

ESTTA Tracking number: **ESTTA1425934**
Filing date: **04/02/2025**

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	Lamar Jackson
Granted to date of previous extension	04/02/2025
Address	2045 N DIXIE HWY POMPANO BEACH, FL 33060 UNITED STATES

Attorney information	ANDREA HENCE EVANS 14625 BALTIMORE AVE. #853 LAUREL, MD 20707 UNITED STATES Primary email: andrea.evans@evansiplaw.com Secondary email(s): docketing@evansiplaw.net 2029078203
Docket no.	Jones-1025

Applicant information

Application no.	98513061	Publication date	12/03/2024
Opposition filing date	04/02/2025	Opposition period ends	04/02/2025
Applicant	DEJ Holdings, LLC 349 CAYUGA DRIVE MOORESVILLE, NC 28117 United States		

Goods/services affected by opposition


Class 025. First Use: Feb 2019 First Use In Commerce: Feb 2019
All goods and services in the class are opposed, namely: Clothing, namely, tops as clothing, shirts, sweat shirts, T-shirts, long sleeve shirts, hoodies, hats, caps being headwear


Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols	Trademark Act Section 2(a)

Marks cited by opposer as basis for opposition

U.S. registration no.	7279545	Application date	05/02/2019
-----------------------	---------	------------------	------------

Register	Principal		
Registration date	01/16/2024	Foreign priority date	NONE
Word mark	2018 ERA 8 BY LAMAR JACKSON 2018		
Design mark			
Description of mark	The mark consists of the stylized text "2018 ERA 8 BY LAMAR JACKSON 2018" superimposed over a stylized shield. A stylized wild dog is superimposed over the shield.		
Goods/services	Class 025. First use: First Use: Jun 2018 First Use In Commerce: Jun 2018 Bottoms as clothing; headwear; jackets; shirts; tops as clothing		


U.S. application no.	97357201	Application date	04/11/2022
Registration date	NONE	Foreign priority date	NONE
Word mark	ERA 8		
Design mark			
Description of mark			
Goods/services	Class 018. First use: First Use: None First Use In Commerce: None Backpacks; Athletic bags; Carry-on bags; Duffel bags; Sport bags; Travelling bags		

	Class 025. First use: First Use: None First Use In Commerce: None Footwear; Headwear; Undergarments; Bottoms as clothing; Tops as clothing
--	---

U.S. application no.	88835266	Application date	03/16/2020
----------------------	----------	------------------	------------

Registration date	NONE	Foreign priority date	NONE
-------------------	------	-----------------------	------

Word mark	ERA 8 BY LAMAR JACKSON
-----------	------------------------

Design mark	
-------------	--

Description of mark	
---------------------	--

Goods/services	Class 018. First use: First Use: Oct 1, 2018 First Use In Commerce: Oct 1, 2018 Athletic bags; Backpacks; Duffel bags; Sport bags; Carry-on bags; Travelling bags Class 025. First use: First Use: Oct 1, 2018 First Use In Commerce: Oct 1, 2018 Bottoms as clothing; Footwear; Headwear; Tops as clothing; Undergarments
----------------	---

Attachments	88412674#TMSN.png(bytes) 97357201#TMSN.png(bytes) 88835266#TMSN.png(bytes) LamarJackson_notice of opposition-98513061.pdf(369087 bytes) Lamar Jackson DEF Exhibit A.pdf(982241 bytes)
-------------	---

Signature	/ahe/
-----------	-------

Name	Andrea Evans
------	--------------

Date	04/02/2025
------	------------

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

Lamar Jackson,

Opposer,

v.

DEJ Holdings, LLC,

Applicant.


Opposition No. _____


Appl. Ser. No. 98/513,061

Mark:




NOTICE OF OPPOSITION

Lamar Jackson, (“Opposer”) believes that he will be damaged by the registration of the
mark , U.S. Application Serial No. 98/513,061 and hereby opposes registration of
that application pursuant to 15 U.S.C. § 1063.

1. Opposer is the owner of Registration No. 7,279,545 for the mark , for
bottoms as clothing, headwear, jackets, shirts, and tops as clothing. Copies of the status and title
of this registration is attached as Exhibit A.

