

**Generated on:** This page was generated by TSDR on 2021-10-07 14:17:59 EDT

**Mark:** MRCOOL BLADE BECAUSE WE BLOW MORE

MRCOOL BLADE BECAUSE WE  
BLOW MORE

**US Serial Number:** 88614812

**Application Filing Date:** Sep. 12, 2019

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

**Status:** Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

**Status Date:** Aug. 10, 2021

**Publication Date:** Jun. 15, 2021

**Notice of Allowance Date:** Aug. 10, 2021

## Mark Information

**Mark Literal Elements:** MRCOOL BLADE BECAUSE WE BLOW MORE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "BLADE"

## Related Properties Information

**Claimed Ownership of US Registrations:** 4806473, 5827643

## 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:** Ceiling fans; Electric fans

**International Class(es):** 011 - Primary Class

**U.S Class(es):** 013, 021, 023, 031, 034

**Class Status:** ACTIVE

**Basis:** 1(b)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** Yes

**Currently ITU:** Yes

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: JOI Holding LLC

Owner Address: 614 House Road  
Boaz, KENTUCKY UNITED STATES 42027

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: KENTUCKY  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Julie Tennyson

Docket Number: JOI Blade

Attorney Primary Email Address: [jtennyson@marcumtennyson.com](mailto:jtennyson@marcumtennyson.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Julie Tennyson  
MARCUM TENNYSON PLLC  
PO BOX 9551  
PADUCAH, KENTUCKY UNITED STATES 42002

Phone: 270-534-5135

Correspondent e-mail: [jtennyson@marcumtennyson.com](mailto:jtennyson@marcumtennyson.com) [jultenn6@yahoo.com](mailto:jultenn6@yahoo.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 10, 2021	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 15, 2021	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 15, 2021	PUBLISHED FOR OPPOSITION	
May 26, 2021	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 12, 2021	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 16, 2021	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
Apr. 16, 2021	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Apr. 16, 2021	ASSIGNED TO LIE	66213
Apr. 15, 2021	NOTICE OF REVIVAL - E-MAILED	
Apr. 15, 2021	ASSIGNED TO EXAMINER	95370
Apr. 15, 2021	PETITION GRANTED - RESPONSE RECEIVED	70458
Apr. 08, 2021	ASSIGNED TO PETITION STAFF	70458
Jan. 08, 2021	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 08, 2021	TEAS PETITION TO REVIVE RECEIVED	
Jul. 07, 2020	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jul. 07, 2020	FINAL REFUSAL E-MAILED	
Jul. 07, 2020	FINAL REFUSAL WRITTEN	92563
Jun. 16, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 15, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 15, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 15, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 15, 2019	NON-FINAL ACTION E-MAILED	6325
Dec. 15, 2019	NON-FINAL ACTION WRITTEN	92563
Dec. 09, 2019	ASSIGNED TO EXAMINER	92563
Oct. 02, 2019	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Oct. 02, 2019	TEAS VOLUNTARY AMENDMENT RECEIVED	
Sep. 21, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information

**TM Attorney:** WERT, KARL ANTHONY

**Law Office Assigned:** LAW OFFICE 120

### File Location

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Aug. 10, 2021

## Proceedings

### Summary

**Number of Proceedings:** 2

### Type of Proceeding: Opposition

**Proceeding Number:** [91265416](#)

**Filing Date:** Oct 14, 2020

**Status:** Terminated

**Status Date:** Oct 01, 2021

**Interlocutory Attorney:** JENNIFER ELGIN

### Defendant

**Name:** Delta T, LLC

**Correspondent Address:** ANDREW D. DORISIO

DICKINSON WRIGHT PLLC  
300 WEST VINE STREET, SUITE 1700  
LEXINGTON KY UNITED STATES , 40507

**Correspondent e-mail:** [dwtrademarks@dickinsonwright.com](mailto:dwtrademarks@dickinsonwright.com) , [adorisio@dickinsonwright.com](mailto:adorisio@dickinsonwright.com) , [ncoleman@dickinsonwright.com](mailto:ncoleman@dickinsonwright.com) , [lswain@dickinsonwright.com](mailto:lswain@dickinsonwright.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
POWERCOOL	Published For Opposition	<a href="#">88816716</a>	

