

United States Patent and Trademark Office	TRADEMARK TRIAL AND APPEAL BOARD P.O. Box 1451 Alexandria, VA 22313 (571) 272-8500
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Notice of Opposition

(Notification of Provisional Refusal Based on an Opposition)

Notice is hereby given that the following party opposes indicated request for extension of protection to the United States.

Opposer Information

Name	Beta II Marketing Corp
Address	65 West Red Oak Lane White Plains, NY 10604 UNITED STATES

Attorney information	Stephen L. Baker Baker and Rannells 575 Route 28 Raritan, NJ 08869 UNITED STATES officeactions@br-tmlaw.com, K.Hnasko@br-tmlaw.com ,n.friedman@br-tmlaw.com,r.mcgonigle@br-tmlaw.com
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Opposed Request for Extension of Protection to U.S.

U.S. Serial No.	79045912	Publication date	04/29/2014
Opposition Filing Date	08/13/2014	Opposition Period Ends¹	
International Registration No.	0526606	International Registration Date	07/20/1988
Name of Holder of International Registration	RAUCH Fruchtsäfte GmbH Langgasse 1 AUSTRIA		

Goods/Services Affected by Opposition

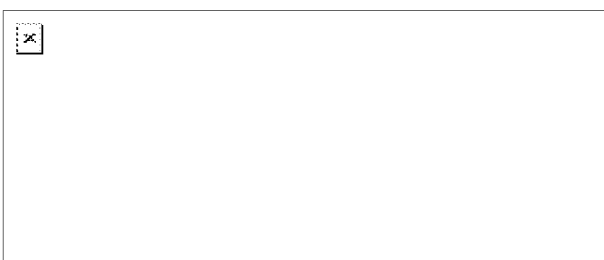
Class 032. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Non-alcoholic beverages, namely, fruit

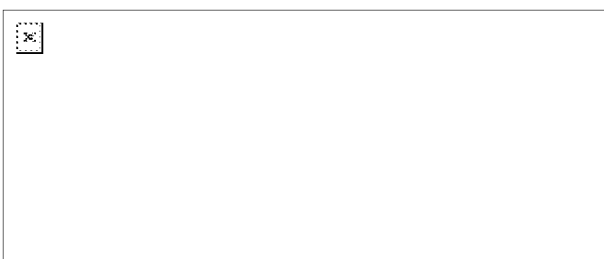
beverages, fruit nectar, and fruit nectar beverages; fruit juices; fruit juice beverages
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Grounds for Opposition

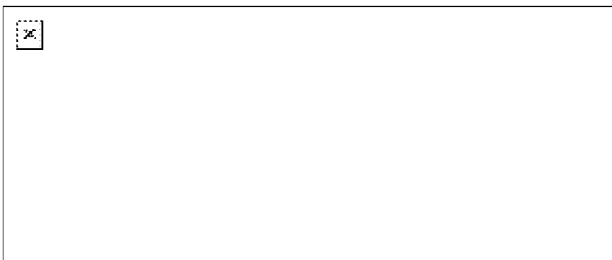
Priority and likelihood of confusion	Trademark Act section 2(d)
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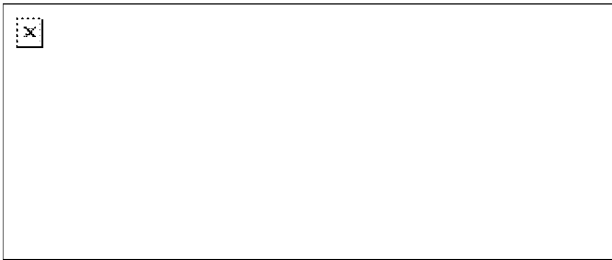
Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3512551	Application Date	12/08/2005
Registration Date	10/07/2008	Foreign Priority Date	NONE
Word Mark	BRAVO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1991/07/31 First Use In Commerce: 1991/07/31 Assistance in management of business activities in the field of retail grocery stores; Assistance to industrial or commercial enterprises in the running of their business in the field of retail grocery stores; Management and operation assistance to commercial businesses in the field of retail grocery stores; Management assistance in the field of retail grocery stores; Retail grocery stores; Supermarkets		

