
To: Laura M. Franco(TrademarksSF@winston.com)
Subject: U.S. Trademark Application Serial No. 97118727 - 1 1 ONETEAM - 087719-01002
Sent: August 24, 2022 01:52:14 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[5371296](#)
[5459913](#)
[screencapture-www-caa-com-foundation-16612886701021](#)
[screencapture-www-caa-com-about-us-16612887335791](#)
[screencapture-www-caa-com-sportstalent-sports-endorsements-16612887748941](#)
[screencapture-www-caa-com-sportstalent-football-16612891763231](#)
[screencapture-www-octagon-com-talent-16612892600511](#)
[screencapture-www-octagon-com-about-16612893462731](#)
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[screencapture-www-excelsm-com-16612901065291](#)

United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97118727

Mark: 1 1 ONETEAM

Correspondence Address:

LAURA M. FRANCO
WINSTON & STRAWN LLP
101 CALIFORNIA STREET
SAN FRANCISCO CA 94111 UNITED STATES

Applicant: OneTeam Partners, LLC

Reference/Docket No. 087719-01002

Correspondence Email Address: TrademarksSF@winston.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 24, 2022

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Section 2(d) Likelihood of Confusion Refusal
- Mark Description

Section 2(d) Likelihood of Confusion Refusal

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 5371296 and 5459913. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

In the present case, the applied-for mark is "11 ONETEAM" in stylized font for "Business marketing

and consulting services in the field of sports and entertainment, namely, arranging for development and production of marketing, endorsements, and licensed entertainment content featuring athletes; business consulting in the nature of identifying and developing opportunities for athletes to be featured in multi-media entertainment content, and to license their name, image and likeness; management of athletes" in Class 35, and "Entertainment services in the nature of development, creation, production and distribution of multi-media entertainment content, films, television shows, motion pictures and audio programs featuring athletes" in Class 41.

Registration No. 5371296 is "ONETEAM COLLECTIVE" and design for "Association services, namely, promoting the interests of professional football players in an organized league; business consulting services in business leadership development and business management" in Class 35.

Registration No. 5459913 is "NFLPA ONE TEAM" and design for "Association services, namely, promoting the interests of professional football players in an organized league" in Class 35.

Both registrations are owned by the same registrant.

Similarity of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). "Similarity in any one of these elements may be sufficient to find the marks confusingly similar." *In re Inn at St. John's, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), aff'd per curiam, 777 F. App'x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

Here, the applied-for mark is "11 ONETEAM" in stylized font, whereas the registered marks are "ONETEAM COLLECTIVE" in standard characters and "NFLPA ONE TEAM" and design.

All of the marks share the identical or nearly identical wording "ONETEAM" or "ONE TEAM". Marks may be confusingly similar in appearance where similar terms or phrases or similar parts of terms or phrases appear in the compared marks and create a similar overall commercial impression. See *Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689, 690-91 (TTAB 1986), aff'd sub nom. *Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n*, 811 F.2d 1490, 1495, 1 USPQ2d 1813, 1817 (Fed. Cir. 1987) (holding COMMCAH and COMMUNICASH confusingly similar); *In re Corning Glass Works*, 229 USPQ 65, 66 (TTAB 1985) (holding CONFIRM and CONFIRMCCELLS confusingly similar); *In re Pellerin Milnor Corp.*, 221 USPQ 558, 560 (TTAB 1983) (holding MILTRON and MILLTRONICS confusingly similar); TMEP §1207.01(b)(ii)-(iii).

While the registered marks and the applied-for mark have the additional design elements, those design elements are insufficient to overcome the confusing similarity between the marks. When evaluating a composite mark consisting of words and a design, the word portion is normally accorded greater weight because it is likely to make a greater impression upon purchasers, be remembered by them, and be used by them to refer to or request the goods and/or services. *In re Aquitaine Wine USA, LLC*, 126 USPQ2d 1181, 1184 (TTAB 2018) (citing *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012)); TMEP §1207.01(c)(ii). Thus, although marks must be compared in their entireties, the word portion is often considered the dominant feature and is accorded greater weight in determining

whether marks are confusingly similar, even where the word portion has been disclaimed. *In re Viterra Inc.*, 671 F.3d at 1366-67, 101 USPQ2d at 1911 (citing *Giant Food, Inc. v. Nation's Foodservice, Inc.*, 710 F.2d 1565, 1570-71, 218 USPQ2d 390, 395 (Fed. Cir. 1983)).

