 26, 1989 First Use In Commerce: Jan 26, 1989 CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS		

U.S. registration no.	4350316	Application date	12/06/2012
Register	Principal		
Registration date	06/11/2013	Foreign priority date	NONE
Word mark	JUST DO IT		
Design mark			
Description of mark	NONE		
Goods/services	Class 009. First use: First Use: Oct 31, 2008 First Use In Commerce: Oct 31, 2008 Eyeglass frames; Sunglasses		

U.S. registration no.	4764071	Application date	11/04/2014
Register	Principal		
Registration date	06/30/2015	Foreign priority date	NONE
Word mark	JUST DO IT		
Design mark			
Description of mark	NONE		
Goods/services	Class 018. First use: First Use: Jul 1, 2011 First Use In Commerce: Jul 1, 2011 All purpose sport bags; Backpacks Class 025. First use: First Use: Jan 26, 1989 First Use In Commerce: Jan 26, 1989 Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits		

U.S. registration no.	4902036	Application date	09/21/2015
Register	Principal		
Registration date	02/16/2016	Foreign priority date	NONE
Word mark	JUST DO IT		
Design mark			
Description of mark	NONE		

Goods/services	Class 021. First use: First Use: Jul 1, 2015 First Use In Commerce: Jul 1, 2015 Bottles, sold empty		
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U.S. registration no.	5727940	Application date	10/26/2018
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Register	Principal		
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Registration date	04/16/2019	Foreign priority date	NONE
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Word mark	JUST DO IT		
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Design mark			
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Description of mark	NONE		
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Goods/services	Class 035. First use: First Use: Jul 1, 1994 First Use In Commerce: Jul 1, 1994 Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories		
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U.S. registration no.	6185209	Application date	04/17/2020
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Register	Principal		
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Registration date	10/27/2020	Foreign priority date	NONE
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Word mark	JUST DO IT		
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Design mark			
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Description of mark	NONE		
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Goods/services	Class 026. First use: First Use: Mar 2013 First Use In Commerce: Mar 2013 Hair accessories, namely, hair ties, hair bands, ponytail holders		
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Attachments	Notice of Opposition.pdf(439535 bytes)
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Signature	/Helen Hill Minsker/
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Name	Helen Hill Minsker
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Date	07/12/2023
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Applicant
Dequante Goggins

Mark: STRIKE JUST CHEW IT

Serial No.: 97/514,576

Filed: July 21, 2022

Published in the Official Gazette dated June 13, 2023

NIKE, INC.,
Opposer,

vs.

DEQUANTE GOGGINS,
Applicant.

Opposition No. _____

NOTICE OF OPPOSITION

Opposer, NIKE, Inc., a corporation of Oregon, whose address is One Bowerman Drive, Beaverton, Oregon 97005, believes it will be damaged by registration of the above-identified mark, applied for on the Principal Register by Dequante Goggins, an individual, whose address is 5518 Cobble Glen Ct, Greensboro, North Carolina 27407, and opposes the same.

The grounds for the opposition are as follows:

BACKGROUND ON OPPOSER AND ITS “JUST DO IT” MARK

1. Opposer is a leading provider of a broad range of clothing, footwear, accessories, equipment, and other physical and digital products and services relating to sports, fitness, health and wellness, lifestyle and fashion.

2. Opposer is the owner of rights granted via federal registrations and common law rights for the marks “JUST DO IT.” and “JUST DO IT” (collectively the “JUST DO IT Mark”).

3. Opposer has continuously used the JUST DO IT Mark in interstate commerce since at least as early as 1989 in connection with various clothing items.

4. In addition to continuous use of the JUST DO IT Mark in interstate commerce in connection with clothing, Opposer has used the JUST DO IT Mark in interstate commerce in connection with a variety of goods and services continuously for many years, including, but not limited to, the goods and services covered by the registrations for the JUST DO IT Mark identified below, and other registrations owned by Opposer over the years for the JUST DO IT Mark.

**OPPOSER OWNS MULTIPLE
TRADEMARK REGISTRATIONS FOR THE “JUST DO IT” MARK**

5. Opposer is the owner of multiple U.S. Trademark Registrations for the JUST DO IT Mark, including the following U.S. Trademark Registrations pleaded in paragraphs 6 through 11 below.

