

ESTTA Tracking number: **ESTTA1350803**
Filing date: **04/08/2024**

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 | Morgan Global, PLLC |
| Granted to date of previous extension | 04/10/2024 |
| Address | 20 NORTH ORANGE, SUITE 1600 ORLANDO, FL 32801 UNITED STATES |
| Attorney information | CHRISTOPHER P. BUSSERT KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET, NE SUITE 2800 ATLANTA, GA 30309 UNITED STATES Primary email: cbussert@ktslaw.com Secondary email(s): kteilhaber@ktslaw.com, tmadmin@ktslaw.com 4048156500 |
| Docket no. | |

Applicant information

| | | | |
|------------------------|--|------------------------|------------|
| Application no. | 97056967 | Publication date | 12/12/2023 |
| Opposition filing date | 04/08/2024 | Opposition period ends | 04/10/2024 |
| Applicant | Lauren Fielder 5005 ARAX CV. AUSTIN, TX 78731 UNITED STATES | | |

Goods/services affected by opposition


Class 041. First Use: None First Use In Commerce: None
All goods and services in the class are opposed, namely: Arranging and conducting of training courses in the field of law

Grounds for opposition

| | |
|--------------------------------------|------------------------------------|
| Priority and likelihood of confusion | Trademark Act Section 2(d) |
| Dilution by blurring | Trademark Act Sections 2 and 43(c) |

Mark cited by opposer as basis for opposition

| | | | |
|-----------------------|---------|------------------|------------|
| U.S. registration no. | 2510452 | Application date | 04/16/2001 |
|-----------------------|---------|------------------|------------|

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|---------------------|--|-----------------------|------|
| Register | Principal | | |
| Registration date | 11/20/2001 | Foreign priority date | NONE |
| Word mark | FOR THE PEOPLE | | |
| Design mark |  | | |
| Description of mark | NONE | | |
| Goods/services | Class 042. First use: First Use: Jan 1, 1993 First Use In Commerce: Jan 1, 1993 ATTORNEY SERVICES | | |

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|-------------|---|
| Attachments | 76240057#TMSN.png(bytes) 2024.04.08 Notice of Opposition_97056967.pdf(175759 bytes) |
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|-----------|--------------------------|
| Signature | /Christopher P. Bussert/ |
| Name | CHRISTOPHER P. BUSSERT |
| Date | 04/08/2024 |

services (“Applicant’s Revised Services”). Applicant’s Application was published in the Official Gazette on December 12, 2023. Opposer has obtained an extension of time through and including April 10, 2024 to file a Notice of Opposition. As grounds for its opposition, Opposer alleges:

1.

Opposer’s licensee, Morgan & Morgan, is a leading law firm specializing in representing individuals in a wide variety of matters nationwide. Morgan & Morgan currently has over 1,000 lawyers, and offices in all 50 states and Washington, D.C.

2.

Morgan & Morgan attorneys provide representation and consultation in a wide variety of legal matters, including personal injury, medical malpractice, worker’s compensation, nursing home abuse, wrongful death, product liability, product recalls, premises liability, business and civil rights litigation, insurance disputes, social security disability, veterans benefits and workplace disputes. Morgan & Morgan attorneys also represent individuals and consumers in class actions in several of the foregoing practice areas. As many of the subject areas in which Morgan & Morgan provides representation and consultation involve sophisticated legal subjects, Morgan & Morgan attorneys spend significant time explaining the law and informing their clients of their legal options as a part of their delivery of legal services.

3.

Opposer, its predecessors in interest and/or Morgan & Morgan have prominently and continuously used the FOR THE PEOPLE® service mark (“FOR THE PEOPLE® Mark”) since at least as early as January 1, 1993. On November 20, 2001, one of Opposer’s

predecessors in interest received U.S. Registration No. 2,510,452 covering the FOR THE PEOPLE® Mark for “attorney services” (“FOR THE PEOPLE® Registration”).

4.

The original registrant of the FOR THE PEOPLE® Registration was Morgan, Colling & Gilbert, P.A. of Orlando, Florida. On February 23, 2005, Morgan, Colling & Gilbert changed its name to The Morgan Firm, P.A. On November 15, 2006, The Morgan Firm, P.A. changed its name to Morgan & Morgan, P.A. On October 4, 2016 Morgan & Morgan P.A. assigned all right, title and interest in and to the FOR THE PEOPLE® Mark and FOR THE PEOPLE® Registration to Morgan Global, PLLC.

5.

The FOR THE PEOPLE® Registration is incontestable pursuant to 15 U.S.C. § 1065 as the mark has been in continuous use in commerce for more than five years from the date of registration and the required affidavit of incontestability has been filed with the U.S. Patent and Trademark Office. Because the FOR THE PEOPLE® Registration is incontestable, pursuant to 15 U.S.C. §1115(b), the registration is conclusive evidence of the validity of the registered mark and of Opposer’s exclusive rights to use the mark on or in connection with attorney services.

6.

Opposer, its predecessors and Morgan & Morgan have expended tens of millions of dollars advertising and promoting its attorney services under its FOR THE PEOPLE® Mark throughout the United States in various media including television and radio spots, transit and billboard signage, and on the Internet including social media. Morgan & Morgan advertises its attorney services on its website accessible through the domain name

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