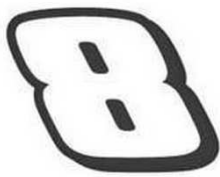



2. The registration for  issued on January 16, 2024. The filing date for the application for this mark was May 2, 2019, and its first use in commerce and anywhere is at least as early as June 2018.

3. Opposer owns a trademark application for the mark ERA 8 BY LAMAR JACKSON for bottoms as clothing, footwear, headwear, tops as clothing, undergarments, athletic bags, backpacks, duffel bags, sport bags, carry-on bags, and travelling bags, which was assigned Serial No. 88/835,266. This application was filed on March 16, 2020, and its first use anywhere and in commerce is at least as early as October 1, 2018.

4. Opposer owns a trademark application for the mark ERA 8 for IC 018: Backpacks; Athletic bags; Carry-on bags; Duffel bags; Sport bags; Travelling bags; Footwear; Headwear; Undergarments; Bottoms as clothing; and Tops as clothing which was assigned Serial No. 97357201. This application was filed on April 11, 2022.


5. DEJ Holdings LLC (“Applicant”) is the recorded owner of U.S. Application



Serial No. 98/513,061 for the mark  for clothing, namely, tops as clothing, shirts, sweat shirts, T-shirts, long sleeve shirts, hoodies, hats, caps being hats, in Class 25, push toys; toys, namely, miniature toy cars and trucks, die cast toy cars, in Class 28, and entertainment services in the nature of professional athletes competing in automobile racing

events and racing; entertainment services in the nature of participating in professional automobile races and exhibitions, in Class 41.



6. Applicant filed this application for  on December 4, 2024.

7. Applicant claims first use for its clothing, namely, tops as clothing, shirts, sweat shirts, T-shirts, long sleeve shirts, hoodies, hats, caps being hats at least as early in commerce and anywhere as February 2019.

8. Applicant claims first use for its push toys; Toys, namely, miniature toy cars and trucks; die-cast toy cars at least as early in commerce and anywhere as September 2019.

9. Applicant claims first use for its Entertainments services in the nature of professional athletes competing in automobile racing events and racing; Entertainment services in the nature of participating in professional automobile races and exhibitions as least as early in commerce and anywhere as February 2019.

10. Opposer's common law rights in for its ERA 8 BY LAMAR JACKSON and



marks predate any rights that may be asserted or relied upon by Applicant.

11. Opposer is the quarterback and two (2) time Most Valuable Player for the Baltimore Ravens of the National Football League. His uniform number is number 8.

12. Opposer is well-known by this number due to his notoriety and fame, along with his promotion of this number in his trademarks and in media coverage.

13. Applicant's Mark falsely suggests a connection with persons, living or dead, namely, Lamar Jackson, who is well known by the number 8.

14. Registration of Applicant's Mark in connection with the goods set forth in its application therefore violates Section 2(a) of the Lanham Act, 15 U.S.C. 1052 (a), and would cause harm to Opposer.


15. Opposer has used its registered and applied for trademarks, as well as his uniform number in commerce in the United States in connection with Opposer's goods as set forth above prior to Applicant's filing date of U.S. Application Serial No. 98/513,061.

16. Applicant is not affiliated with or sponsored by Opposer, and has never been authorized by Opposer or any of its authorized agents to use the EIGHT mark in any form.

17. Opposer has expended considerable time, effort, and expense in promoting, advertising, and popularizing the number 8 in connection with his personality and fame, as well as with the trademark applications and registrations referenced above, with the result that the relevant purchasing public has come to know, rely upon, and recognize Opposer's trademarks as very strong indicators of the source of Opposer's products provided in connection with his marks. Opposer has established valuable goodwill in his registrations and applications featuring the number 8.


18. Opposer's trademarks are of great value to Opposer as an identification of source with his business and persona, and to identify and distinguish Opposer's products from the goods, services, and business of others, symbolizing the goodwill of Opposer's business.



19. Applicant's  mark is highly similar to Opposer's registered and applied for trademark, as well as his common law use of the number 8. Thus, the marks at issue create highly similar overall commercial impressions.