6. Opposer is the owner of U.S. Trademark Registration No. 1,875,307 for the mark “JUST DO IT.” for “Clothing, namely T-shirts, sweatshirts and caps” in International Class 25, registered January 24, 1995. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer’s “JUST DO IT” mark pursuant to 15 U.S.C. § 1115(b).

7. Opposer is the owner of U.S. Trademark Registration No. 4,350,316 for the mark “JUST DO IT” for “Eyeglass frames; sunglasses” in International Class 9, registered June 11, 2013. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer’s “JUST DO IT” mark pursuant to 15 U.S.C. § 1115(b).

8. Opposer is the owner of U.S. Trademark Registration No. 4,764,071 for the mark “JUST DO IT” for “All purpose sport bags; backpacks” in International Class 18 and “Footwear; headbands; headwear; pants; shorts; sports bras; tank tops; tights; warm up suits” in International Class 25, registered June 30, 2015. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer’s “JUST DO IT” mark pursuant to 15 U.S.C. § 1115(b).

9. Opposer is the owner of U.S. Trademark Registration No. 4,902,036 for the mark “JUST DO IT” for “Bottles, sold empty” in International Class 21, registered February 16, 2016. This Registration is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer’s “JUST DO IT” mark pursuant to 15 U.S.C. § 1115(b).

10. Opposer is the owner of U.S. Trademark Registration No. 5,727,940 for the mark “JUST DO IT” for “Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories” in International Class 35, registered April 16, 2019.

11. Opposer is the owner of U.S. Trademark Registration No. 6,185,209 for the mark “JUST DO IT” for “Hair accessories, namely, hair ties, hair bands, ponytail holders” in International Class 26, registered October 27, 2020.

12. Copies of the foregoing U.S. Trademark Registrations for the JUST DO IT Mark, including the USPTO TSDR record showing the current status and title, are attached as Exhibit A.

13. In addition to the registrations identified above, over the years, Opposer has owned other registrations for the JUST DO IT Mark in the United States.

OPPOSER’S JUST DO IT MARK IS WIDELY RECOGNIZED AND FAMOUS

14. Opposer has made substantial sales of goods and services under its JUST DO IT Mark, and has used the JUST DO IT Mark as a slogan in highly successful advertising and promotional campaigns over the course of many years. As a result of Opposer’s widespread use of its JUST DO IT Mark for more than three decades, JUST DO IT has become a core part of Opposer’s identity.

15. Opposer has brought numerous successful oppositions based on the JUST DO IT Mark, including its opposition to the mark JUST JESU IT reported in *NIKE, Inc. v. Peter Maher and Patricia Hoyt Maher*, 100 USPQ2d 1018 (TTAB 2011). In *NIKE v. Maher*, a precedential decision, the Board sustained Opposer’s opposition on both the grounds of likelihood of confusion with the JUST DO IT Mark and dilution of the JUST DO IT Mark, and found that Opposer’s JUST DO IT Mark is famous.

16. Since *NIKE v. Maher*, the TTAB has issued six additional decisions on the merits sustaining NIKE’s opposition based on its JUST DO IT mark on the grounds of likelihood of confusion and/or likelihood of dilution. The list of decisions is summarized below:

Case Name	Opposed Mark	Opposition No.	Date of Decision Sustaining Opposition
<i>NIKE, Inc. v. Peter Maher and Patricia Hoyt Maher</i> (Precedential)	JUST JESU IT	91188789	August 9, 2011
<i>NIKE, Inc. v. Capital E Finance Co, LLC</i>	JUST DID IT	91221511	June 24, 2016
<i>NIKE, Inc. v. Cheryl Bauman-Buffone</i>	JUSTSAYIT & Design	91234556	March 20, 2019
<i>NIKE, Inc. v. Jamin Caldwell and Courtney Miles</i>	JUST DREW IT!	91240394	April 28, 2020
<i>NIKE, Inc. v. John K. Muntean</i>	JUST BELIEVE IT	91247956	September 10, 2020
<i>NIKE, Inc. v. Honest E Online LLC</i>	JUST BET IT	91254139	April 20, 2021
<i>NIKE, Inc. v. Salvatore DeRicco</i>	JUST DON IT!	91269468	April 14, 2023

