

**REASON FOR PUBLICATION**

Published for Opposition

**Mark Literal(s)** BLISS BY LEVEL**CASE IDENTIFIERS****Serial Number** 79083443 **Application Filing Date** Apr. 26, 2010 **Register** Principal **Mark Type** Trademark**Publication Date** Nov. 18, 2014**MARK INFORMATION****Standard Character Claim** No **Mark Drawing Type** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES**WORD(S)/ LETTER(S) Description of the Mark** The trademark consists in the wording "BLISS BY LEVEL" in fancy block lower case letters, the portion "BY LEVEL" being of a smaller dimension and placed below and on the right of "BLISS", above the letter "I" the stylized drawing of a star being represented, the whole being topped by the drawing of a further star having larger dimensions and edged. **Color Claimed** Color is not claimed as a feature of the mark.**RELATED PROPERTIES INFORMATION****International Registration** 1041132 **International Registration Date** Apr. 26, 2010**GOODS AND SERVICES INFORMATION****For** Backpacks, small backpacks, all-purpose sport bags, knapsacks**International Classes** 18 - Primary Classes **US Classes** 1, 2, 3, 22, 41 **International Class Title** Leather Goods**For** Sports equipment namely, snow skis, ski poles, snowboards, snowboard bindings, knee pads, wrist pads and elbow pads, all for athletic use and protective gloves for skiing and snowboarding; bags adapted for sporting equipment, namely, ski and ski pole storage and carrying bags, snowboard storage and carrying bags**International Classes** 28 - Primary Classes **US Classes** 22, 23, 38, 50 **International Class Title** Toys and Sporting Goods**BASIS INFORMATION****Currently 66A** Yes**OWNER INFORMATION****Owner Name** Scheuing Sport AG **Address** Scheuing Sport AG Via Veglia 6 Samedan SWITZERLAND CH7503**Legal Entity** LIMITED COMPANY **State or Country Where Organized** SWITZERLAND**INTERNATIONAL REGISTRATION INFORMATION (SECTION 66A)****Owner of International Registration Number** 1041132 **International Registration Date** Apr. 26, 2010 **Date of****Section 67 Priority Claim** Apr. 14, 2010 **Expiration Date** Apr. 26, 2020

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**EXAMINING ATTORNEY**

**Examining Attorney** POWER, MARGARET G