

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

Proceeding	91196923
Party	Plaintiff Grote Industries
Correspondence Address	DANIEL J LUEDERS WOODARD EMHARDT MORIARTY MCNETT & HENRY LLP 111 MONUMENT CIRCLE, SUITE 3700 INDIANAPOLIS, IN 46204-5137 UNITED STATES dlueders@uspatent.com, docketdept@uspatent.com, pmoore@uspatent.com, stevezlatos@uspatent.com
Submission	Brief on Merits for Plaintiff
Filer's Name	Daniel J. Lueders
Filer's e-mail	docketdept@uspatent.com, pmoore@uspatent.com
Signature	/Daniel J. Lueders/
Date	09/22/2016
Attachments	Petitioner Grote Trial Brief REDACTED.pdf(962857 bytes) Adams Mfg. Corp. v. Rea_ 2014 U.S. Dist. LEXIS 31584.pdf(183822 bytes)

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

In the Matter of Miscellaneous Design (arrangement of LEDs)

Application No. 77/618,319

Published: June 8, 2010

Grote Industries, Inc.)	
)	
Opposer,)	
)	
v.)	Opposition No. 91196923
)	
Truck-Lite Co., LLC)	
f/k/a Truck-Lite Co., Inc.)	
)	
Applicant.)	

In the Matter of Miscellaneous Design (stop-turn-tail lamp)

U.S. Trademark Registration No. 3,483,147

Registered August 12, 2008

REDACTED

Grote Industries, Inc.)	
)	
Petitioner,)	
)	
v.)	Cancellation No. 92053498
)	
Truck-Lite Co., LLC)	
f/k/a Truck-Lite Co., Inc.)	
)	
Registrant.)	

OPPOSER/PETITIONER'S TRIAL BRIEF

Daniel J. Lueders
Woodard, Emhardt, Moriarty, McNett & Henry LLP
111 Monument Circle, Suite 3700
Indianapolis, IN 46204-5137
(317) 634-3456

Attorneys for Opposer/Petitioner Grote Industries, Inc.

TABLE OF CONTENTS

	PAGE
TABLE OF AUTHORITIES	3
DESCRIPTION OF THE RECORD	4
STATEMENT OF THE ISSUES.....	5
RECITATION OF THE FACTS.....	5
LEGAL ARGUMENT	29
I. STANDING	29
II. FUNCTIONALITY.....	30
A. SHIFTING BURDEN OF PROOF.....	30
B. LEGAL STANDARD	30
C. APPLICATION OF THE FOUR (4) <i>MORTON-NORWICH</i> FACTORS SUPPORTS A FINDING OF FUNCTIONALITY.....	32
1. Morton-Norwich Factor One	33
2. Morton-Norwich Factor Two.....	36
3. Morton-Norwich Factor Three.....	36
4. Morton-Norwich Factor Four	38
D. TRUCK LITE'S '856 DESIGN PATENT DOES NOT PROVE THE ALLEGED TRADE DRESSES ARE NON-FUNCTIONAL	40
III. AESTHETICS	41
A. AESTHETIC MATCHING	42
B. A PENTAGON IS A COMMON AESTHETICALLY PLEASING GEOMETRIC ARRANGEMENT	44
IV. NO ACQUIRED DISTINCTIVENESS	45
V. FRAUD.....	47
A. LEGAL STANDARD	47
B. THE FALSE DECLARATIONS IN THE '147 REGISTRATION.....	48
1. Paragraph 10: Not the Subject of Any Utility Patent.....	48
2. No Proceedings in the Trademark Office	51
C. THE FALSE DECLARATION IN THE '319 APPLICATION.....	52
1. Paragraph 9: Not the Subject of Any Utility Patent.....	52
2. Paragraph 7: No Advantage to a Competitor	54