17. In *NIKE v. Maher*, and all but one of the cases identified above in paragraph 16, the Board found the JUST DO IT Mark to be famous for both the purposes of assessing likelihood of confusion and dilution.¹ For example, in *NIKE, Inc. v. Capital E. Finance Co.*, the Board noted: “The record shows that Opposer’s JUST DO IT mark is universally recognized throughout the United States.” (See *NIKE, Inc. v. Capital E Finance Co., LLC*, Opposition No. 91221511, Board’s order dated June 24, 2016 at p. 16, 28 TTABVUE 16.) And in *NIKE, Inc. v. Cheryl Bauman-Buffone*, the Board confirmed that: “This evidence establishes that JUST DO IT is not only famous for purposes of both of Opposer’s claims, but exceedingly so. It is entitled to the highest level of protection against confusion.” (See *NIKE, Inc. v. Cheryl Bauman-Buffone*, Opposition 91234556, Board’s order dated March 20, 2019, at p. 11, 47 TTABVUE 11.)

18. As a result of Opposer’s long use and registration of its JUST DO IT Mark, Opposer has developed substantial goodwill in said mark, and the public has come to associate the JUST DO IT Mark with the goods and services of Opposer.

19. In addition to the oppositions described above, NIKE has successfully opposed the following applications for JUST CHEW IT for goods identical to or closely similar to Applicant’s goods in this proceeding:

Case Name	Opposed Mark	Goods/ Class	Date of Decision Sustaining Opposition
<i>NIKE, Inc. v. Go Fast Gum Company</i> (1 TTABVUE, Opp. No. 91219095)	JUST CHEW IT (SN 86/190,839)	Chewing gum (Class 30)	January 15, 2015 (6 TTABVUE)
<i>NIKE, Inc. v. Paramount Global, LLC</i> (1 TTABVUE, Opp. No. 91270020)	JUST CHEW IT (SN 90/169,432)	Gummy candies (Class 30)	August 2, 2021 (6 TTABVUE)

¹ In *NIKE, Inc. v. Honest E Online LLC*, the Board found JUST DO IT to be a famous trademark, but elected to decide the case based solely on the likelihood of confusion ground and did not reach the dilution claim. (See *NIKE, Inc. v. Honest E Online LLC*, Opposition 91254139, Board’s order dated April 20, 2021, at p. 20, 28 TTABVUE 20.)

BACKGROUND ON APPLICANT AND HIS MARK

20. Applicant filed his application for STRIKE JUST CHEW IT (hereinafter “Applicant’s Mark”) on July 21, 2022. Application Ser. No. 97/514,576 (“the ’576 Application”) was filed pursuant to Section 1(b) of the Trademark Act, for intended use in connection with “Chewing Gum” in International Class 30.

21. If Applicant is permitted to register Applicant’s Mark, the registration will give Applicant a *prima facie* exclusive right to the use of Applicant’s Mark for the goods set forth in the application. Such registration would damage and injure Opposer.

COUNT I

LIKELIHOOD OF CONFUSION

22. Opposer repeats and realleges paragraphs 1-21 as paragraph 22 of this Count I.

23. Opposer’s use and registration of its JUST DO IT Mark is long prior to the filing date of the opposed Application.

24. On information and belief, Applicant was aware of Opposer’s JUST DO IT Mark at the time that Applicant filed his application.

25. Applicant’s Mark is confusingly similar to Opposer’s JUST DO IT Mark.

26. Due to at least the similarity of the marks and goods involved, and other factors, Applicant’s use and registration of Applicant’s Mark will inevitably lead to confusion, to mistake, or to deception of the public within the meaning of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), all to Opposer’s grave and irreparable damage.

27. Registration of Applicant’s Mark should be denied based on a likelihood of confusion with Opposer’s prior JUST DO IT Mark, in violation of Section 2(d) of the Lanham Act, 15 USC § 1052(d).

