

Full Uproar vs UPROAR – deep-dive trademark and product analysis (Aug 9 2025)

Objective

The goal of this research is to understand how **Send It Motorsports, LLC** uses the mark **UPROAR** and to compare it with **Full Uproar Games** (your company). The analysis focuses on goods/services, branding and markets in order to assess the likelihood of confusion and develop strategies for moving your trademark application forward.

Send It Motorsports and the “UPROAR” mark

Company background and branding

Send It Motorsports is a Michigan-based monster-truck team whose fleet includes the trucks **Uproar**, **Terminal Velocity**, **Frostbite** and **The Haymaker**. Their Uproar truck appears at Monster Jam and other motorsport events and is owned by Jon Zimmer Sr. The team markets Uproar heavily on social media and at live events.

Trademark filings and goods

Public records show that Send It Motorsports filed U.S. trademark applications for “**UPROAR**” in September 2023 and October 2023 for goods in international class 28. Their descriptions cover:

- **Clothing and accessories** – shirts, sweatshirts, tank tops, hoodies, headbands, hats and wearable blankets 【323528761705711†screenshot】 .
- **General merchandise** – pendants, rally towels, flags, stickers, and plush toys 【323528761705711†screenshot】 .
- **Trading cards and toys** – the identifications include trading cards for games, toy trucks, toy vehicles, toy tractors and toy monster trucks 【323528761705711†screenshot】 .

The USPTO has refused several later applications because of the prior UPROAR registration. Another application (Serial No. 98180637) filed before your mark remains pending and could also block registration.

Existing Uproar merchandise

Send It Motorsports sells Uproar-branded products through its online store. Screenshots captured while the store was available show the following merchandise:

Product	Notes	Evidence
Hero card (collectible trading card)	Full-color trading card featuring the Uproar truck with statistics and driver bio;	Uproar hero card page 【136776927958570†screenshots】

Product	Notes	Evidence
	typical souvenir sold at monster-truck events 【136776927958570†screenshot】 .	
Women’s hat	Baseball-style hat embroidered with the Uproar logo 【694911149496032†screenshot】 .	Uproar women’s hat product page 【694911149496032†screenshot】
Towel	Rally towel printed with the Uproar graphics and “Power to the D6s” slogan 【774942505956058†screenshot】 .	Uproar towel page 【774942505956058†screenshot】
Tank top	Women’s navy tank top with Uproar artwork 【263476676347082†screenshot】 .	Product page 【263476676347082†screenshot】
Toddler T-shirt	Youth tee with Uproar graphic 【922919373381731†screenshot】 .	Product page 【922919373381731†screenshot】
Adult hat & T-shirt	Adult-sized baseball hats and T-shirts featuring the Uproar logo 【554623443318759†screenshot】 【877594652545305†screenshot】 .	Product pages 【554623443318759†screenshot】 【877594652545305†screenshot】
Other goods	The store also sells merch for other trucks (Terminal Velocity, Frostbite, Haymaker) and group merchandise. The goods list includes T-shirts, hoodies and hats 【407111353498675†screenshot】 .	Store listing 【407111353498675†screenshot】

Send It Motorsports’ branding emphasises the word **UPROAR** as a stand-alone mark. Their goods target monster-truck fans and general motorsport audiences.

Full Uproar Games and the “Full Uproar” brand

Website and brand positioning

Your company, **Full Uproar Games**, runs an early-access website (fulluproar.com) that requires an access code. After entering the code, visitors see the tagline “**Games and mods so chaotic Fugly approves.**” The home page explains that Full Uproar sells game modifiers designed to turn any game night into a beautiful disaster 【319270463243268†screenshot】 . The brand mascot is **Fugly**, a mischievous cat-like character that appears throughout the site.

Products: the *Chaos Collection* game mods

The only products currently offered are card-based game modifiers sold under the **Chaos Collection**. These decks are intended to modify existing tabletop or card games rather than replace them. Each deck is marketed with humorous artwork and the Fugly character. They are priced between US\$16.99 and US\$19.99. Key products include:

Game mod	Description & notes	Evidence
Crime and Funishments	Mod deck where players spin a “guilty/not guilty” wheel and punish rule-breakers; marketed with the tagline “Someone broke the rules—and now justice must be served!” 【80171794364499†screenshot】 .	Product page 【80171794364499†screenshot】
Hack Your Deck	A mod that “injects pure chaos into your next game night”; features cyberpunk artwork 【897691450067097†screenshot】 .	Product page 【897691450067097†screenshot】
Dumbest Ways to Win	A tie-breaker deck encouraging silly ways to decide winners; promoted as ending “your tie-breaker woes in the dumbest way possible” 【822543753740722†screenshot】 .	Product page 【822543753740722†screenshot】
Dice Not Included	A deck that celebrates six-sided dice (“Power to the D6s!!!”); this item is currently marked Out of Stock 【677453095281708†screenshot】 .	Product page 【677453095281708†screenshot】

These products are sold as tabletop game supplements, not stand-alone games or trading cards. They are labelled as “mods” and emphasise the chaotic, humorous experience.

