



669166 7|1|01  
Running White|Running White|Silver



669165 7|1|01  
Black|Black



669164 7|1|01  
Blue|Running White|Blue



669163 7|1|01  
Running White|Black|Running White



672428 7|1|01  
Running White|University Red



672429 7|1|01  
Black|Running White



669162 7|1|01  
Running White|New Navy

**SUPERSTAR 2G** MSRP \$69.99

Upper: Full-grain leather.  
Midsole | Outsole: Molded EVA midsole. Lateral **TORSION** support. Non-marking herringbone traction rubber outsole.  
Profile: Classic old-school style and versatility for the court and for the street.  
Available In: Kids'  
Sizes: 6.5-15,16,17,18,19,20



**ORACLE CANVAS LOGO W** F2475W \$44.99

Upper: Double-stitched canvas.

Midsole | Outsole: Full rubber outsole.

Profile: A comfortable shoe for casual wear.

Available In: Men's, Women's

Sizes: 5-10,11



669388

Carissa | Running White

4|1|01



669389

Canvas | Chalk

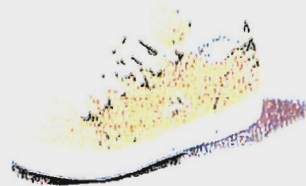
4|1|01



669387

Orchid | Chalk | Running White

4|1|01



669385

Hummus | Running White

4|1|01



669386

Zinc | Running White

4|1|01

**ORACLE CANVAS STRIPES W**

F2475W \$44.99

Upper: Double-stitched canvas.

Midsole | Outsole: Full rubber outsole.

Profile: A comfortable shoe for casual wear.

Available In: Men's, Women's

Sizes: 5-10,11



668894

New Navy | Running White | Gum

4|1|01



668895

Orchid | Chalk

4|1|01



668896

Zinc | Running White

4|1|01



675970

01 | 01 | 02

adifit

**Galaxy I**

Upper: Nylon mesh and synthetic leather.

Midsole / Outsole: Rubber outsole.

Sizes: 2, 3, 4, 5-10

\$ 30.99

F1550S

675970 Dark Indigo | Metallic Silver | Apollo | White



677616

01 | 01 | 02

**Superstar 2G J**

Upper: Full-grain leather. Shell toe.

Midsole / Outsole: Molded EVA midsole. Non-marking herringbone rubber outsole.

Sizes: 3.5-6

\$ 49.99

F2500S

677616 Running White | Chiyo



677619

01 | 01 | 02

**Superstar 2G C**

Upper: Full-grain leather. Shell toe.

Midsole / Outsole: Non-marking herringbone rubber outsole.

Sizes: 10.5-3

\$ 44.99

F2250S

677619 Running White | Chiyo

1515



676911

At Once



676912

At Once



672428

At Once



669163

At Once



669162

At Once



672429

At Once



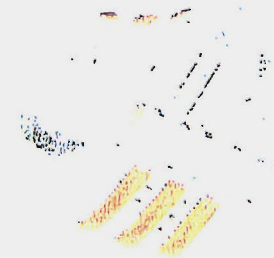
669166

At Once



676877

02.10.10.02



676878

02.10.10.02



Superstar 2G \$ 69.99  
F3850S

Upper: Full-grain leather. Shell toe.  
Midsole / Outsole: Molded EVA midsole. Non-marking herringbone rubber outsole.  
Sizes: 6.5-15, 16, 17, 18, 19, 20

676911	Running White   Forest
676912	Running White   Steel Grey
672428	Running White   University Red
669163	Running White   Black   Running White
672429	Black   Running White
669162	Running White   New Navy
669166	Running White   Running White   Black
676877	Running White   Royal Techno
676878	Running White   Gold Patch

Int. Cl.: 25

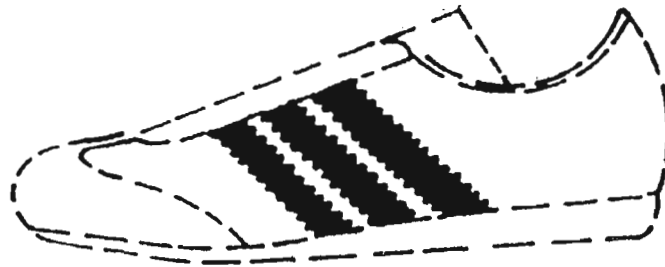
Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,815,956

Registered Jan. 11, 1994

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
D-8522 HERZOGENAURACH, FED REP GER-  
MANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25  
(U.S. CL. 39).