20. Applicant's apparel is identical and highly similar to Opposer's apparel. The toys and entertainments services in Applicant's application are likely to travel in similar channels of trade.



21. Applicant's  mark is highly similar in sound, appearance, connotation, and commercial impression to Opposer's trademarks and brand so as to be likely to cause confusion, or cause mistake, or to deceive.

22. Purchasers and prospective purchasers are likely to mistakenly believe that the



products Applicant offers under the mark  are related to the products and services provided by Opposer under the number 8 and his application and registration. If Applicant's mark is registered, Applicant will receive a prima facie nationwide exclusive right to use a mark that is likely to cause confusion as to source, sponsorship or affiliation with Opposer's trademarks in commerce, would create a false suggestion of a connection with Opposer, and, as such, would be inconsistent with Opposer's rights.

WHEREFORE, as a result of its priority and the likelihood of confusion between



Applicant's

mark and Opposer's ERA 8, ERA 8 BY LAMAR JACKSON,



and marks, Opposer believes that it will be damaged by the registration of the mark shown in U.S. Application Serial No. 98/513,061. Accordingly, Opposer respectfully requests that this Notice of Opposition be sustained and that U.S. Application Serial No. 98/513,061 be refused registration.

Respectfully submitted,
Lamar Jackson

Date: April 2, 2025

By: _____/ahe/_____

Andrea H. Evans, Esq.
The Law Firm of Andrea Hence Evans, LLC
14625 Baltimore Ave., #853
Laurel, Maryland 20707

CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing Notice of Opposition was sent by EMail to counsel for Applicant, Lani Barnes Baxter, by electronic mail at lbarnes@robinsonbradshaw.com , tmocket@robinsonbradshaw.com this ___2nd___ day of April 2025.

By: _____/ahe/_____
Andrea H. Evans, Esq.
The Law Firm of Andrea Hence Evans, LLC
14625 Baltimore Ave., #853
Laurel, Maryland 20707

Generated on: This page was generated by TSDR on 2025-03-19 14:38:05 EDT

Mark: 2018 ERA 8 BY LAMAR JACKSON 2018



US Serial Number: 88412674

Application Filing Date: May 02, 2019

US Registration Number: 7279545

Registration Date: Jan. 16, 2024

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 16, 2024

Publication Date: Sep. 03, 2019 Notice of Allowance Date: Jul. 05, 2022

Mark Information

Mark Literal Elements: 2018 ERA 8 BY LAMAR JACKSON 2018

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)

Description of Mark: The mark consists of the stylized text "2018 ERA 8 BY LAMAR JACKSON 2018" superimposed over a stylized shield. A stylized wild dog is superimposed over the shield.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "2018"

Design Search Code(s): 03.01.08 - Dogs; Puppies

03.01.21 - Stylized felines, including cats of any size

03.01.22 - Stylized dogs, wolves, and foxes

03.01.24 - Costumed felines and those with human attributes, including cats of all sizes

24.01.02 - Shields or crests with figurative elements contained therein or superimposed thereon

24.01.03 - Shields or crests with letters, punctuation or inscriptions contained therein or superimposed thereon

24.09.07 - Advertising, banners; Banners

26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)

26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

Name Portrait Consent: The name(s), portrait(s), and/or signature(s) shown in the mark identifies "LAMAR JACKSON", whose consent(s) to register is made of record.

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bottoms as clothing; headwear; jackets; shirts; tops as clothing

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

First Use: Jun. 2018

Use in Commerce: Jun. 2018

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Lamar Jackson

Owner Address: 2045 N Dixie Hwy
Pompano, FLORIDA UNITED STATES 33060

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Attorney/Correspondence Information

Attorney of Record

Attorney Name: ANDREA H. EVANS

Docket Number: Jones-1025

Attorney Primary Email Address: Andrea.Evans@evansiplaw.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: ANDREA H. EVANS
THE LAW FIRM OF ANDREA HENCE EVANS, LLC
14625 BALTIMORE AVENUE, #853
LAUREL, MARYLAND UNITED STATES 20707