COUNT II

DILUTION

28. Opposer repeats and realleges paragraphs 1-27 as paragraph 28 of this Count II.

29. As a further ground for the opposition, Opposer's JUST DO IT Mark, which has been in use in commerce for more than thirty years, and registered for more than twenty-five years, is famous within the meaning of Lanham Act Section 43(c), 15 USC § 1125(c).

30. Opposer's JUST DO IT Mark became famous prior to the filing date of the application for Applicant's Mark and prior to any use or any use in commerce by Applicant of Applicant's Mark, as a trademark, service mark, or trade name.

31. Registration of Applicant's Mark is likely to cause dilution of Opposer's JUST DO IT Mark, to the injury of Opposer, by diluting the distinctiveness of Opposer's JUST DO IT Mark and lessening the capacity of Opposer's JUST DO IT Mark to identify and distinguish Opposer's goods and services, in violation of Section 43(c) of the Lanham Act, 15 USC § 1125(c).

32. Registration of Applicant's Mark should be denied based on a likelihood of dilution of the distinctive quality of Opposer's famous JUST DO IT Mark, in violation of Section 43(c) of the Lanham Act, 15 USC § 1125(c).

CLAIM FOR RELIEF/DAMAGE

33. By reason of the foregoing, Applicant's registration of Applicant's Mark will cause injury and damage to Opposer's rights to its registered JUST DO IT Mark and to its use thereof described above.

WHEREFORE, Opposer respectfully prays that the present opposition be sustained and that the registration sought by Applicant be refused.

AUTHORIZATION FOR PAYMENT OF FEES

The Patent and Trademark Office and Trademark Trial and Appeal Board are hereby authorized to collect any fees necessitated by this Notice of Opposition from the credit card on file for Arnold & Porter Kaye Scholer LLP.

Respectfully submitted,

Arnold & Porter Kaye Scholer LLP
Attorneys for Opposer

Date: July 12, 2023

By: /Helen Hill Minsker/

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Enclosure:

Exhibit A: Copies of Reg. Nos. 1,875,307; 4,350,316; 4,764,071; 4,902,036; 5,727,940; and 6,185,209, and TSDR Records showing current status and title from the USPTO's TSDR system on July 17, 2023

EXHIBIT A

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,875,307**
Registered Jan. 24, 1995

**TRADEMARK
PRINCIPAL REGISTER**

JUST DO IT.

NIKE, INC. (OREGON CORPORATION)
3900 S.W. MURRAY BOULEVARD
BEAVERTON, OR 97005

FIRST USE 1-26-1989; IN COMMERCE
1-26-1989.

FOR: CLOTHING, NAMELY T-SHIRTS,
SWEATSHIRTS AND CAPS, IN CLASS 25 (U.S.
CL. 39).

SER. NO. 73-829,171, FILED 10-3-1989.

ANIL V. GEORGE, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2023-07-12 13:25:05 EDT

Mark: JUST DO IT.

JUST DO IT.

US Serial Number: 73829171

Application Filing Date: Oct. 03, 1989

US Registration Number: 1875307

Registration Date: Jan. 24, 1995

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Dec. 19, 2014

Publication Date: Nov. 01, 1994

Mark Information

Mark Literal Elements: JUST DO IT.

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Parent Of: 74801373

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS

International Class(es): 025 - Primary Class

U.S Class(es): 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 26, 1989

Use in Commerce: Jan. 26, 1989

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: NIKE, INC.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 970056453

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Martin Reynolds

Attorney Primary Email Address: Nike.Docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Martin Reynolds
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Beaverton, OREGON UNITED STATES 97005-6453

Phone: 5036716453

Correspondent e-mail: Nike.Docket@nike.com Nike_TMdocketing@cardinal-ip.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 27, 2022	NOTICE OF SUIT	
Dec. 27, 2022	NOTICE OF SUIT	
Dec. 21, 2022	NOTICE OF SUIT	
Nov. 29, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Nov. 29, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 29, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Nov. 29, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 29, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 06, 2022	NOTICE OF SUIT	
Aug. 05, 2022	NOTICE OF SUIT	
Jun. 22, 2022	NOTICE OF SUIT	
Jun. 09, 2022	NOTICE OF SUIT	
May 13, 2022	NOTICE OF SUIT	
May 12, 2022	NOTICE OF SUIT	
May 10, 2022	NOTICE OF SUIT	
Apr. 14, 2022	NOTICE OF SUIT	
Apr. 11, 2022	NOTICE OF SUIT	
Mar. 09, 2022	NOTICE OF SUIT	
Mar. 02, 2022	NOTICE OF SUIT	
Nov. 09, 2021	NOTICE OF SUIT	
Aug. 10, 2021	NOTICE OF SUIT	
Aug. 06, 2021	NOTICE OF SUIT	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 19, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	