FIRST USE 0-0-1952; IN COMMERCE  
0-0-1952.  
SEC. 2(F).

SER. NO. 74-255,912, FILED 3-16-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

**United States Patent and Trademark Office**

**Reg. No. 1,833,868**

Registered May 3, 1994

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
D-8522 HERZOGENAURACH, FED REP GER-  
MANY

FOR: ATHLETIC FOOTWEAR, IN CLASS 25  
(U.S. CL. 39).

FIRST USE 0-0-1949; IN COMMERCE  
0-0-1978.  
SEC. 2(F).

SER. NO. 74-263,512, FILED 4-7-1992.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 25

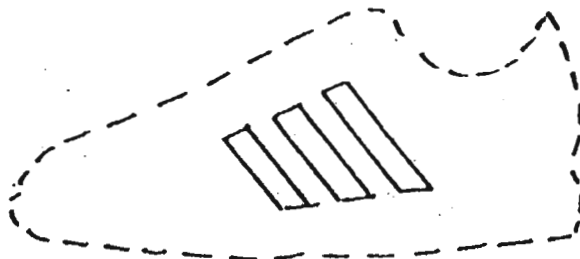
Prior U.S. Cls.: 22 and 39

Reg. No. 2,278,589

**United States Patent and Trademark Office**

Registered Sep. 21, 1999

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAURACH  
D-91072, FED REP GERMANY

FOR: ATHLETIC AND LEISURE FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).  
FIRST USE 0-0-1952; IN COMMERCE 0-0-1952.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956,  
AND 1,833,868.

SEC. 2(F).

SER. NO. 74-644,822, FILED 3-7-1995.

CHARLES WEIGELL, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

**United States Patent and Trademark Office**

**Reg. No. 3,029,129**

Registered Dec. 13, 2005

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND  
39).

FIRST USE 1-1-1952; IN COMMERCE 1-1-1952.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES APPLIED TO FOOTWEAR, THE STRIPES

ARE POSITIONED ON THE FOOTWEAR UPPER IN  
THE AREA BETWEEN THE LACES AND THE SOLE.  
THE DOTTED OUTLINE OF THE FOOTWEAR IS  
NOT CLAIMED AS PART OF THE MARK AND IS  
INTENDED ONLY TO SHOW THE POSITION OF  
THE MARK.

SEC. 2(F).

SER. NO. 78-539,629, FILED 12-29-2004.

ALINA MORRIS, EXAMINING ATTORNEY



Int. Cl.: 25

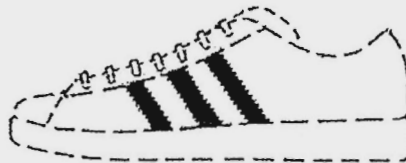
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,029,135

Registered Dec. 13, 2005

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND  
39).

FIRST USE 1-1-1952; IN COMMERCE 1-1-1952.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES WITH SERRATED EDGES APPLIED TO

FOOTWEAR, THE STRIPES ARE POSITIONED ON  
THE FOOTWEAR UPPER IN THE AREA BETWEEN  
THE LACES AND THE SOLE. THE DOTTED OUT-  
LINE OF THE FOOTWEAR IS NOT CLAIMED AS  
PART OF THE MARK AND IS INTENDED ONLY  
TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-539,734, FILED 12-29-2004.

