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U.S. Patent & TMO/TM Mail Rcpt Dt. #26

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

In the matter of trademark application Serial No. 76106983

For the mark Guru of Law

Published in the Official Gazette on March 18, 2003

Eslamboly & Barlavi
v.
Marcus Ambrose

NOTICE OF OPPOSITION

Eslamboly & Barlavi

Bahman Eslamboly, General Partner
Kamran Barlavi, General Partner

6100 Wilshire Blvd.
Suite 360
Los Angeles, CA 90048

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The above identified opposer believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same.

The grounds for opposition are as follows:

- 1.) First Use in Commerce - Eslamboly & Barlavi has been doing business under the name Lawguru.com since 1995 and has been using the mark Lawguru in commerce since July 12, 1996 (Exhibit "A" and "B"). The Applicant claims to have first used the mark Guru of Law on August 8, 2000, the day he filed application for the mark.
- 2.) Confusingly Similar – Potential clients/visitors may confuse Guru of Law with Lawguru.com an already established business with a large clientele. Lawguru.com's clientele includes legal professionals, academics and the general public. The Applicant may benefit from Lawguru.com's good name

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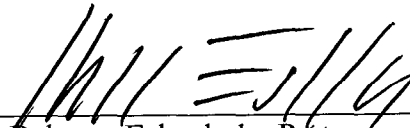
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and standing in both the legal and internet communities, whereas, the Applicant's actions or inactions may detrimentally harm Lawguru.com's good name.

- 3.) Economic Hardship – Eslamboly & Barlavi has spent over seven years of time and thousands of dollars promoting Lawguru to achieve “brand recognition”. Lawguru.com has been promoted via the internet, television, articles and lectures. It is difficult to estimate the potential economic damages, depending on how many people confuse Lawguru with the Guru of Law the Applicant proposes.
- 4.) The Lawguru mark would be diluted. Eslamboly & Barlavi has filed a Trademark Application for the mark Lawguru, Application Serial Number 78058964, based on use in commerce. The granting of such similar marks would defy the purpose of a trademark.

By


Bahman Eslamboly, Partner

Date April 17, 2003



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