Dec. 19, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Dec. 19, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Dec. 10, 2014	TEAS SECTION 8 & 9 RECEIVED	
Nov. 21, 2013	NOTICE OF SUIT	
Mar. 22, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 17, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 17, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 15, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 15, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 15, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 15, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 03, 2011	NOTICE OF SUIT	
Oct. 15, 2010	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 15, 2010	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 24, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 24, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 27, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 27, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 25, 2008	NOTICE OF SUIT	
Jun. 23, 2008	NOTICE OF SUIT	
Jun. 23, 2008	NOTICE OF SUIT	
Jun. 13, 2008	NOTICE OF SUIT	
Jun. 13, 2008	NOTICE OF SUIT	
Jun. 06, 2008	NOTICE OF SUIT	
Jun. 06, 2008	NOTICE OF SUIT	
Jun. 06, 2008	NOTICE OF SUIT	
Jun. 05, 2008	NOTICE OF SUIT	
Jun. 02, 2008	NOTICE OF SUIT	
May 20, 2008	NOTICE OF SUIT	
Apr. 10, 2008	NOTICE OF SUIT	
Apr. 10, 2008	NOTICE OF SUIT	
Apr. 10, 2008	NOTICE OF SUIT	
Apr. 06, 2008	NOTICE OF SUIT	
Apr. 01, 2008	NOTICE OF SUIT	
Mar. 31, 2008	NOTICE OF SUIT	
Mar. 31, 2008	NOTICE OF SUIT	
Mar. 28, 2008	NOTICE OF SUIT	
Mar. 27, 2008	NOTICE OF SUIT	
Mar. 27, 2008	NOTICE OF SUIT	
Mar. 26, 2008	NOTICE OF SUIT	
Mar. 26, 2008	NOTICE OF SUIT	
Mar. 24, 2008	NOTICE OF SUIT	
Mar. 20, 2008	NOTICE OF SUIT	
Mar. 20, 2008	NOTICE OF SUIT	
Mar. 20, 2008	NOTICE OF SUIT	
Mar. 20, 2008	NOTICE OF SUIT	
Mar. 18, 2008	NOTICE OF SUIT	
Mar. 13, 2008	NOTICE OF SUIT	
Mar. 13, 2008	NOTICE OF SUIT	
Mar. 12, 2008	NOTICE OF SUIT	
Mar. 12, 2008	NOTICE OF SUIT	
Mar. 12, 2008	NOTICE OF SUIT	
Mar. 03, 2008	NOTICE OF SUIT	