ALINA MORRIS, EXAMINING ATTORNEY

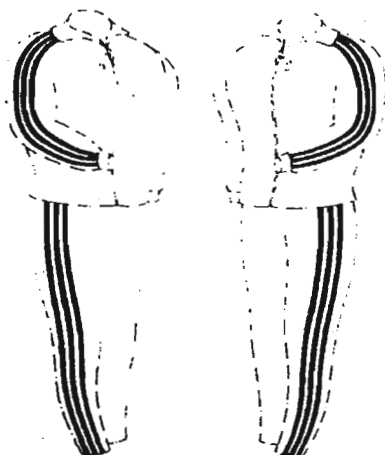
Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 870,136  
Registered May 27, 1969  
Renewal Approved Apr. 2, 1990

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
HERZOGENAURACH, FED REP GERMANY, BY MERGER WITH AND CHANGE OF NAME FROM ADIDAS-SPORTSCHUHFABRIKEN ADI DASSLER K.G. (FED REP GERMANY FIRM), HERZOGENAURACH, NEAR NUREMBERG, FED REP GERMANY

OWNER OF U.S. REG. NOS. 631,812, 738,673 AND OTHERS.  
THE MARK CONSISTS OF THREE PARALLEL BANDS EXTENDING ALONG THE LENGTH OF EACH

SLEEVE OF THE TRAINING SUIT AND ALONG THE LENGTH OF EACH LEG OF THE TROUSERS, THE BANDS ON THE SLEEVES BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE SLEEVE AND THE BANDS ON THE LEGS OF THE TROUSERS BEING OF CONTRASTING COLOR TO THAT OF THE REMAINDER OF THE TROUSER LEGS.

FOR: ATHLETIC TRAINING SUITS, IN CLASS 39 (INT. CL. 25).  
FIRST USE 2-0-1967; IN COMMERCE 8-3-1967.

SER. NO. 72-302,478, FILED 7-11-1968.

*In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on May 15, 1990.*

Prior U.S. Cls.: 22 and 39

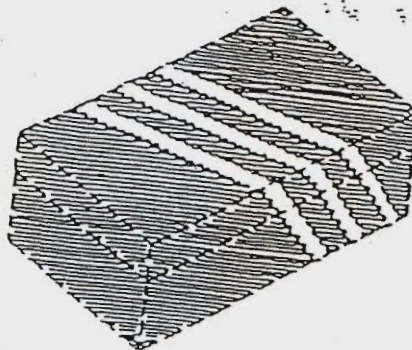
United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 961,353

Registered June 19, 1973

Renewal Term Begins June 19, 1993

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
ADI-DASSLER STRASSE 1-2  
D-3522 HERZOGENAURACH, FED REP  
GERMANY. BY CHANGE OF NAME  
AND MERGER WITH ADIDAS  
SPORTSCHUHFABRIKEN ADI  
DASSLER K. G. (FED REP GERMANY  
FIRM), NUREMBERG, FED REP GER-  
MANY

OWNER OF U.S. REG. NOS. 631,812  
870,136 AND OTHERS.

THE MARK COMPRISES THREE  
WHITE STRIPES EXTENDING ACROSS

THE BLUE BACKGROUND OF THE  
BOX CONTAINER AND THE OUTLINE  
OF THE CONTAINER BOX IS MADE TO  
APPEAR IN BROKEN LINES.

FOR: SPECIAL PURPOSE ATHLETIC  
SHOES, IN CLASS 22 (INT. CL. 25).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

FOR: GENERAL PURPOSE SPORT  
SHOES, IN CLASS 39 (INT. CL. 25).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

SER. NO. 72-358,532, FILED 5-1-1970.



*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 29, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

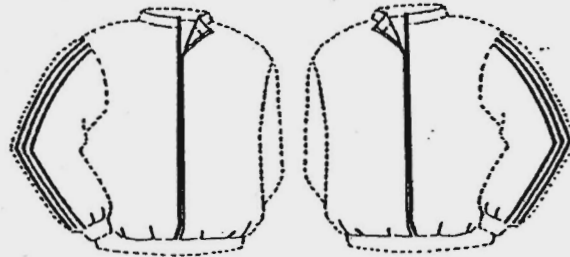
Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

**United States Patent and Trademark Office**

Reg. No. 2,016,963  
Registered Nov. 19, 1996

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NO. 870,136.

