

ESTTA Tracking number: **ESTTA993419**

Filing date: **08/07/2019**

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	Joseph J. Norton
Granted to Date of previous extension	08/07/2019
Address	5973 MERIDIAN BLVD. BRIGHTON, MI 48116 UNITED STATES

Attorney information	ROBERT H. NEWMAN LOEB & LOEB LLP 321 N. CLARK STREET, SUITE 2300 CHICAGO, IL 60654 UNITED STATES tmlit@loeb.com, trademarks@loeb.com, rnewman@loeb.com, mjobs@loeb.com, asandmann@loeb.com 312-464-3100
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**Applicant Information**

Application No	88177404	Publication date	04/09/2019
Opposition Filing Date	08/07/2019	Opposition Period Ends	08/07/2019
Applicant	connell, gregg 307 7th Ave Ortley Beach, NJ 08751 UNITED STATES		

**Goods/Services Affected by Opposition**


Class 005. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Insect repellents
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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.	3759320	Application Date	02/16/2005
Registration Date	03/09/2010	Foreign Priority Date	NONE

Word Mark	BUG JUICE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 [ disposable cameras ] Class 016. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 paper banners Class 020. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 plastic banners, plastic storage bins Class 024. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 cloth banners Class 025. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 clothing, namely, t-shirts; hats		
U.S. Registration No.	3871617	Application Date	11/19/2004
Registration Date	11/02/2010	Foreign Priority Date	NONE
Word Mark	BUG JUICE		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 disposable cameras</p> <p>Class 016. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 paper banners</p> <p>Class 020. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 plastic banners, plastic storage bins</p> <p>Class 024. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 cloth banners</p> <p>Class 025. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 clothing, namely, t-shirts; hats</p>		
U.S. Registration No.	3732786	Application Date	11/19/2004
Registration Date	12/29/2009	Foreign Priority Date	NONE
Word Mark	BUG JUICE		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 032. First use: First Use: 1991/01/01 First Use In Commerce: 1991/01/01 fruit flavored beverages		
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U.S. Registration No.	3786339	Application Date	11/19/2004
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Registration Date	05/04/2010	Foreign Priority Date	NONE
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Word Mark	BUG JUICE		
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 032. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 Fruit flavored beverages		
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U.S. Registration No.	3808602	Application Date	06/23/2006
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Registration Date	06/22/2010	Foreign Priority Date	NONE
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Word Mark	BUG JUICE		
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 030. First use: First Use: 2007/01/01 First Use In Commerce: 2007/01/01 Candy		
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U.S. Registration No.	3455247	Application Date	02/23/2005
Registration Date	06/24/2008	Foreign Priority Date	NONE
Word Mark	BUG JUICE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 1994/01/00 First Use In Commerce: 1994/01/00 fruit flavored beverages		

U.S. Registration No.	3323848	Application Date	12/23/2004
Registration Date	10/30/2007	Foreign Priority Date	NONE
Word Mark	BUG JUICE		
Design Mark			
Description of Mark	The mark consists of the three-dimensional configuration of a bottle containing the goods with the bottle being rounded at the top below the circular cap and the wording BUG JUICE engraved into this upper section of the bottle. The		

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