Last, while the applied-for mark has the additional wording "11" and the registered marks have the additional wording "COLLECTIVE" and "NFLPA", that wording is also insufficient to overcome the confusing similarity between the marks. First, the wording "COLLECTIVE" is descriptive in Registration No. 5371296 and has been disclaimed. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Disclaimed matter that is descriptive of or generic for a party's goods and/or services is typically less significant or less dominant when comparing marks. *In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); TMEP §1207.01(b)(viii), (c)(ii). Second, because the applied-for mark and the registered marks share the identical, or nearly identical wording "ONETEAM" or "ONE TEAM" for related services, as noted below, consumers would likely believe that the applied-for mark was related to the registered family of marks. When comparing marks, "[t]he proper test is not a side-by-side comparison of the marks, but instead whether the marks are sufficiently similar in terms of their commercial impression such that [consumers] who encounter the marks would be likely to assume a connection between the parties." *Cai v. Diamond Hong, Inc.*, 901 F.3d 1367, 1373, 127 USPQ2d 1797, 1801 (Fed. Cir. 2018) (quoting *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1368, 101 USPQ2d 1713, 1721 (Fed. Cir. 2012)); TMEP §1207.01(b). The proper focus is on the recollection of the average purchaser, who retains a general rather than specific impression of trademarks. *In re Ox Paperboard, LLC*, 2020 USPQ2d 10878, at *4 (TTAB 2020) (citing *In re Bay State Brewing Co.*, 117 USPQ2d 1958, 1960 (TTAB 2016)); *In re Inn at St. John's, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018); TMEP §1207.01(b); see *In re St. Helena Hosp.*, 774 F.3d 747, 750-51, 113 USPQ2d 1082, 1085 (Fed. Cir. 2014).

Therefore, the applied-for mark is confusingly similar to the registrant's marks.

Relatedness of the Services

The goods and/or services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. See *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Hercko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be "related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source." *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

The applicant has identified "Business marketing and consulting services in the field of sports and entertainment, namely, arranging for development and production of marketing, endorsements, and

licensed entertainment content featuring athletes; business consulting in the nature of identifying and developing opportunities for athletes to be featured in multi-media entertainment content, and to license their name, image and likeness; management of athletes" in Class 35, and "Entertainment services in the nature of development, creation, production and distribution of multi-media entertainment content, films, television shows, motion pictures and audio programs featuring athletes", whereas the registrant has identified "Association services, namely, promoting the interests of professional football players in an organized league; business consulting services in business leadership development and business management" in Class 35.

The attached Internet evidence, consisting of screenshots from Creative Artists Agency, Excel Sports Management, Independent Sports & Entertainment, Octagon, Wasserman, establishes that the same entity commonly provides "Business marketing and consulting services in the field of sports and entertainment, namely, arranging for development and production of marketing, endorsements, and licensed entertainment content featuring athletes; business consulting in the nature of identifying and developing opportunities for athletes to be featured in multi-media entertainment content, and to license their name, image and likeness; management of athletes", "Entertainment services in the nature of development, creation, production and distribution of multi-media entertainment content, films, television shows, motion pictures and audio programs featuring athletes", and "Association services, namely, promoting the interests of professional football players in an organized league; business consulting services in business leadership development and business management", and markets the services under the same mark. Thus, applicant's and registrant's services are considered related for likelihood of confusion purposes. *See, e.g., In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

In addition, the greater the degree of similarity between the applied-for mark and the registered mark, the lesser the degree of similarity between the goods and/or services of the parties is required to support a finding of likelihood of confusion. *In re C.H. Hanson Co.*, 116 USPQ2d 1351, 1353 (TTAB 2015) (citing *In re Opus One Inc.*, 60 USPQ2d 1812, 1815 (TTAB 2001)); *In re House Beer, LLC*, 114 USPQ2d 1073, 1077 (TTAB 2015) (citing *In re Shell Oil Co.*, 992 F.2d 1204, 1206, 26 USPQ2d 1687, 1688 (Fed. Cir. 1993); *Time Warner Ent. Co. v. Jones*, 65 USPQ2d 1650, 1661 (TTAB 2002); *In re Opus One Inc.*, 60 USPQ2d at 1815); TMEP §1207.01(a). Here, the marks share the identical or nearly identical, unique wording "ONETEAM" or "ONE TEAM" for related services.