THE MARK CONSISTS OF THREE PARALLEL BANDS POSITIONED ALONG THE LENGTH OF EACH SLEEVE OF A JACKET. THE DOTTED OUTLINE OF A JACKET IS NOT PART OF THE MARK BUT IS MERELY INTENDED TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 74-653,296, FILED 3-28-1995.

ANIL V. GEORGE, EXAMINING ATTORNEY

Int. Cl.: 25

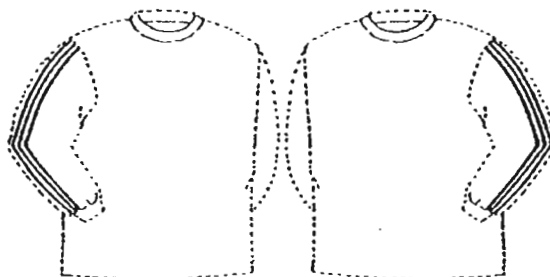
Prior U.S. Cls.: 22 and 39

Reg. No. 2,058,619

**United States Patent and Trademark Office**

Registered May 6, 1997

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAURACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR, NAMELY SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1967; IN COMMERCE 0-0-1967.

OWNER OF U.S. REG. NO. 870,136.

THE MARK CONSISTS OF THREE PARALLEL BANDS POSITIONED ALONG THE LENGTH OF EACH SLEEVE OF A SHIRT. THE DOTTED OUTLINE OF A SHIRT IS NOT PART OF THE MARK BUT IS MERELY INTENDED TO SHOW THE POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 74-653,301, FILED 3-28-1995.

ANIL V. GEORGE, EXAMINING ATTORNEY

Int. Cl.: 25

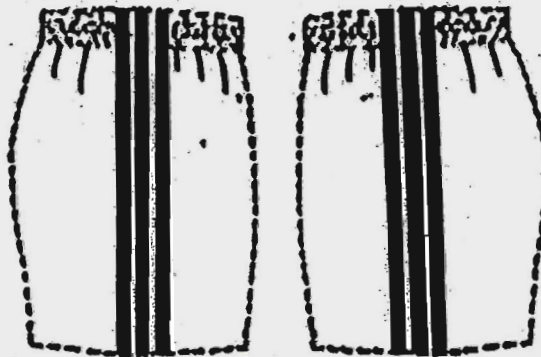
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,278,591

Registered Sep. 21, 1999

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY CORPORATION)  
P.O. BOX 1120  
HERZOGENAUACH D-91072, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR,  
NAMELY, SHORTS, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956,  
AND 1,833,868.

THE MARK CONSISTS THREE PARALLEL  
BANDS EXTENDING ALONG THE LENGTH  
OF EACH LEG OF THE SHORTS, THE BANDS  
BEING OF CONTRASTING COLOR TO THAT  
OF THE REMAINDER OF THE SHORTS. THE  
DOTTED LINES ARE NOT A PART OF THE  
MARK AND ONLY USED TO INDICATE POSI-  
TION.

SEC. 2(F).

SER. NO. 74-633,303, FILED 3-24-1995.

RUDY R. SINGLETON, EXAMINING ATTOR-  
NEY

Int. Cl.: 25

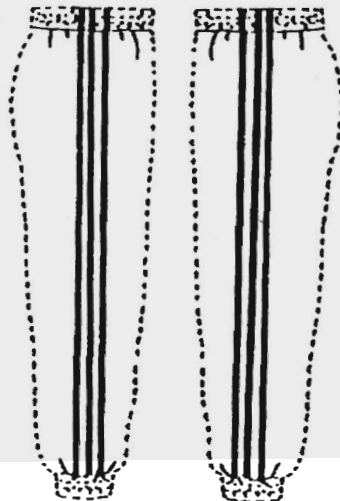
Prior U.S. Cls.: 22 and 39

Reg. No. 2,284,308

**United States Patent and Trademark Office**

Registered Oct. 12, 1999

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS-SALOMON AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
P.O. BOX 1120  
HERZOGENAURACH, FED REP GERMANY

FOR: SPORTS AND LEISURE WEAR,  
NAMELY PANTS, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 0-0-1967; IN COMMERCE  
0-0-1967.

