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Mark: PRODIRECT

PRODIRECT

US Serial Number: 90305056

Application Filing Date: Nov. 07, 2020

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Opposition Pending

The pending trademark application has been examined by the Office and was published for opposition, at which time one or more oppositions were filed but they have not yet been decided.

Status: An opposition after publication is pending at the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Oct. 18, 2021

Publication Date: Apr. 20, 2021

Mark Information

Mark Literal Elements: PRODIRECT

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

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: HVAC units

International Class(es): 011 - Primary Class

U.S Class(es): 013, 021, 023, 024, 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: 60 Remington Way

Hickory, KENTUCKY UNITED STATES 42051

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country KENTUCKY
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JULIE TENNYSON

Attorney Primary Email Address: jtennyson@marcumtennyson.com

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 270-534-5135

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 18, 2021	OPPOSITION INSTITUTED NO. 999999	272366
May 06, 2021	EXTENSION OF TIME TO OPPOSE RECEIVED	
Apr. 20, 2021	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2021	PUBLISHED FOR OPPOSITION	
Mar. 31, 2021	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 14, 2021	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 14, 2021	ASSIGNED TO EXAMINER	72505
Jan. 07, 2021	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 11, 2020	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: DE JONGE, KATHLEEN RUS

Law Office LAW OFFICE 107
Assigned:

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 15, 2021

Proceedings

Summary

Number of 2
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: [91272366](#)

Filing Date: Oct 18, 2021

Status: Pending

Status Date: Oct 18, 2021

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: JOI Holding LLC

Correspondent Address: JULIE TENNYSON
MARCUM TENNYSON PLLC
PO BOX 9551
PADUCAH KY UNITED STATES , 42002

Correspondent e-mail: jtennyson@marcumtennyson.com , jultenn6@yahoo.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PRODIRECT	Opposition Pending	90305056	
Plaintiff(s)			

Name: Ferguson Enterprises, LLC

Correspondent WILLIAM RUEGER POYNTER

Address: KALEO LEGAL
4456 CORPORATION LANE, SUITE 135
VIRGINIA BEACH VA UNITED STATES , 23462

Correspondent e-mail: wpoynter@kaleolegal.com , wdickinson@kaleolegal.com , agabriel@kaleolegal.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PROSELECT	REGISTERED AND RENEWED	85321814	4053223
P PROSELECT	REGISTERED AND RENEWED	85117269	4030915
P PROSELECT	REGISTERED AND RENEWED	85117263	3954363
PROSELECT	Section 8 and 15 - Accepted and Acknowledged	85253245	4429163
PROSELECT	REGISTERED AND RENEWED	85321787	4156724
PROSELECT	REGISTERED AND RENEWED	78462111	3065212
PROSELECT	REGISTERED AND RENEWED	77148219	3941024
PROSELECT	REGISTERED AND RENEWED	77148241	3554740
PROSELECT	REGISTERED AND RENEWED	85029415	4010211
P PROSELECT	Section 8 and 15 - Accepted and Acknowledged	85152861	4081112
PROSELECT	Section 8 and 15 - Accepted and Acknowledged	85152769	4081111
PROSELECT	Section 8 and 15 - Accepted and Acknowledged	85029375	4086035
PROSELECT	REGISTERED AND RENEWED	77562036	3764410
PROSELECT	REGISTERED AND RENEWED	77148213	3752657

Prosecution History			
Entry Number	History Text	Date	Due Date
4	ANSWER	Nov 24, 2021	
3	INSTITUTED	Oct 18, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 18, 2021	Nov 27, 2021
1	FILED AND FEE	Oct 18, 2021	

Type of Proceeding: Extension of Time

Proceeding Number: [90305056](#)

Filing Date: May 06, 2021

Status: Terminated

Status Date: Oct 19, 2021

Interlocutory Attorney:

Defendant

Name: JOI HOLDING LLC

Correspondent JULIE TENNYSON

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

Correspondent e-mail: jtennyson@marcumtennyson.com , jultenn6@yahoo.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PRODIRECT	Opposition Pending	90305056	
Potential Opposer(s)			

Name: Ferguson Enterprises, LLC

Correspondent WILLIAM RUEGER POYNTER

Address: KALEO LEGAL
4456 CORPORATION LANE, SUITE 135
VIRGINIA BEACH VA UNITED STATES , 23462

Correspondent e-mail: wpoynter@kaleolegal.com , wdickinson@kaleolegal.com , agabriel@kaleolegal.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
Prosecution History			
Entry Number	History Text	Date	Due Date
6	EXT GRANTED	Aug 18, 2021	
5	FINAL 60-DAY REQUEST TO EXT TIME TO OPPOSE	Aug 17, 2021	
4	EXT GRANTED	Jun 17, 2021	
3	ADD'L 60-DAY REQUEST TO EXT TIME TO OPPOSE	Jun 17, 2021	
2	EXT GRANTED	May 06, 2021	
1	FIRST 30-DAY REQUEST TO EXT TIME TO OPPOSE	May 06, 2021	