CONCLUSION	55
Appendix A (List of Exhibits)	57

TABLE OF AUTHORITIES

CASES

<i>Adams Mfg. Corp. v. Rea</i> , 2014 U.S. Dist. LEXIS 31584, p. 14-15 (W.D. Pa. Mar. 12, 2014)...	47
<i>Apple Inc. v. Samsung Elecs. Co.</i> , 114 USPQ2d (BNA) 1953	31, 32, 38
<i>Brunswick Corp. v. British Seagull Ltd.</i> , 32 USPQ2d (BNA) 1120	43, 46
<i>Coach Servs. v. Triumph Learning LLC</i> , 101 USPQ2d (BNA) 1713.....	48
<i>Deere & Co. v. Farmhand, Inc.</i> , 217 USPQ (BNA) 252.....	45
<i>Egyptian Goddess, Inc. v. Swisa, Inc.</i> , 88 USPQ2d (BNA) 1658.....	42
<i>Herbaceuticals Inc. v. Xel Herbaceuticals Inc.</i> , 86 USPQ2d (BNA) 1572	53
<i>In re Becton Dickinson</i> , 102 USPQ2d (BNA) 1372	passim
<i>In re Bose Corp.</i> , 227 USPQ (BNA) 1.....	41
<i>In re Bose Corp.</i> , 91 USPQ2d (BNA) 1938	48
<i>In re Controls Corp. of America</i> , 46 USPQ2d (BNA) 1308.....	32
<i>In re Heatcon, Inc.</i> , 116 USPQ2d (BNA) 1366.....	34
<i>In re Meyer & Wenthe, Inc.</i> , 122 USPQ (BNA) 372	46
<i>In re Morton-Norwich Products, Inc.</i> , 213 USPQ (BNA) 9	34
<i>In re Owens-Corning Fiberglas Corp.</i> , 227 USPQ (BNA) 417	46
<i>In re R.M. Smith, Inc.</i> , 222 USPQ (BNA) 1.....	41, 46, 54
<i>In re UDOR U.S.A., Inc.</i> , 89 USPQ2d (BNA) 1978	35
<i>In re Van Valkenburgh</i> , 97 USPQ2d (BNA) 1757	34
<i>Inwood Labs., Inc. v. Ives Labs., Inc.</i> , 214 USPQ (BNA) 1	32
<i>Kistner Concrete Products Inc. v. Contech Arch Technologies Inc.</i> , 97 USPQ2d (BNA) 1912.	30,
31, 32, 34	
<i>M-5 Steel Mfg. Inc. v. O'Hagin's Inc.</i> , 61 USPQ2d (BNA) 1086	45
<i>Nationstar Mortgage LLC v. Mujahid Ahmad</i> , 112 USPQ2d (BNA) 1361.....	49, 50, 53
<i>Qualitex Co. v. Jacobson Prods. Co., Inc.</i> , 34 USPQ2d (BNA) 1161.....	32, 33, 43
<i>Ritchie v. Simpson</i> , 50 USPQ2d (BNA) 1023.....	32
<i>Robi v. Five Platters, Inc.</i> , 16 USPQ2d (BNA) 2015	52
<i>TraffFix Devices, Inc. v. Marketing Displays, Inc.</i> , 58 USPQ2d (BNA) 1001	passim
<i>Valu Engineering Inc. v. Rexnord Corp.</i> , 61 USPQ2d (BNA) 1422	31, 32, 34, 38
<i>Yamaha Int'l Corp. v. Hoshino Gakki Co.</i> , 6 USPQ2d (BNA) 1001	46

OTHER AUTHORITIES

15 U.S.C. §1052(e)(5).....	30
15 U.S.C. §1052(f).....	31
15 U.S.C. §1065(2).....	51
15 U.S.C. §1120.....	55
35 U.S.C. § 102 (b).....	40
Section 2(e)(5) of the Trademark Act.....	30
TMEP §1212.01	45

RULES

TTAB Rule 309.03(b).....	31
--------------------------	----

DESCRIPTION OF THE RECORD

The evidence of record consists of:

- (a) The consolidated pleadings (Complaint, 1 TTABVUE; Complaint, 7 TTABVUE, Answer, 3, 13, and 14 TTABVUE; Brief, Docket No. 39);
- (b) The prosecution histories of the '147 Lamp Registration and the '319 LED Configuration Application in the U.S. Patent Office, per TTAB Manual of Procedure §704.03(b)(2);
- (c) Exhibits 1-83 admissible via Grote's Notice of Reliance ([51 TTABVUE](#));
- (d) Exhibits 100-123 (83 TTABVUE)(public, non-confidential [89 TTABVUE](#)) admissible via the trial testimony, below; and,
- (e) The trial testimony of:
 1. Art Hernandez (Grote VP of Engineering)(79 TTABVUE)(non-confidential [85 TTABVUE](#));
 2. John Grote (Grote VP of Marketing) (78 TTABVUE)(non-confidential [84 TTABVUE](#));
 3. Phil Roller (Truck-Lite, Chief Research Engineer, retired)(82 TTABVUE)(non-confidential [88 TTABVUE](#));
 4. Greg Pond (Truck-Lite, former Project Engineer and currently Materials Manager)(two (2) transcripts, Pond-1; Pond-2)(81 TTABVUE)(non-confidential [87 TTABVUE](#)); and,
 5. Robert Ives (Truck-Lite, former VP of Marketing, currently VP of Business Development)(two (2) transcripts, Ives-1; Ives-2)(80 TTABVUE)(non-confidential [86 TTABVUE](#)).

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.