OWNER OF U.S. REG. NOS. 870,136, 1,815,956,  
AND 1,833,868.

THE MARK CONSISTS THREE PARALLEL  
BANDS EXTENDING ALONG THE LENGTH

OF EACH LEG OF THE PANTS, THE BANDS  
BEING OF CONTRASTING COLOR TO THAT  
OF THE REMAINDER OF THE PANTS. THE  
DOTTED LINES ARE NOT A PART OF THE  
MARK AND ONLY USED TO INDICATE POSI-  
TION.

SEC. 2(F).

SER. NO. 74-653,302, FILED 3-28-1995.

RUDY R. SINGLETON, EXAMINING ATTOR-  
NEY

Int. Cl.: 25

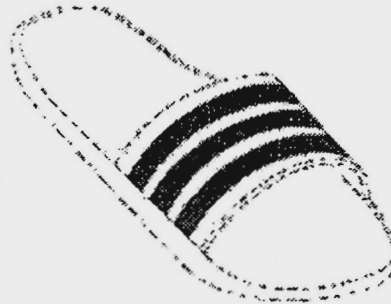
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,909,861

Registered Dec. 14, 2004

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS  
25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND  
OTHERS.

THE MARK CONSISTS OF THREE STRIPES  
POSITIONED ON THE TOP PART OF A SLIDE.  
THE DOTTED OUTLINE OF THE SLIDE IS NOT  
CLAIMED AS PART OF THE MARK AND IS  
INTENDED ONLY TO SHOW THE POSITION OF  
THE MARK.

SEC. 2(F).

SER. NO. 76-535,511, FILED 7-28-2003.

NANCY CLARKE, EXAMINING ATTORNEY



Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,999,646

Registered Sep. 27, 2005

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS-SALOMON AG (FED REP GERMANY  
JOINT STOCK COMPANY)  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

OWNER OF U.S. REG. NOS. 870,136, 2,284,308 AND  
OTHERS.

SEC. 2(F).

FOR: FOOTWEAR, NAMELY, SLIDES, IN CLASS  
25 (U.S. CLS. 22 AND 39).

SER. NO. 76-535,367, FILED 7-28-2003.

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

KIM SAITO, EXAMINING ATTORNEY

Int. Cl.: 25

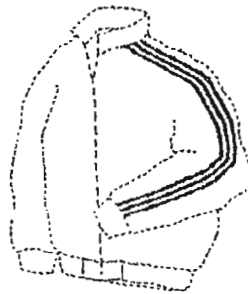
Prior U.S. Cls.: 22 and 39

**United States Patent and Trademark Office**

Reg. No. 3,029,127

Registered Dec. 13, 2005

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAUACH, FED REP GERMA-  
NY

FOR: CLOTHING, NAMELY, T-SHIRTS, SWEAT-  
SHIRTS, JACKETS AND COATS, IN CLASS 25 (U.S.  
CLS. 22 AND 39).

FIRST USE 2-3-1967; IN COMMERCE 8-3-1967.

OWNER OF U.S. REG. NOS. 870,136, 2,016,963,  
AND 2,058,619.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES RUNNING ALONG THE SLEEVE OF A  
SHIRT, T-SHIRT, SWEATSHIRT, JACKET OR COAT.  
THE DOTTED OUTLINE OF THE GARMENT IS  
NOT CLAIMED AS PART OF THE MARK AND IS  
INTENDED ONLY TO SHOW THE POSITION OF  
THE MARK.

SEC. 2(F).

SER. NO. 78-539,470, FILED 12-29-2004.