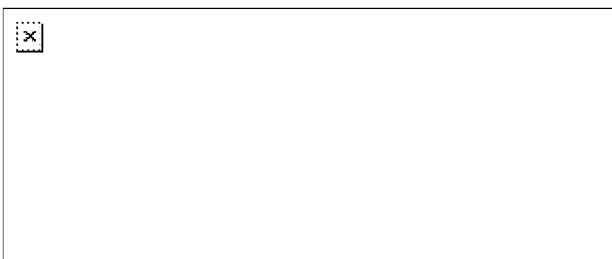
U.S. Application No.	77950742	Application Date	03/04/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BRAVO SUPERMARKETS FOR SAVINGS		
Design Mark			
Description of	NONE		

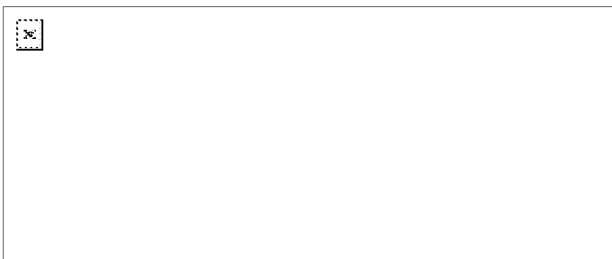
Mark	
Goods/Services	Class 029. First use: First Use: 2008/12/23 First Use In Commerce: 2008/12/23 Cheese; Cheese food; Cheese substitutes; Edible oils; Evaporated milk

U.S. Application No.	77950503	Application Date	03/04/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	BRAVO SUPERMARKETS FOR SAVINGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2009/07/27 First Use In Commerce: 2009/07/27 Drinking water; Fruit drinks; Fruit juices		

U.S. Registration No.	4344602	Application Date	03/04/2010
Registration Date	06/04/2013	Foreign Priority Date	NONE
Word Mark	BRAVO SUPERMARKETS FOR SAVINGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2009/07/29 First Use In Commerce: 2009/07/29 Bleaching preparations for household use; Laundry bleach		

U.S. Registration No.	4169642	Application Date	03/02/2010
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Registration Date	07/10/2012	Foreign Priority Date	NONE
Word Mark	BRAVO SUPERMARKETS FOR SAVINGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2007/12/06 First Use In Commerce: 2007/12/06 Frozen confections, namely, freezer pops; Ice cream; Sugar; Vinegar		

U.S. Registration No.	3620043	Application Date	08/07/2007
Registration Date	05/12/2009	Foreign Priority Date	NONE
Word Mark	BRAVO SUPERMARKETS FOR SAVINGS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2008/12/08 First Use In Commerce: 2008/12/08 Tomato sauce; Ketchup; Rice; Salt; Bakery goods		

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Tracking number: ESTTA621203

¹The maximum possible opposition period is 180 days from publication, and other oppositions may therefore be filed before the end of that period.

Your response must go to the Trademark Trial and Appeal Board (TTAB) of the United States Patent and Trademark Office.

You must file a response, and serve the opposing party, within forty days from the date of the TTAB order setting discovery and trial dates. You will receive that order directly from the TTAB, and the forty day period begins on the mailing date of that order. You need not file a response until you receive that order.

You may file your answer through an attorney permitted to practice before the United States Patent and Trademark Office in trademark cases. While an attorney is not required, your answer and all other papers in this proceeding must conform to the applicable United States rules and statutes. Foreign attorneys may not represent parties before the TTAB, unless specifically permitted to do so under Patent and Trademark Rule 10.14(c). The TTAB cannot assist you in choosing an attorney.

*United States Patent and Trademark Office
Trademark Trial and Appeal Board*