Mar. 03, 2008	NOTICE OF SUIT	
Mar. 03, 2008	NOTICE OF SUIT	
Feb. 26, 2008	NOTICE OF SUIT	
Feb. 18, 2008	NOTICE OF SUIT	
Feb. 18, 2008	NOTICE OF SUIT	
Feb. 18, 2008	NOTICE OF SUIT	
Feb. 18, 2008	NOTICE OF SUIT	
Feb. 18, 2008	NOTICE OF SUIT	
Feb. 18, 2008	NOTICE OF SUIT	
Feb. 11, 2008	NOTICE OF SUIT	
Feb. 03, 2008	NOTICE OF SUIT	
Jan. 28, 2008	NOTICE OF SUIT	
Jan. 28, 2008	NOTICE OF SUIT	
Jul. 12, 2007	NOTICE OF SUIT	
Apr. 26, 2007	NOTICE OF SUIT	
Apr. 26, 2007	NOTICE OF SUIT	
Apr. 26, 2007	NOTICE OF SUIT	
Mar. 22, 2007	NOTICE OF SUIT	
Mar. 04, 2005	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 04, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 21, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 21, 2005	TEAS SECTION 8 & 9 RECEIVED	
Apr. 24, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 24, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 24, 1995	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 1994	PUBLISHED FOR OPPOSITION	
Sep. 30, 1994	NOTICE OF PUBLICATION	
Aug. 02, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 1994	ASSIGNED TO EXAMINER	72148
May 11, 1994	ASSIGNED TO EXAMINER	72154
Sep. 08, 1993	LETTER OF SUSPENSION MAILED	
Aug. 10, 1993	DIVISIONAL PROCESSING COMPLETE	
Jun. 02, 1993	DIVISIONAL REQUEST RECEIVED	
Apr. 12, 1993	NON-FINAL ACTION MAILED	
Oct. 01, 1992	LETTER OF SUSPENSION MAILED	
Jul. 17, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 27, 1992	LETTER OF SUSPENSION MAILED	
Dec. 27, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 27, 1991	LETTER OF SUSPENSION MAILED	
Oct. 25, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 05, 1990	LETTER OF SUSPENSION MAILED	
Jun. 19, 1990	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 20, 1989	NON-FINAL ACTION MAILED	
Nov. 29, 1989	ASSIGNED TO EXAMINER	68181

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 19, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: NIKE, INC.

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0945/0448](#)

Pages: 15

Date Recorded: Apr. 01, 1993

Supporting Documents: No Supporting Documents Available

Assignor

Name: [NIKE, INC.](#)

Execution Date: Feb. 15, 1993

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Assignee

Name: [BRS, INC.](#)

State or Country Where Organized: OREGON

Legal Entity Type: CORPORATION

Address: ONE BOWERMAN DRIVE BEAVERTON, OREGON 97005-6453

Correspondent

Correspondent Name: BANNER, BIRCH, MCKIE & BECKETT

Correspondent Address: ALAN S. COOPER
1001 G STREET, N.W.
WASHINGTON, D.C. 20001-4597

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [1159/0220](#)

Pages: 16

Date Recorded: May 31, 1994

Supporting Documents: No Supporting Documents Available

Assignor

Name: [BRS, INC.](#)

Execution Date: May 27, 1994

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Assignee

Name: [NIKE, INC.](#)

State or Country Where Organized: OREGON

Legal Entity Type: CORPORATION

Address: ONE BOWERMAN DRIVE
BEAVERTON, OREGON 970056453

Correspondent

Correspondent Name: BANNER, BIRCH, MCKIE & BECKETT

Correspondent Address: ERIC T. FINGERHUT
ELEVENTH FLOOR
1001 G STREET, N.W.
WASHINGTON, D.C. 20001-4597

Domestic Representative - Not Found

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,350,316

Registered June 11, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

NIKE, INC. (OREGON CORPORATION)
DF4
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: EYEGLOSS FRAMES; SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2008; IN COMMERCE 10-31-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,817,919, 1,875,307, AND 1,931,937.

SER. NO. 85-795,981, FILED 12-6-2012.

GEORGE LORENZO, EXAMINING ATTORNEY



Sean Street Lee

Acting Director of the United States Patent and Trademark Office

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 85795981

Application Filing Date: Dec. 06, 2012

US Registration Number: 4350316

Registration Date: Jun. 11, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jul. 21, 2018

Publication Date: Mar. 26, 2013

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1817919, 1875307, 1931937

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Eyeglass frames; Sunglasses

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2008

Use in Commerce: Oct. 31, 2008

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 970056453

Legal Entity Type: CORPORATION

State or Country OREGON
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Martin Reynolds

Attorney Primary Nike.Docket@nike.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jennifer Martin Reynolds
Name/Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Phone: 5036716453

Correspondent e- Nike.Docket@nike.com Nike_TMdocketing@cardinal-ip.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 03, 2023	TEAS SECTION 8 & 9 RECEIVED	
Nov. 29, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Nov. 29, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 29, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Nov. 29, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 29, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 11, 2022	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jul. 21, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 21, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Jul. 13, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Jun. 29, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jun. 11, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 11, 2013	REGISTERED-PRINCIPAL REGISTER	
Mar. 26, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 26, 2013	PUBLISHED FOR OPPOSITION	
Mar. 22, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 06, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 18, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	