BARNEY CHARLON, EXAMINING ATTORNEY

Int. Cl.: 25

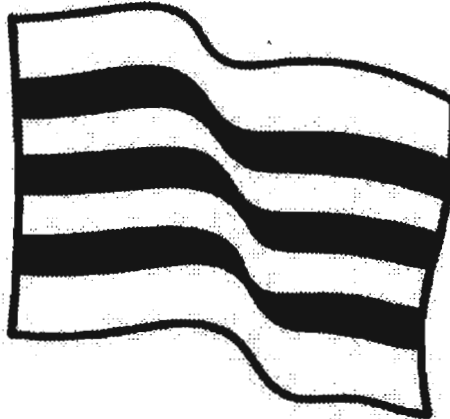
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,063,742

Registered Feb. 28, 2006

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS INTERNATIONAL MARKETING B.V.  
(NETHERLANDS PRIVATE LIMITED LIABILITY COMPANY)

KONINGIN WILHELMINAPLEIN 30  
1062 KR AMSTERDAM, NETHERLANDS

FOR: PANTS, SHORTS, SKORTS, FOOTWEAR,  
SHIRTS, VESTS, SOCKS, JACKETS, SWEATERS,

HEADWEAR, VISORS, PULLOVERS, RAINSUITS,  
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-15-2004; IN COMMERCE 1-15-2004.

SER. NO. 78-591,687, FILED 3-21-2005.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,063,745

Registered Feb. 28, 2006

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS INTERNATIONAL MARKETING B.V.  
(NETHERLANDS PRIVATE LIMITED LIABILITY COMPANY)

KONINGIN WILHELMINAPLEIN 30  
1062 KR AMSTERDAM, NETHERLANDS

FOR: PANTS, SHORTS, SKORTS, FOOTWEAR,  
SHIRTS, VESTS, SOCKS, JACKETS, SWEATERS,

HEADWEAR, VISORS, PULLOVERS, RAINSUITS,  
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-15-2004; IN COMMERCE 1-15-2004.

SER. NO. 78-591,755, FILED 3-21-2005.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 25

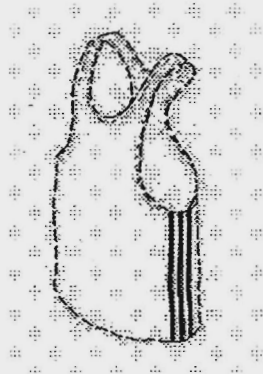
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,087,329

Registered May 2, 2006

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS-SALOMON AG (FED REP GERMANY  
AKTIENGESELLSCHAFT (AG))  
ADI-DASSLER STRASSE 1-2  
D-91074 HERZOGENAURACH, FED REP GERMA-  
NY

SHIRT, T-SHIRT, SWEATSHIRT, VEST, JACKET  
OR COAT. THE DOTTED OUTLINE OF THE GAR-  
MENT IS NOT CLAIMED AS PART OF THE MARK  
AND IS INTENDED ONLY TO SHOW THE POSI-  
TION OF THE MARK.

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS,  
SWEATSHIRTS, VESTS, JACKETS AND COATS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

SEC. 2(F).

FIRST USE 2-3-1967; IN COMMERCE 8-3-1967.

SER. NO. 78-539,504, FILED 12-29-2004.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES RUNNING ALONG THE SIDE OF A

HOWARD SMIGA, EXAMINING ATTORNEY

Int. Cl.: 25

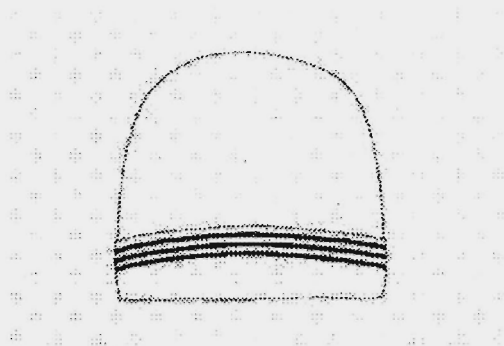
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,183,656

Registered Dec. 12, 2006

TRADEMARK  
PRINCIPAL REGISTER



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
ADI-DASSLER-STRASSE 1  
HERZOGENAURACH, FED REP GERMANY 91074

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES EXTENDING AROUND THE HEAD-  
WEAR.

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22  
AND 39).

SEC. 2(F).

FIRST USE 5-0-1993; IN COMMERCE 1-0-1994.

SER. NO. 78-802,316, FILED 1-30-2006.

OWNER OF U.S. REG. NOS. 870,136, 2,999,646 AND  
OTHERS.