Phone: 305-913-1333

Correspondent e-mail: Andrea.Evans@evansiplaw.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 22, 2024	NOTICE OF REGISTRATION CONFIRMATION EMAILED	
Jan. 16, 2024	NOTICE OF REGISTRATION CONFIRMATION EMAILED	
Jan. 16, 2024	NOTICE OF REGISTRATION CONFIRMATION EMAILED	
Jan. 16, 2024	REGISTERED-PRINCIPAL REGISTER	
Dec. 12, 2023	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 11, 2023	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 09, 2023	STATEMENT OF USE PROCESSING COMPLETE	
Nov. 29, 2023	USE AMENDMENT FILED	
Dec. 09, 2023	CASE ASSIGNED TO INTENT TO USE PARALEGAL	
Nov. 29, 2023	TEAS STATEMENT OF USE RECEIVED	
Jun. 27, 2023	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 23, 2023	SOU EXTENSION 2 GRANTED	
Jun. 23, 2023	SOU EXTENSION 2 FILED	
Jun. 23, 2023	SOU TEAS EXTENSION RECEIVED	
Dec. 12, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	

Dec. 12, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 12, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 09, 2022	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 07, 2022	SOU EXTENSION 1 GRANTED	
Dec. 07, 2022	SOU EXTENSION 1 FILED	
Dec. 07, 2022	SOU TEAS EXTENSION RECEIVED	
Jul. 05, 2022	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 23, 2022	TTAB RELEASE CASE TO TRADEMARKS	254375
May 23, 2022	OPPOSITION TERMINATED NO. 999999	254375
May 23, 2022	OPPOSITION DISMISSED NO. 999999	254375
Feb. 28, 2020	OPPOSITION INSTITUTED NO. 999999	254375
Oct. 02, 2019	EXTENSION OF TIME TO OPPOSE RECEIVED	
Sep. 03, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 03, 2019	PUBLISHED FOR OPPOSITION	
Aug. 14, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 26, 2019	ASSIGNED TO LIE	
Jul. 16, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 16, 2019	EXAMINER'S AMENDMENT ENTERED	
Jul. 16, 2019	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Jul. 16, 2019	EXAMINERS AMENDMENT E-MAILED	
Jul. 16, 2019	EXAMINERS AMENDMENT -WRITTEN	
Jul. 16, 2019	ASSIGNED TO EXAMINER	
May 21, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED	
May 19, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
May 06, 2019	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Dec. 11, 2023

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91292541](#)

Filing Date: Jul 09, 2024

Status: Suspended

Status Date: Mar 13, 2025

Interlocutory Attorney: STEVEN W FERRELL

Defendant

Name: FL101, Inc.

Correspondent Address: BRAD D. ROSE
PRYOR CASHMAN LLP
7 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: brose@pryorcashman.com , tmdocketing@pryorcashman.com , dfinguerre-ducharme@pryorcashman.com , mchandler@pryorcashman.com , mirodriguez@pryorcashman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
EIGHT		97931236	

Plaintiff(s)

Name: Lamar Jackson

Correspondent ANDREA EVANS
Address: THE LAW FIRM OF ANDREA HENCE EVANS, LLC
14625 BALTIMORE AVE. #853
LAUREL MD UNITED STATES , 20707

Correspondent e-mail: andrea.evans@evansiplaw.com , docketing@evansiplaw.net

Mark	Application Status	Serial Number	Registration Number
YOU 8 YET?		97977072	7301096
2018 ERA 8 BY LAMAR JACKSON 2018		88412674	7279545
ERA 8		97357201	
ERA 8 BY LAMAR JACKSON		88835266	

Prosecution History			
Entry Number	History Text	Date	Due Date
8	SUSP PEND DISP OF OUTSTNDNG MOT	Mar 13, 2025	
7	D MOT TO COMPEL DISCOVERY	Mar 12, 2025	
6	D APPEARANCE / POWER OF ATTORNEY	Oct 17, 2024	
5	D APPEARANCE / POWER OF ATTORNEY	Oct 17, 2024	
4	ANSWER	Aug 01, 2024	
3	INSTITUTED	Jul 09, 2024	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 09, 2024	Aug 18, 2024
1	FILED AND FEE	Jul 09, 2024	

Type of Proceeding: Opposition

Proceeding Number: [91292546](#)

Filing Date: Jul 09, 2024

Status: Suspended

Status Date: Mar 14, 2025

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: FL101, Inc.

