

ESTTA Tracking number: **ESTTA1488831**
Filing date: **01/08/2026**

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	New Era Cap LLC
Granted to date of previous extension	02/07/2026
Address	160 DELAWARE AVE BUFFALO, NY 14202 UNITED STATES

Attorney information	MICHAEL J. BERCHOU HARTER SECREST & EMERY LLP 50 FOUNTAIN PLZ SUITE 1000 BUFFALO, NY 14202 UNITED STATES Primary email: mberchou@hselaw.com Secondary email(s): trademark@hselaw.com 7168443753
Docket no.	101437.571

Applicant information

Application no.	99226370	Publication date	12/09/2025
Opposition filing date	01/08/2026	Opposition period ends	02/07/2026
Applicant	Fu Shifeng NO. 9-1 LINLONG XIASHAN VILLAGE, CHANGTAI TOWN, CHENGXIANG DISTRICT PUTIAN CITY, FUJIAN PROVINCE, 351100 China		

Goods/services affected by opposition


Class 025. First Use: May 18, 2025 First Use In Commerce: May 18, 2025
All goods and services in the class are opposed, namely: Skull caps; Infant wear; Swimwear; Socks; Neckties; Knitted caps; Headbands; Aprons; Outdoor mittens; Hats


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.	2017209	Application date	07/31/1995
Register	Principal		

Registration date	11/19/1996	Foreign priority date	NONE
Word mark	NEW ERA		
Design mark			
Description of mark			
Goods/services	Class 025. First use: First Use: 1961 First Use In Commerce: 1961 athletic caps		


U.S. registration no.	2031348	Application date	10/25/1993
Register	Principal		
Registration date	01/21/1997	Foreign priority date	NONE
Word mark	NEW ERA		
Design mark			
Description of mark			
Goods/services	Class 025. First use: First Use: 1952 First Use In Commerce: 1952 athletic caps		

U.S. registration no.	3811674	Application date	12/11/2008
Register	Principal		
Registration date	06/29/2010	Foreign priority date	NONE
Word mark	NE NEW ERA		

Design mark	
Description of mark	The mark consists of the letters "NE" in the shape of a flag next to the words "NEW ERA".
Goods/services	Class 025. First use: First Use: Nov 30, 2004 First Use In Commerce: Nov 30, 2004 Headwear, athletic apparel, namely, hats and caps, baseball caps and hats

U.S. registration no.	4895863	Application date	08/06/2015
Register	Principal		
Registration date	02/02/2016	Foreign priority date	NONE

Word mark	NE NEW ERA
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Design mark	
Description of mark	The mark consists of the letters "N" and "E" stylized in the form of a flag adjacent to the words "NEW ERA", with the "NE" design and "NEW ERA" inside of a divided rectangular background.
Goods/services	Class 018. First use: First Use: Jan 2008 First Use In Commerce: Jan 2008 All purpose sport bags; all-purpose athletic bags; all-purpose carrying bags; backpacks; rucksacks; bags for sports; carry-all bags; duffle bags; handbags; knapsacks; leather and imitation leather bags; luggage; sports packs [; wallets]

U.S. application no.	99313925	Application date	07/31/2025
Registration date	NONE	Foreign priority date	NONE
Word mark	NEW ERA		


Design mark	<h1>NEW ERA</h1>		
Description of mark			
Goods/services	Class 026. First use: First Use: None First Use In Commerce: None Pins, other than jewelry, being hat pins; Ornamental novelty pins; Ornamental novelty pins, other than jewellery		

U.S. application no.	98376170	Application date	01/25/2024
Registration date	NONE	Foreign priority date	NONE
Word mark	WINTERERA		
Design mark	<h1>WINTERERA</h1>		
Description of mark			
Goods/services	Class 025. First use: First Use: None First Use In Commerce: None Aprons; Beanies; Coats; Footwear; Hats; Headwear; Pants; Pullovers; Scarves; Shirts; Sweatshirts; Undergarments; Underwear; Baseball caps; Belts for clothing; Bottoms as clothing; Caps being headwear; Clothing jackets; Gloves as clothing; Hooded sweatshirts; Jerseys being clothing; Sweat suits; T-shirts; Tops as clothing; Hooded pullovers		

U.S. registration no.	3732828	Application date	10/26/2005
Register	Principal		
Registration date	12/29/2009	Foreign priority date	NONE
Word mark	NEW ERA		
Design mark	<h1>NEW ERA</h1>		

Description of mark	
Goods/services	Class 028. First use: First Use: Aug 31, 2009 First Use In Commerce: Aug 31, 2009 Sports articles, namely, sports balls; baseballs, bats for games and sports, namely, baseball bats; golf bags; playing cards

U.S. registration no.	4456418	Application date	11/20/2012
Register	Principal		
Registration date	12/24/2013	Foreign priority date	NONE

Word mark	DIAMOND ERA
Design mark	

Description of mark	
Goods/services	Class 025. First use: First Use: Jan 7, 2013 First Use In Commerce: Jan 7, 2013 Headwear, hats, caps and baseball caps

U.S. registration no.	6760719	Application date	01/28/2019
Register	Principal		
Registration date	06/14/2022	Foreign priority date	NONE

Word mark	NEW ERA
Design mark	

Description of mark	The mark consists of the terms "NEW ERA" in a script font.
Goods/services	Class 025. First use: First Use: 1952 First Use In Commerce: 1952 Baseball caps; Caps with visors; Coats; Hats; Headwear; Jackets; Jerseys; Pullovers; Scarves; Shirts; Socks; Sweatshirts; Hooded sweatshirts; T-shirts

U.S. application no.	98376166	Application date	01/25/2024
Registration date	NONE	Foreign priority date	NONE
Word mark	SOLARERA		

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