ANDREA K. NADELMAN, EXAMINING ATTOR-  
NEY

Int. Cl.: 25

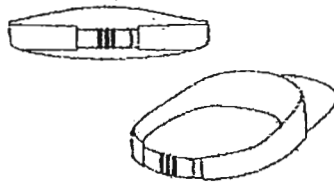
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,183,663

Registered Dec. 12, 2006

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)  
ADI-DASSLER-STRASSE 1  
HERZOGENAURACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 8-0-1998; IN COMMERCE 3-0-1999.

OWNER OF U.S. REG. NOS. 2,284,308, 2,999,646  
AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES ON A SIZE ADJUSTING BAR AT THE  
REAR OF THE HEADWEAR. THE DOTTED OUT-  
LINE OF THE VISOR IS NOT CLAIMED AS PART  
OF THE MARK AND IS INTENDED ONLY TO  
SHOW THE POSITION OF THE MARK

SEC. 2(F).

SER. NO. 78-802,551, FILED 1-30-2006.

JEAN IM, EXAMINING ATTORNEY

Int. Cl.: 25

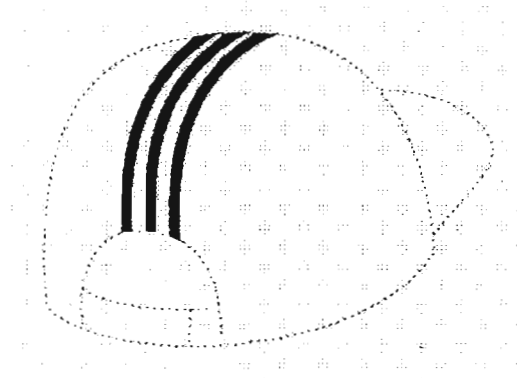
Prior U.S. Cls.: 22 and 39

**United States Patent and Trademark Office**

Reg. No. 3,236,505

Registered May 1, 2007

**TRADEMARK  
PRINCIPAL REGISTER**



ADIDAS AG (FED REP GERMANY JOINT  
STOCK COMPANY)

ADI-DASSLER-STRASSE 1

HERZOGENAURACH, FED REP GERMANY 91074

FOR: HEADWEAR, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 5-0-1993; IN COMMERCE 1-0-1994.

OWNER OF U.S. REG. NOS. 2,284,308, 2,999,646  
AND OTHERS.

THE MARK CONSISTS OF THREE PARALLEL  
STRIPES EXTENDING FROM THE REAR OF THE  
HEADWEAR TO THE TOP OF THE HEADWEAR.  
THE DOTTED OUTLINE OF THE HAT, BRIM AND  
STRAP ARE NOT CLAIMED AS PART OF THE  
MARK AND IS INTENDED ONLY TO SHOW THE  
POSITION OF THE MARK.

SEC. 2(F).

SER. NO. 78-802,476, FILED 1-30-2006.

KELLY MCCOY, EXAMINING ATTORNEY



Int. Cls.: 18, 25 and 28

Prior U.S. Cls.: 3, 22 and 39

**United States Patent and Trademark Office** Reg. No. 1,674,229  
Registered Feb. 4, 1992

**TRADEMARK  
PRINCIPAL REGISTER**

**THE BRAND WITH THE THREE STRIPES**

ADIDAS AG (FED REP GERMANY CORPORATION)  
D-8522 HERZOGENAURACH, FED REP GERMANY

FOR: SPORT BAGS FOR GENERAL USE AND CROSS-COUNTRY BACK-PACKS, IN CLASS 18 (U.S. CL. 3).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

FOR: SPORT AND LEISURE WEAR; NAMELY, SHORTS, PANTS, SHIRTS, T-SHIRTS, JERSEYS, TIGHTS, SOCKS, GLOVES, JACKETS, SWIMWEAR, SWEATERS, CAPS AND HATS, PULL-OVERS, WARM-UP SUITS, RAIN SUITS, SKI SUITS, JUMPSUITS, BOOTS, SLIPPERS, SANDALS; SHOES, BOOTS AND AFTER SKI BOOTS FOR HIKING AND TREKING, ATHLETIC SHOES AND GENERAL-PURPOSE SPORTS SHOES, IN CLASS 25 (U.S. CL. 39).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

