

## WHO FILES THE MOST TRADEMARK OPPOSITIONS, CANCELLATIONS AND EXTENSION REQUESTS?

By: Alex Butterman

Thanks to Mr. Chris Shiplett of Randolph Law, PLLC which sponsors and produces the free searchable web site database of Trademark Trial and Appeals Board proceedings and decisions, *TTAB Across the Board* <[www.ttabacrosstheboard.com](http://www.ttabacrosstheboard.com)>, we have a list of this year's (January 1, 2009 –to October 12, 2009) top 20 filers of trademark oppositions, cancellations, and requests for extensions of time to oppose and a list of the top 20 filers of trademark opposition and cancellation actions where no requests for extensions of time were filed. These companies may be regarded as the companies most aggressively enforcing their U.S. trademark rights, at least within the USPTO.

### **OPPOSITIONS, CANCELLATIONS, OR EXTENSION REQUESTS FILED**

(January 1, 2009 –to October 12, 2009)

Kellogg North America Company	163
Blue Cross and Blue Shield Association	153
Johnson & Johnson	103
Apple Inc.	103
NFL Properties LLC	80
Apex, LLC	72
E. & J. Gallo Winery	66
Franklin Loufrani	62
TeleTracking Technologies, Inc.	41
OMS Investments, Inc.	41
Sazerac Company, Inc.	37
Citigroup Inc.	37
The Smiley Company SPRL	37
Facebook, Inc.	36
The Susan G. Komen Breast Cancer Foundation, Inc.	36
VeriSign, Inc.	34
Frito-Lay North America, Inc.	34
Avon Products, Inc.	33
Vanity Fair, Inc.	33
Zuffa, LLC	32

### **OPPOSITIONS AND CANCELLATIONS FILED WITHOUT EXTENSION REQUESTS**

(January 1, 2009 –to October 12, 2009)

Kellogg North America Company	55
Apple Inc.	30
Johnson & Johnson	29
E. & J. Gallo Winery	23
Apex, LLC	21
Hansen Beverage Company	20
philosophy, inc.	16
OMS Investments, Inc.	15
Shurfine Foods, Inc.	15
Cytosport, Inc.	14
CFA Institute	13

Frito-Lay North America, Inc.	13
Avon Products, Inc.	13
Karsten Manufacturing Corporation	12
VeriSign, Inc.	12
Guthy-Renker LLC	12
Archie Comic Publications, Inc.	12
Major League Baseball Properties, Inc.	11
The Susan G. Komen Breast Cancer Foundation, Inc.	11
Abbott Laboratories	10

Needless to say, if any of these companies appear in the results of a trademark search as an owner of a relevant mark, one should advise to consider the risks of proceeding with adoption of the searched mark in view of potentially increased risk of an adversarial action by the company from this list. The appearance of some of the companies in this list is also somewhat surprising. For example, The Susan G. Komen Breast Cancer Foundation, Inc. is a charity presumably not operating for profit.