Thus, for the reasons stated above, the applied-for mark is refused registration under Section 2(d) for a likelihood of confusion with the registered mark.

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal, applicant must also respond to the requirement set forth below.

Mark Description

Applicant must submit an amended description of the mark because the current one uses unclear language that does not accurately describe the mark. 37 C.F.R. §2.37; *see* TMEP §§808.01, 808.02. Descriptions must be accurate and identify all the literal and design elements in the mark. *See* 37 C.F.R. §2.37; TMEP §808.02. In this case, the description is unclear because the wording "consists of the number 1 and the number 1" is unclear whether this means that there is just one number 1 in the mark, or whether there are two, or whether this means that the number 11 is in the mark.

The following description is suggested, if accurate, with changes in bold:

The mark consists of the stylized wording "11 ONETEAM", where the number "11" consists of two mirrored number "1"s forming a stylized arrow pointing up.

Response Guidelines

For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see "[Responding to Office Actions](#)" and the informational video "[Response to Office Action](#)" for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. [**Click to file a response to this nonfinal Office action.**](#)

/Trenton M. Davis/
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RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, find [contact information for the supervisor](#) of the office or unit listed in the

signature block.

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated
ONE TEAM COLLECTIVE

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Association services, namely, promoting the interests of professional football players in an organized league; business consulting services in business leadership development and business management. FIRST USE: 20170523. FIRST USE IN COMMERCE: 20170523

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

021114 260921

Serial Number

87222511

Filing Date

20161101

Current Filing Basis

1A

Original Filing Basis

1B

Publication for Opposition Date

20170321

Registration Number

5371296

Date Registered

20180102

Owner

(REGISTRANT) National Football League Players Association AKA NFLPA CORPORATION VIRGINIA
1133 20th Street, NW Washington D.C. 20036

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COLLECTIVE" APART FROM THE MARK AS SHOWN

Description of Mark

Color is not claimed as a feature of the mark. The mark consists of a stylized "COLLECTIVE" underneath a stylized "ONE TEAM" to the left of a design of a right hand with its index finger raised within a shaded square.

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
Ibrahim A. Moiz

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated
NFLPA ONE TEAM

Translation

Goods/Services

- IC 025. US 022 039.G & S: T-shirts. FIRST USE: 20170523. FIRST USE IN COMMERCE: 20170523
- IC 035. US 100 101 102.G & S: Association services, namely, promoting the interests of professional football players in an organized league. FIRST USE: 20170523. FIRST USE IN COMMERCE: 20170523

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

020102 020919 210318

Serial Number

87222397

Filing Date

20161101

Current Filing Basis

1A

Original Filing Basis

1B

Publication for Opposition Date

20170321

Registration Number

5459913

Date Registered

20180501

Owner

(REGISTRANT) National Football League Players Association, Inc. AKA NFLPA CORPORATION
VIRGINIA 1133 20th Street, NW Washington D.C. 20036

Priority Date

Disclaimer Statement

Description of Mark

Color is not claimed as a feature of the mark. The mark consists of a stylized "NFLPA" underneath a design of a

football player holding a ball within a shaded square next to a stylized "ONE TEAM" to the right with a vertical line in between.

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Ibrahim A. Moiz

CAA



CAA Foundation

"The CAA Foundation was the first philanthropic arm of a major Hollywood talent agency, created with the pointed mission of leveraging the power and reach of high-profile individuals...to bring about positive systemic change."

[About Us](#)**We are cultural
change-makers
accelerating
activism.**

For more than 20 years, the CAA Foundation has been at the heart of the company—meeting in our communities, amplifying causes that impact culture, and helping our clients reach their philanthropic goals. We mobilize on timely initiatives for positive social change by utilizing our convening abilities, brokering public and private partnerships, devising innovative campaigns, and creating scalable solutions.

Our work continues to evolve, meeting pressing challenges. From bringing the entertainment industry together around *An Inconvenient Truth* and helping to amplify the conversation around the environment, to supporting COVID-19 healthcare workers with #FIRSTRESPONDERSFIRST, CAA Foundation has worked with clients, partners and colleagues to drive meaningful change.

[Our Areas of Focus](#)**We create
solutions to
reach big,****For our Future: Public Education**

We lead and provide support for initiatives that create more resilient and equitable public education.

For our Democracy: Civic Engagement

Through strategic partnerships and coalition building, we work to strengthen democracy by inspiring civic engagement and helping increase voter turnout.

challenging goals.