FOR: SPORTS BALLS, RACKETS FOR TENNIS, SQUASH OR SHUTTLECOCK; ICE AND ROLLERSKATES, SKIS AND SKI EQUIPMENT; NAMELY, CROSS-COUNTRY SKIBINDINGS AND PARTS THEREOF, CROSS-COUNTRY SKIING OVERSHOES, RACKET COVERS, HAND-PADDLES AND KICKBOARDS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

OWNER OF U.S. REG. NOS. 641,906, 1,428,947 AND OTHERS.

SEC. 2(F).

SER. NO. 74-023,435, FILED 1-29-1990.

JANICE O'LEAR, EXAMINING ATTORNEY

## Going 'All In' against Nike

Adidas targets teens with a new marketing blitz, its most expensive yet



Adidas highlights its imprint on the worlds of sports, music and fashion in its new ad campaign featuring Chicago Bulls guard Derrick Rose (center), rapper B.o.B and pop singer Katy Perry, among others.

By ALLAN BRETTMAN  
THE OREGONIAN

Adidas is all in.  
The Chicago Bulls' Derrick Rose is not in store's Katy Perry — all in, so are the brand's Berkham? All in.

On Wednesday, Adidas will roll out its new slogan to the world — "All In" — as the 110-year-old German-based company

launches the "All Adidas" brand marketing campaign that the company says is its most expensive ever. The company views the campaign as a driving force behind efforts to decrease the distance between itself and the world's largest sports equipment brand, Oregon-based Nike.

The campaign (it was launched after Adidas officials outlined their ambitions

to reach 2015 in November, with plans for sales growth of 45 percent to 50 percent by 2015.

"This is a campaign that will show the breadth and depth of the Adidas brand," said Patrik Nilsson, president of Adidas America, the Portland-based North American headquarters which participated in shaping the campaign.

Photo by ADIDAS, Page B5

# Adidas: Ads celebrate role in sports, music, fashion

Continued from Page B3

The prime demographic target for the campaign, Adidas officials say, is high school age consumers with whom the campaign's esoteric message — and central characters — will resonate.

In the United States, 60- and 30-second commercials will be aired on network and cable, including spots on Fox during "American Idol" and a large rotation on MTV, ESPN, Comedy Central and elsewhere.

Fifteen-second teasers of the campaign began airing Sunday night on ESPN. All of the teasers can be seen now at [www.youtube.com/adidas](http://www.youtube.com/adidas).

As for social media, starting Wednesday, the Facebook site will ask people to upload their

best game faces for a chance to be on a special TV commercial with other Adidas stars during the MTV Movie Awards on June 5.

At the conclusion of the television commercial, a longer roster of Adidas athletes is declared "all in." What exactly "all in" means is another matter. The answer will be left to the viewer's interpretation of the TV commercials, which celebrate Adidas' place in the world of not only sports but also music and fashion.

It's nothing complicated, Nilsson said. "It means we're in every sport," he said.

"We are the only brand with a strong connection with consumers across several different areas," Nilsson said, referring to the company's efforts to appeal to people interested in sports, music and fashion. "People in Europe already know this. I'm not so sure people in America know this."

No single Adidas product is the focus. The company logo and the ubiquitous three stripes make only fleeting appearances in the 60-second spot, which will be seen worldwide. It will take a

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"It means we're in every sport."

**Patrik Nilsson,**  
president of Adidas America,  
about the phrase "all in"

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dedicated sneakerhead to appreciate, and perhaps notice, that the commercial marks the first time — as a news release notes — that the company features the Adidas Sport Performance, Adidas Originals and Adidas Sport Style sub-brands in a single campaign.

"This 'All Adidas' is very much intended to be a brand campaign and what we feel about the world of sports, music and fashion," said Britt Jorgenson, Adidas America director of brand marketing for sport performance. "We partnered with the global brand to develop storylines and components that are specific to the U.S. market."

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abrettnar@oregonian.com*