Feb. 18, 2013 ASSIGNED TO EXAMINER
Dec. 17, 2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Dec. 10, 2012 NEW APPLICATION ENTERED

73359

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 101

Date in Location: Jul. 21, 2018

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,764,071

NIKE, INC. (OREGON CORPORATION)
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

Registered June 30, 2015

Int. Cls.: 18 and 25

FOR: ALL PURPOSE SPORT BAGS; BACKPACKS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

TRADEMARK

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

PRINCIPAL REGISTER

FOR: FOOTWEAR; HEADBANDS; HEADWEAR; PANTS; SHORTS; SPORTS BRAS; TANK TOPS; TIGHTS; WARM UP SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-26-1989; IN COMMERCE 1-26-1989.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,875,307 AND 4,350,316.

SER. NO. 86-444,421, FILED 11-4-2014.

CRISTIANA SCHWAB, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86444421

Application Filing Date: Nov. 04, 2014

US Registration Number: 4764071

Registration Date: Jun. 30, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Sep. 01, 2021

Publication Date: Apr. 14, 2015

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1875307, 4350316

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: All purpose sport bags; Backpacks

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2011

Use in Commerce: Jul. 01, 2011

For: Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 26, 1989

Use in Commerce: Jan. 26, 1989

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 970056453

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Martin Reynolds

Attorney Primary Email Address: Nike.Docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Martin Reynolds
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005-6453

Phone: 5036716453

Correspondent e-mail: Nike.Docket@nike.com Nike_TMdocketing@cardinal-ip.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 27, 2022	NOTICE OF SUIT	
Dec. 27, 2022	NOTICE OF SUIT	
Dec. 21, 2022	NOTICE OF SUIT	
Nov. 29, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Nov. 29, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 29, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Nov. 29, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 29, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 06, 2022	NOTICE OF SUIT	
Aug. 05, 2022	NOTICE OF SUIT	
Jun. 22, 2022	NOTICE OF SUIT	
Jun. 09, 2022	NOTICE OF SUIT	
May 13, 2022	NOTICE OF SUIT	
May 12, 2022	NOTICE OF SUIT	
May 10, 2022	NOTICE OF SUIT	
Apr. 14, 2022	NOTICE OF SUIT	

Apr. 11, 2022	NOTICE OF SUIT	
Mar. 09, 2022	NOTICE OF SUIT	
Mar. 02, 2022	NOTICE OF SUIT	
Nov. 09, 2021	NOTICE OF SUIT	
Sep. 01, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 01, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	95151
Aug. 27, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	95151
Aug. 10, 2021	NOTICE OF SUIT	
Aug. 06, 2021	NOTICE OF SUIT	
May 06, 2021	TEAS SECTION 8 & 15 RECEIVED	
Jun. 30, 2020	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 30, 2015	REGISTERED-PRINCIPAL REGISTER	
Apr. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 14, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 14, 2015	PUBLISHED FOR OPPOSITION	
Mar. 25, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 02, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 24, 2015	ASSIGNED TO EXAMINER	91174
Nov. 14, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Nov. 07, 2014	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 110

Date in Location: Sep. 01, 2021

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,902,036

Registered Feb. 16, 2016

Int. Cl.: 21

TRADEMARK

PRINCIPAL REGISTER

NIKE, INC. (OREGON CORPORATION)
DF3
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: BOTTLES, SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 7-1-2015; IN COMMERCE 7-1-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-762,618, FILED 9-21-2015.