For our Planet: Climate Crisis

We engage in advocacy or public awareness, provide an opportunity for action and inspire a global network of climate activists.

For Emergencies: Crisis Response

We provide immediate support and amplify critical needs of organizations working in communities impacted by a crisis.

Our Initiatives



Civic Alliance

Founded by the DAA Foundation and Democracy Works, the Civic Alliance is a non-partisan business coalition working together to build a future where all Americans participate in shaping the nation.

Civic Alliance has grown to a community of more than 1,300 companies, with a reach of more than 5.5 million employees and hundreds of millions of consumers.

Learn more about [Civic Alliance](#).



Social Change Fund United

The Social Change Fund United was created by Chris Paul, Dwyanne Wade, and Carmelo Anthony in response to continued racial injustice. The organization seeks



To utilize collective influence and resources to make a greater impact in underrepresented communities of color.

The Social Change Fund United supports organizations that work in areas of safety and criminal justice, civic engagement, economic investment, arts and education, and health equity.

[Learn more about the Social Change Fund United.](#)



I am a voter.

Created in 2016 and with CAA as the Founding Partner, I am a voter, is a nonpartisan campaign that aims to create a cultural shift around voting and civic engagement. Our mission is to make voter participation mainstream, aspirational, and core to each person's identity.

[Learn more about I am a voter.](#)



First Responders First

#FIRSTRESPONDERSFIRST is an initiative created by the Harvard T.H. Chan School of Public Health, Thrive Global, and the CAA Foundation to provide frontline health workers with the education and encouragement they need to stay healthy.

First Responders First

First responders are on the frontlines of the coronavirus pandemic. Their resources are key so desperately need as they serve on the frontlines of the coronavirus pandemic.

Learn more about First Responders First.

Full Story Initiative



The Full Story Initiative provides infrastructure within the entertainment industry to encourage more accurate portrayals of complex social issues and historically underrepresented communities in television and film.

Learn more about the Full Story Initiative.

Our Impact



Our 2021 Impact Report highlights our recent work, the clients we partnered with, and the communities we served.

Our efforts in 2021 spanned public education, civic engagement, climate change, COVID-19 response, and narrative change.

We launched a national campaign to support students - view the impact business



CAA Task Force

Fostering the next generation of leaders.

caution for our engagement, convened climate storytellers, invested in movement leaders, supported frontline healthcare workers, helped drive forward inclusive representation on screen, and more!

2021 IMPACT REPORT

CAA Task Force is an integral part of our culture. Created in 2000, Task Force consists of emerging leaders within the company who spearhead many of our most significant fundraising and community activities. Operating in Los Angeles, New York, Nashville, and London, Task Force contributes volunteer hours and directs financial resources to various causes.

Task Force events provide CAA employees an actionable way to help alleviate some of the pressing challenges in our communities while providing opportunities to build and strengthen relationships with one another. From hunger to sustainability, education to children's health, Task Force events include hosting job shadow days, building community gardens, cleaning up public spaces, participating in fundraising events, and reading to elementary school students. CAA Task Force also organizes annual benefits that raise hundreds of thousands of dollars for public education and energizes young professionals around charitable work.

News



Box Office Study Shows Movies with Authentic Representation Perform Better

Fast Company

CAA Foundation's Nandita Tran on 22 Civic Actions Companies Can Take in 2022

Fast Company

Will Smith Book Club Teams Up With CAA Foundation for READY SET Read Initiative

Fast Company

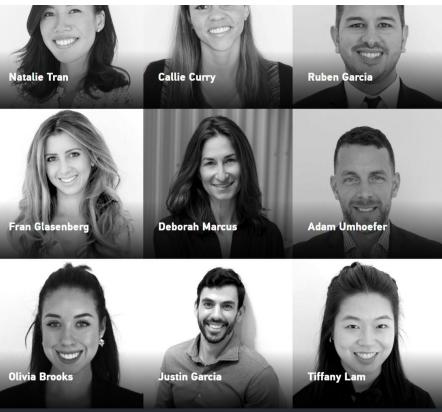
"CAA Foundation and Pop Culture Collaborative Launch Evolutionaries."

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Creative Artists Agency

About CAA

CAA delivers world-class opportunities to world-class clients.

Positioned as the nexus or realm; content, brands, technology, sports, and live events, CAA creates limitless opportunities for the storytellers, trendsetters, icons, and thought leaders who shape popular culture.