Correspondent Address: BRAD D. ROSE
PRYOR CASHMAN LLP
7 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: brose@pryorcashman.com , tm_docketing@pryorcashman.com , dfinguerra-ducharme@pryorcashman.com , mchandler@pryorcashman.com

Mark	Application Status	Serial Number	Registration Number
EIGHT		97931214	

Plaintiff(s)

Name: Lamar Jackson

Correspondent Address: ANDREA EVANS
THE LAW FIRM OF ANDREA HENCE EVANS, LLC
14625 BALTIMORE AVE. #853
LAUREL MD UNITED STATES , 20707

Correspondent e-mail: andrea.evans@evansiplaw.com , docketing@evansiplaw.net

Mark	Application Status	Serial Number	Registration Number
YOU 8 YET?		97977072	7301096
2018 ERA 8 BY LAMAR JACKSON 2018		88412674	7279545
ERA 8		97357201	
ERA 8 BY LAMAR JACKSON		88835266	

Prosecution History

Entry Number	History Text	Date	Due Date
8	SUSP PEND DISP OF OUTSTNDNG MOT	Mar 14, 2025	
7	D MOT TO COMPEL DISCOVERY	Mar 12, 2025	
6	D APPEARANCE / POWER OF ATTORNEY	Oct 17, 2024	
5	D APPEARANCE / POWER OF ATTORNEY	Oct 17, 2024	
4	ANSWER	Aug 01, 2024	
3	INSTITUTED	Jul 09, 2024	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 09, 2024	Aug 18, 2024
1	FILED AND FEE	Jul 09, 2024	

Type of Proceeding: Opposition

Proceeding Number: [91254375](#)

Filing Date: Feb 28, 2020

Status: Terminated

Status Date: May 23, 2022

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Lamar Jackson

Correspondent Address: ANDREA H. EVANS
THE LAW FIRM OF ANDREA HENCE EVANS, LLC
14625 BALTIMORE AVENUE, #853
LAUREL MD UNITED STATES , 20707

Correspondent e-mail: Andrea.Evans@evansiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
2018 ERA 8 BY LAMAR JACKSON 2018		88412674	

Plaintiff(s)

Name: New Era Cap Co., Inc.

Correspondent Address: MICHAEL J. BERCHOU
HARTER SECREST & EMERY LLP
50 FOUNTAIN PLZ SUITE 1000
BUFFALO NY UNITED STATES , 14202

Correspondent e-mail: mberchou@hselaw.com , trademark@hselaw.com , jclemente@hselaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
NEW ERA		74707965	2017209
NEW ERA		74450431	2031348
NEW ERA		75859769	2434957
NEW ERA CAP		75868748	2550756
NEW ERA		76231791	2584973
NE NEW ERA 59FIFTY ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM ORIGINATORS OF THE TRUE FITTED NEWERACAP.COM		76648430	3122529
NEW ERA FITS		76623247	3595192
NEW ERA		78723246	3759352
NE NEW ERA		77631360	3811674
NE NEW ERA		85208111	4166506
NE NEW ERA		85208122	4183968
NEW ERA BY YOU		85422267	4258770
DRYERA		85500941	4380794
COOLERA		85500971	4380795
SOLARERA		85500992	4380796
WINTERERA		85514767	4380816
NEW ERA		77866188	4396437

DIAMOND ERA	85783683	4456418
MICROERA	85893501	4633210
ZONE ERA	86332517	4878241
NE NEW ERA	86716922	4895863
NEW ERA	87319817	5228279
NE NEW ERA	87319850	5228280
MY ERA	86332519	5448757
NEW ERA	87626810	5453457
MY ERA	87646637	5521208
NEW ERA	87492999	5748177
NEW ERA	87948119	