Absence of merchandise and comics

The site contains a **Merch** page titled “**Fugly’s Swag Shop.**” As of Aug 9 2025 the page states “No swag found in this category – Fugly is still designing chaos-inducing apparel,” indicating that no apparel or other merchandise is available [444372675047811†screenshot] . The **Comics** page likewise announces that comics are “coming soon,” and the **Forum/Chaos/Cult** pages are community features rather than commercial goods. Thus, Full Uproar has not yet released any clothing or physical merchandise.

Brand emphasis

Full Uproar emphasises the **Fugly** character, playful illustrations and chaotic humour. The corporate name “Full Uproar Games” is present in the header but appears secondary to the Fugly branding. At the bottom of the site the company describes itself as “professionally ruining game nights since day one.” This comedic, gamer-centric tone contrasts with the rugged, motorsport-oriented identity of Send It Motorsports.

Comparison of goods and services

Aspect	Send It Motorsports’ UPROAR	Full Uproar Games	Comments
Core business	Motorsports entertainment team with monster-truck shows.	Tabletop game publisher creating chaos-themed game modifiers.	Industries are unrelated (motorsport vs tabletop gaming).
Primary mark use	Uses UPROAR prominently on a monster-truck name and merchandise.	Uses Full Uproar Games as a corporate name; marketing centres on Fugly and game titles.	Only the shared word is “Uproar”.
Goods offered	Clothing (shirts, hats, hoodies, tank tops, toddler tees) and rally towels [554623443318759†screenshot] [877594652545305†screenshot] ; trading cards (hero cards) [136776927958570†screenshot] ; plush toys; flags and stickers	Card-based game modifiers (mod decks) [80171794364499†screenshot] ; currently no clothing or merchandise [444372675047811†screenshot] .	No identical goods at present.

Aspect	Send It Motorsports' UPROAR	Full Uproar Games	Comments
	【323528761705711†screenshot】 .		
Target consumers	Monster-truck fans, motorsports enthusiasts, souvenir buyers.	Tabletop gamers seeking humorous party modifiers; community emphasises chaotic fun.	Audiences and marketing channels differ substantially.
Distribution channels	Sold at live monster-truck events and via the Send It Motorsports online store 【694911149496032†screenshot】 .	Sold through the fulluproar.com web store; early-access and niche gamer community.	Minimal overlap in retail channels.

Overlap and potential confusion

- **Clothing:** The biggest overlap is that both parties list clothing in class 28. Send It Motorsports already sells hats, shirts and tank tops 【694911149496032†screenshot】 【877594652545305†screenshot】 . Full Uproar's merch page currently has no items 【444372675047811†screenshot】 , but your trademark application includes apparel. If you start selling apparel bearing **FULL UPROAR** or **UPROAR**, this would directly overlap and could cause confusion.
- **Card products:** Send It Motorsports sells a collectible hero card featuring the Uproar truck 【136776927958570†screenshot】 . Full Uproar sells **game modifier decks** that are expansions for tabletop games 【80171794364499†screenshot】 . While both involve cards, the format and purpose differ: trading cards are collectibles commemorating a truck, whereas mod decks alter game rules. The risk of confusion is low because consumers are likely to understand the different contexts and packaging.
- **Services & entertainment:** There is no overlap in entertainment services – your business is not in motorsport, and theirs is not in tabletop publishing.

Strategies to strengthen your trademark position

1. **Narrow the goods description.** In your USPTO application, refine your goods/services to focus on what you actually sell (e.g., “card-based game modifiers, downloadable game content, board-game accessories”) and remove or limit apparel and trading-card language. Avoid broad terms that mirror Send It Motorsports' goods.
2. **Emphasise the *Fugly* brand.** The website already spotlights **Fugly** more than “Full Uproar.” Consider filing trademarks for “**Fugly Approved Games**” and for individual game titles (Crime and Funishments, Hack Your Deck, etc.). Using distinctive marks will reduce reliance on the shared word “Uproar.”
3. **Coexistence/consent agreement.** If you still want to keep **Full Uproar** for apparel, contact Send It Motorsports to negotiate a coexistence agreement. These agreements

typically recite that the parties' industries and products differ and include promises not to expand into the other's niche. When submitted to the USPTO, such agreements often overcome section 2(d) refusals.

4. **Visual branding differences.** Continue using your distinctive artwork and the **Fugly** character on products. Always use the full brand name (e.g., "Full Uproar Games" or "Fugly Approved") rather than "Uproar" alone on merchandise. This will help avoid confusion and may allow coexistence even if both sell apparel.
5. **Prepare to respond to the pending application.** The USPTO examiner noted an earlier application for **UPROAR** (Serial No. 98180637). Monitor its status and, if it registers, be prepared to address it in your response or seek another coexistence agreement.

Conclusion

Send It Motorsports' **UPROAR** brand is tied to a monster-truck and sells souvenir apparel, trading cards and related merchandise 【694911149496032†screenshot】

【136776927958570†screenshot】. Your company, **Full Uproar Games**, uses the name alongside the **Fugly** character and currently sells only card-based game modifications

【80171794364499†screenshot】; no merchandise is offered 【444372675047811†screenshot】. The markets, consumer bases and goods differ substantially, so actual confusion is unlikely in the current state. The main risk arises if you launch apparel under the **Full Uproar** name, because Send It Motorsports' registration covers similar clothing items. Refining your goods description, emphasising the **Fugly** brand, and negotiating a coexistence agreement are practical ways to move your application forward while preserving your playful identity.