### Plaintiff(s)

**Name:** Jason Ingram and JOI Holding LLC

**Correspondent Address:** JULIE TENNYSON

MARCUM TENNYSON PLLC  
PO BOX 9551  
PADUCAH KY UNITED STATES , 42002

**Correspondent e-mail:** [jtennyson@marcumtennyson.com](mailto:jtennyson@marcumtennyson.com) , [jultenn6@yahoo.com](mailto:jultenn6@yahoo.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
MR. COOL - STAY COOL	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85387180</a>	<a href="#">4170521</a>
MRCOOL COMFORT MADE SIMPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86227539</a>	<a href="#">4806473</a>
MRCOOL	Registered	<a href="#">88276341</a>	<a href="#">5827643</a>
MRCOOL SMART HVAC CONTROLLER	Registered	<a href="#">88250365</a>	<a href="#">5957370</a>
GEOCOOL RELIABLE ENERGY-SAVING COMFORT	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85697286</a>	<a href="#">4316665</a>
COOLGUARD	Registered	<a href="#">88796945</a>	<a href="#">6162563</a>
MRCOOL BLADE BECAUSE WE BLOW MORE	Notice of Allowance - Issued	<a href="#">88614812</a>	
TROPICOOOL	Second Extension - Granted	<a href="#">88849088</a>	
TUBERCOOL	Fourth Extension - Granted	<a href="#">88607979</a>	
COST TO COOL	ABANDONED-FAILURE TO RESPOND OR LATE RESPONSE	<a href="#">90047222</a>	
	Report Completed Suspension Check - Case Still Suspended	<a href="#">90254698</a>	

### Prosecution History

Entry Number	History Text	Date	Due Date
--------------	--------------	------	----------

1	FILED AND FEE	Oct 14, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 14, 2020	Nov 23, 2020
3	INSTITUTED	Oct 14, 2020	
4	D MOT TO DISMISS: FRCP 12(B)	Nov 23, 2020	
5	SUSP PEND DISP OF OUTSTNDNG MOT	Dec 08, 2020	
6	P MOT TO AMEND PLEADING/AMENDED PLEADING	Dec 14, 2020	
7	ANSWER TO AMENDED PLEADING DUE	Jan 14, 2021	
8	ANSWER	Feb 12, 2021	
9	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 24, 2021	
10	SUSPENDED	Mar 24, 2021	
11	D CHANGE OF CORRESP ADDRESS	Jun 16, 2021	
12	MOT TO AMEND APPLICATION	Sep 27, 2021	
13	BD DECISION: OPP DISMISSED	Sep 30, 2021	
14	TERMINATED	Oct 01, 2021	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91264430</a>	<b>Filing Date:</b>	Aug 26, 2020
<b>Status:</b>	Pending	<b>Status Date:</b>	Aug 26, 2020
<b>Interlocutory Attorney:</b>	MIKE WEBSTER		

#### Defendant

<b>Name:</b>	Progenomics LLC
<b>Correspondent Address:</b>	ANDREW T. RISSLER PATEL & ALMEIDA, P.C. 16830 VENTURA BLVD., SUITE 360 ENCINO CA UNITED STATES , 91436
<b>Correspondent e-mail:</b>	<a href="mailto:trademarks@paiplaw.com">trademarks@paiplaw.com</a>

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
COOL HUMAN	Opposition Pending	<a href="#">88742743</a>	

#### Plaintiff(s)

<b>Name:</b>	Joi Holding LLC and Jason Ingram
<b>Correspondent Address:</b>	JULIE TENNYSON MARCUM TENNYSON PLLC PO BOX 9551 PADUCAH KY UNITED STATES , 42002
<b>Correspondent e-mail:</b>	<a href="mailto:jtennyson@marcumtennyson.com">jtennyson@marcumtennyson.com</a> , <a href="mailto:jultenn6@yahoo.com">jultenn6@yahoo.com</a>

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
MR. COOL - STAY COOL	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85387180</a>	<a href="#">4170521</a>
MRCOOL COMFORT MADE SIMPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86227539</a>	<a href="#">4806473</a>
MRCOOL	Registered	<a href="#">88276341</a>	<a href="#">5827643</a>
MRCOOL SMART HVAC CONTROLLER	Registered	<a href="#">88250365</a>	<a href="#">5957370</a>
GEOCOOL RELIABLE ENERGY-SAVING COMFORT	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85697286</a>	<a href="#">4316665</a>
COOLGUARD	Registered	<a href="#">88796945</a>	<a href="#">6162563</a>
MRCOOL BLADE BECAUSE WE BLOW MORE	Notice of Allowance - Issued	<a href="#">88614812</a>	
TROPICOOOL	Second Extension - Granted	<a href="#">88849088</a>	
TUBERCOOL	Fourth Extension - Granted	<a href="#">88607979</a>	
COST TO COOL	ABANDONED-FAILURE TO RESPOND OR LATE RESPONSE	<a href="#">90047222</a>	

#### Prosecution History

Entry Number	History Text	Date	Due Date
--------------	--------------	------	----------

1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	D APPEARANCE / POWER OF ATTORNEY	Oct 05, 2020	
5	ANSWER	Oct 05, 2020	
6	D MOT FOR EXT W/ CONSENT	Apr 02, 2021	
7	EXTENSION OF TIME GRANTED	Apr 02, 2021	
8	D MOT FOR EXT W/ CONSENT	Apr 30, 2021	
9	EXTENSION OF TIME GRANTED	Apr 30, 2021	
10	P MOT FOR EXT W/ CONSENT	Jul 30, 2021	
11	EXTENSION OF TIME GRANTED	Jul 30, 2021	
12	P MOT FOR EXT W/ CONSENT	Sep 14, 2021	
13	EXTENSION OF TIME GRANTED	Sep 14, 2021	