JOHN E. MICHOS, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86762618

Application Filing Date: Sep. 21, 2015

US Registration Number: 4902036

Registration Date: Feb. 16, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: May 24, 2022

Publication Date: Dec. 01, 2015

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bottles, sold empty

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2015

Use in Commerce: Jul. 01, 2015

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 970056453

Legal Entity Type: CORPORATION

State or Country OREGON
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Martin Reynolds

Attorney Primary Email Address: Nike.Docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Martin Reynolds
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005-6453

Phone: 5036716453

Correspondent e-mail: Nike.Docket@nike.com Nike_TMdocketing@cardinal-ip.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 29, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Nov. 29, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 29, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Nov. 29, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 29, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
May 24, 2022	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 24, 2022	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Apr. 12, 2022	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Oct. 28, 2021	TEAS SECTION 8 & 15 RECEIVED	
Feb. 16, 2021	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 23, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 23, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2016	REGISTERED-PRINCIPAL REGISTER	
Dec. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 01, 2015	PUBLISHED FOR OPPOSITION	
Nov. 11, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2015	ASSIGNED TO EXAMINER	67443
Sep. 24, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Sep. 24, 2015	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 118

Date in Location: May 24, 2022

United States of America

United States Patent and Trademark Office

JUST DO IT

Reg. No. 5,727,940

Registered Apr. 16, 2019

Int. Cl.: 35

Service Mark

Principal Register

Nike, Inc. (OREGON CORPORATION)
One Bowerman Drive
Beaverton, OREGON 97005

CLASS 35: Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

FIRST USE 7-1-1994; IN COMMERCE 7-1-1994

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4350316, 4704671, 4764071

SER. NO. 88-170,627, FILED 10-26-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 88170627

Application Filing Date: Oct. 26, 2018

US Registration Number: 5727940

Registration Date: Apr. 16, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 16, 2019

Publication Date: Jan. 29, 2019

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 4350316, 4704671, 4764071 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Retail store services and on-line retail store services featuring apparel, apparel accessories, footwear, footwear accessories, headwear, eyewear and accessories, sporting goods and equipment, bags, sports bags, sports and fitness products and accessories

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 1994

Use in Commerce: Jul. 01, 1994

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 970056453

Legal Entity Type: CORPORATION

State or Country OREGON
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Martin Reynolds

Attorney Primary Nike.Docket@nike.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jennifer Martin Reynolds
Name/Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005-6453

Phone: 5036716453

Correspondent e- Nike.Docket@nike.com Nike_TMdocketing@cardinal-ip.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 29, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Nov. 29, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 29, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Nov. 29, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 29, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 16, 2019	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 29, 2019	PUBLISHED FOR OPPOSITION	
Jan. 09, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 17, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 17, 2018	ASSIGNED TO EXAMINER	93412
Nov. 09, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Nov. 07, 2018	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Nov. 07, 2018	TEAS VOLUNTARY AMENDMENT RECEIVED	
Oct. 30, 2018	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 16, 2019

United States of America

United States Patent and Trademark Office

JUST DO IT

Reg. No. 6,185,209

Nike, Inc. (OREGON CORPORATION)
1 Bowerman Dr.
Beaverton, OREGON 97005

Registered Oct. 27, 2020

Int. Cl.: 26

CLASS 26: Hair accessories, namely, hair ties, hair bands, ponytail holders

Trademark

FIRST USE 3-00-2013; IN COMMERCE 3-00-2013

Principal Register

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-876,918, FILED 04-17-2020



Andrei Iancu

Director of the United States
Patent and Trademark Office



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Mark: JUST DO IT

JUST DO IT

US Serial Number: 88876918

Application Filing Date: Apr. 17, 2020

US Registration Number: 6185209

Registration Date: Oct. 27, 2020

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Oct. 27, 2020

Publication Date: Aug. 11, 2020

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Hair accessories, namely, hair ties, hair bands, ponytail holders

International Class(es): 026 - Primary Class

U.S Class(es): 037, 039, 040, 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 2013

Use in Commerce: Mar. 2013

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.
Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 970056453
Legal Entity Type: CORPORATION
State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Martin Reynolds
Attorney Primary Email Address: Nike.Docket@nike.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jennifer Martin Reynolds
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005-6453
Phone: 5036716453
Correspondent e-mail: Nike.Docket@nike.com Nike_TMdocketing@cardinal-ip.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 29, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Nov. 29, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 29, 2022	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Nov. 29, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 29, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 27, 2020	REGISTERED-PRINCIPAL REGISTER	
Aug. 11, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2020	PUBLISHED FOR OPPOSITION	
Jul. 22, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 07, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 07, 2020	ASSIGNED TO EXAMINER	92994
Apr. 27, 2020	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Apr. 21, 2020	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 27, 2020