Prosecution History

Entry Number	History Text	Date	Due Date
27	TERMINATED	May 23, 2022	
26	BD DECISION: OPP DISMISSED W/O PREJ	May 23, 2022	
25	W/DRAW OF OPPOSITION	May 19, 2022	
24	EXTENSION OF TIME GRANTED	Jan 20, 2022	
23	P MOT FOR EXT W/ CONSENT	Jan 18, 2022	
22	P CHANGE OF CORRESP ADDRESS	Jan 18, 2022	
21	EXTENSION OF TIME GRANTED	Sep 30, 2021	
20	P MOT FOR EXT W/ CONSENT	Sep 30, 2021	
19	TRIAL DATES REMAIN AS SET	Apr 05, 2021	
18	ANSWER	Apr 01, 2021	
17	D APPEARANCE / POWER OF ATTORNEY	Mar 26, 2021	
16	D REQ TO W/DRAW AS ATTORNEY	Mar 17, 2021	
15	EXTENSION OF TIME GRANTED	Jan 30, 2021	
14	D MOT FOR EXT W/ CONSENT	Jan 30, 2021	
13	EXTENSION OF TIME GRANTED	Dec 01, 2020	
12	D MOT FOR EXT W/ CONSENT	Dec 01, 2020	
11	EXTENSION OF TIME GRANTED	Sep 28, 2020	
10	D MOT FOR EXT W/ CONSENT	Sep 28, 2020	
9	EXTENSION OF TIME GRANTED	Aug 05, 2020	
8	D MOT FOR EXT W/ CONSENT	Aug 05, 2020	
7	EXTENSION OF TIME GRANTED	Jun 05, 2020	
6	D MOT FOR EXT W/ CONSENT	Jun 05, 2020	
5	EXTENSION OF TIME GRANTED	Apr 06, 2020	
4	D MOT FOR EXT W/ CONSENT	Apr 06, 2020	
3	INSTITUTED	Feb 28, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 28, 2020	Apr 08, 2020
1	FILED AND FEE	Feb 28, 2020	

Type of Proceeding: Extension of Time

Proceeding Number: [88412674](#)

Filing Date: Oct 02, 2019

Status: Terminated

Status Date: Mar 01, 2020

Interlocutory Attorney:

Defendant

Name: Lamar Jackson

Correspondent Address: KEESONGA GORE
MINOTT GORE, P.A.
201 S. BISCAYNE BLVD. SUITE 2800
MIAMI FL , 33131

Correspondent e-mail: admin@minottgore.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
------	--------------------	---------------	---------------------

2018 ERA 8 BY LAMAR JACKSON 2018

[88412674](#)**Potential Opposer(s)****Name:** New Era Cap Co., Inc.**Correspondent** MICHAEL J. BERCHOU**Address:** HARTER SECREST & EMERY LLP
50 FOUNTAIN PLZ SUITE 1000
BUFFALO NY UNITED STATES , 14202**Correspondent e-mail:** mberchou@hselaw.com , trademark@hselaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
------	--------------------	---------------	---------------------

Prosecution History

Entry Number	History Text	Date	Due Date
6	EXT GRANTED	Dec 30, 2019	
5	FINAL 60-DAY REQUEST TO EXT TIME TO OPPOSE	Dec 30, 2019	
4	EXT GRANTED	Nov 02, 2019	
3	ADD'L 60-DAY REQUEST TO EXT TIME TO OPPOSE	Nov 02, 2019	
2	EXT GRANTED	Oct 02, 2019	
1	FIRST 30-DAY REQUEST TO EXT TIME TO OPPOSE	Oct 02, 2019	

United States of America

United States Patent and Trademark Office



Reg. No. 7,279,545

Registered Jan. 16, 2024

Int. Cl.: 25

Trademark

Principal Register

Lamar Jackson (UNITED STATES INDIVIDUAL)
2045 N Dixie Hwy
Pompano, FLORIDA 33060

CLASS 25: Bottoms as clothing; headwear; jackets; shirts; tops as clothing

FIRST USE 6-00-2018; IN COMMERCE 6-00-2018

The mark consists of the stylized text "2018 ERA 8 BY LAMAR JACKSON 2018" superimposed over a stylized shield. A stylized wild dog is superimposed over the shield.

No claim is made to the exclusive right to use the following apart from the mark as shown: "2018"

The name(s), portrait(s), and/or signature(s) shown in the mark identifies "LAMAR JACKSON", whose consent(s) to register is made of record.

SER. NO. 88-412,674, FILED 05-02-2019

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.