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**Mark:** MR. COOL - STAY COOL

Mr. Cool - Stay Cool

**US Serial Number:** 85387180

**Application Filing Date:** Aug. 02, 2011

**US Registration Number:** 4170521

**Registration Date:** Jul. 10, 2012

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jul. 07, 2018

**Publication Date:** Apr. 24, 2012

## Mark Information

**Mark Literal Elements:** MR. COOL - STAY COOL

**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:** Air conditioning contractor services; Installation and repair of heating, ventilating and air conditioning equipment; Installation and replacement service for heating, ventilating and air conditioning systems

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Dec. 15, 2008

**Use in Commerce:** Dec. 15, 2008

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**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:** 68 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

**Docket Number:** mr cool stay

**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 42002-9551

**Phone:** 2705345135

**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
Sep. 15, 2021	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 22, 2021	TEAS SECTION 8 & 9 RECEIVED	
Jul. 10, 2021	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 03, 2019	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 08, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 07, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Jul. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jun. 26, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jul. 10, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 29, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 10, 2012	REGISTERED-PRINCIPAL REGISTER	
Apr. 24, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 24, 2012	PUBLISHED FOR OPPOSITION	
Apr. 04, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 16, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	67287
Mar. 13, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 13, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	67287
Mar. 13, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	67287
Mar. 02, 2012	ASSIGNED TO LIE	67287
Feb. 13, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 04, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 04, 2011	NON-FINAL ACTION E-MAILED	6325
Dec. 04, 2011	NON-FINAL ACTION WRITTEN	82093
Nov. 25, 2011	ASSIGNED TO EXAMINER	82093
Aug. 05, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 05, 2011	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** TMEG LAW OFFICE 107

**Date in Location:** Jul. 07, 2018

# Assignment Abstract Of Title Information

## Summary

Total Assignments: 3

Registrant: Mr. Cool Air Conditioning & Heating, LLC

### Assignment 1 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5502/0983](#)

Pages: 2

Date Recorded: Apr. 23, 2015

Supporting Documents: [assignment-tm-5502-0983.pdf](#)

#### Assignor

Name: [MR. COOL AIR CONDITIONING & HEATING, LLC](#)

Execution Date: Apr. 20, 2015

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: FLORIDA

DBA, AKA, TA, Formerly: FORMERLY MR. COOL AIR CONDITIONING & HEATING, INC.

#### Assignee

Name: [MRCOOL, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: TENNESSEE

Address: 1315 COLLEGE STREET  
CLARKSVILLE, TENNESSEE 37040

#### Correspondent

Correspondent Name: DEBORA MCCORMICK / GREENBERG & LIEBERMAN

Correspondent Address: 1425 K STREET NW, SUITE 350  
WASHINGTON, DC 20005

#### Domestic Representative - Not Found

### Assignment 2 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [6600/0947](#)

Pages: 2

Date Recorded: Mar. 26, 2019

Supporting Documents: [assignment-tm-6600-0947.pdf](#)

#### Assignor

Name: [MRCOOL LLC](#)

Execution Date: Mar. 26, 2019

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: No Place Where Organized Found

#### Assignee

Name: [INGRAM, JASON](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 614 HOUSE ROAD  
HICKORY, KENTUCKY 42027

#### Correspondent

Correspondent Name: JULIE TENNYSON

Correspondent Address: PO BOX 9551  
PADUCAH, KY 42002

#### Domestic Representative - Not Found

### Assignment 3 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [7411/0051](#)

Pages: 4

**Date Recorded:** Sep. 01, 2021

**Supporting Documents:** No Supporting Documents Available

#### Assignor

**Name:** [INGRAM, JASON](#)

**Execution Date:** Sep. 01, 2021

**Legal Entity Type:** INDIVIDUAL

**Citizenship:** UNITED STATES

#### Assignee

**Name:** [JOI HOLDING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KENTUCKY

**Address:** 68 REMINGTON WAY  
HICKORY, KENTUCKY 42051

#### Correspondent

**Correspondent Name:** JULIE TENNYSON

**Correspondent Address:** PO BOX 9551  
PADUCAH, KY 42002

#### Domestic Representative - Not Found

## Proceedings

#### Summary

**Number of Proceedings:** 3

#### 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  
COOLGUARD  
MRCOOL BLADE BECAUSE WE BLOW MORE  
TROPICOOOL  
TUBERCOOL  
COST TO COOL

Section 8 and 15 - Accepted and Acknowledged

[85697286](#)

[4316665](#)

Registered

[88796945](#)

[6162563](#)

Notice of Allowance - Issued

[88614812](#)

Second Extension - Granted

[88849088](#)

Fourth Extension - Granted

[88607979](#)

ABANDONED-FAILURE TO RESPOND OR LATE  
RESPONSE

[90047222](#)

Report Completed Suspension Check - Case Still Suspended [90254698](#)

#### 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

Proceeding Number: [91250631](#)

Filing Date: Sep 04, 2019

Status: Terminated

Status Date: Oct 05, 2020

Interlocutory Attorney: ANDREW P BAXLEY

#### Defendant

Name: Brock Air Products Inc.

Correspondent Address: ROGER H BORA  
THOMPSON HINE LLP  
10050 INNOVATION DR STE 400  
DAYTON OH UNITED STATES , 45342

Correspondent e-mail: [ipdocket@thompsonhine.com](mailto:ipdocket@thompsonhine.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
COOLX	Abandoned - After Inter-Partes Decision	<a href="#">88409883</a>	

#### Plaintiff(s)

Name: Jason Ingram

Correspondent Address: JULIE TENNYSON  
MARCUM TENNYSON PLLC  
P O 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>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 04, 2019	Oct 14, 2019
3	INSTITUTED	Sep 04, 2019	
4	D MOT FOR EXT W/ CONSENT	Oct 14, 2019	
5	EXTENSION OF TIME GRANTED	Oct 18, 2019	
6	ANSWER	Nov 13, 2019	
7	D MOT FOR EXT W/ CONSENT	Jan 31, 2020	
8	EXTENSION OF TIME GRANTED	Jan 31, 2020	
9	P MOT FOR EXT W/ CONSENT	Jul 27, 2020	
10	EXTENSION OF TIME GRANTED	Jul 29, 2020	
11	W/DRAW OF APPLICATION	Oct 01, 2020	
12	BD DECISION: OPP SUSTAINED	Oct 05, 2020	
13	TERMINATED	Oct 05, 2020	

#### 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		
<b>Defendant</b>			

**Name:** Progenomics LLC

**Correspondent Address:** ANDREW T. RISSLER  
PATEL & ALMEIDA, P.C.  
16830 VENTURA BLVD., SUITE 360  
ENCINO CA UNITED STATES , 91436

**Correspondent e-mail:** [trademarks@paiplaw.com](mailto:trademarks@paiplaw.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
COOL HUMAN	Opposition Pending	<a href="#">88742743</a>	
<b>Plaintiff(s)</b>			

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

**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>	

#### Prosecution History

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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	