Across film, television, music, sports, digital media, marketing, and beyond, we represent thousands of the world's leading actors, directors, writers, producers, musical artists, comedians, authors, athletes, coaches, broadcasters, teams, leagues, chefs, designers, fashion talent, consumer brands, and more.

In service of them, we are committed to remaining the strongest, most vibrant, and most innovative service company in the world.

Since our founding in 1975, CAA has continued to deliver on its promise that every client is represented by the whole agency. This collaborative approach benefits our clients now more than ever, as they look to build their careers and their brands across multiple disciplines and platforms.

With a global network of employees and strategic partners in North America, Europe, Asia, and beyond, CAA taps its unequalled internal and external ecosystem of experts, relationships, access, and industry intelligence to help ensure that our clients achieve their goals.

The trailblazer of the industry, CAA has created an ever-widening scope of services and businesses. We were the first talent agency to build a sports business, create an investment bank, launch a venture fund, found technology start-up companies, establish a business in China, create a brand marketing services business, and launch a philanthropic arm, among other industry innovations.

It is also our goal to lead the way in diversity, advocating with marketplace buyers for talent from historically underrepresented groups – and for the cultural and commercial value of inclusion. CAA continues to increase the diversity of our talent roster and our employees, and always will.

With a passion matched only by that of our clients, CAA is committed to crafting precedent-setting deals and building new brands and businesses driven by our clients' ideas, interests, and opportunities.





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Sports Endorsements

About CAA Sports Endorsements

**We deliver for
the world's
best.**

CAA Sports Endorsements helps our clients realize their ambitions off the field. We connect athletes and brands to create a wide range of revenue and marketing opportunities, including endorsements, appearances, philanthropy, memorabilia, licensing, digital, social and equity partnerships. Recognized by Forbes as "The World's Most Valuable Sports Agency," CAA represents best-in-class athletes across all major sports. We have a proven track record of working with global brands to create successful, sustained partnerships.

Videos

See for yourself how we connect athletes and brands.



JJ Watt for Reebok: Hunt Greatness Part 1.



Dwyane Wade vs. Cristiano Ronaldo for PokerStars:



Derrick Henry: Nissan Heist House Commercial

Contact Us

Interested in working with a client? We'd love to hear from you.

FIRST NAME

LAST NAME

ORGANIZATION

EMAIL

COUNTRY

CITY/TOWN

United States

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Making the big plays happen.

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About CAA Football

Be legendary.

The NFL's most successful players choose CAA's critical to guide their on- and off-field business strategies. With vast experience in negotiating contracts and securing endorsement deals, our team provides the best players with the best representation. In addition to draft preparation and contract negotiation, we provide elite athletes with top-of-the-line marketing services. Our commitment to client service is reflected in everything we do.

Since CAA represents top talent across film, television, broadcasting, music and digital, we can create one-of-a-kind opportunities and partnerships for football clients. And through the CAA Foundation and other efforts, we support our clients' philanthropic and advocacy work to make an impact in their communities.

Draft Preparation

Positioning clients for NFL success.

Elite Training

Develop customized pre-draft training programs for clients

Advisement

Media training, interview preparation

Concierge Services

Arrange travel and logistics for clients and their families

Contract Negotiation

Your best advocate.

CAA Football brings unparalleled expertise and experience to the contract negotiation process. With strong, trusted relationships across the league, we understand exactly how much value our clients bring to their teams...and we know how to get great results at the negotiating table.

CAA Football by the Numbers

84

First-round draft picks since 2011



Our clients' success speaks for itself

181 Top 100 Selections since 2008

153 Pro Bowl selections since 2015

4 Rookies of the Year since 2010

8 of the past 12 winners of the Walter Payton Man of the Year Award

Endorsements



Building your brand.

CAA helps clients thrive in every area of their lives. Our dedicated sports endorsements group creates lucrative opportunities for clients, matching them with global brands across athletic apparel, beverages, technology and more.

[SPORTS ENDORSEMENTS >](#)

Broadcasting



Making the most of your expertise.

CAA's team of broadcasting agents helps secure opportunities for clients across all networks and platforms.



Philanthropy



Helping you help others.

With the CAA Foundation, we help clients make a difference in their communities and have an impact beyond the field.

[CAA FOUNDATION >](#)

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A large, white, outlined word "TALENT" is centered on a solid red background. The letters are bold and have a slightly irregular, hand-drawn feel.

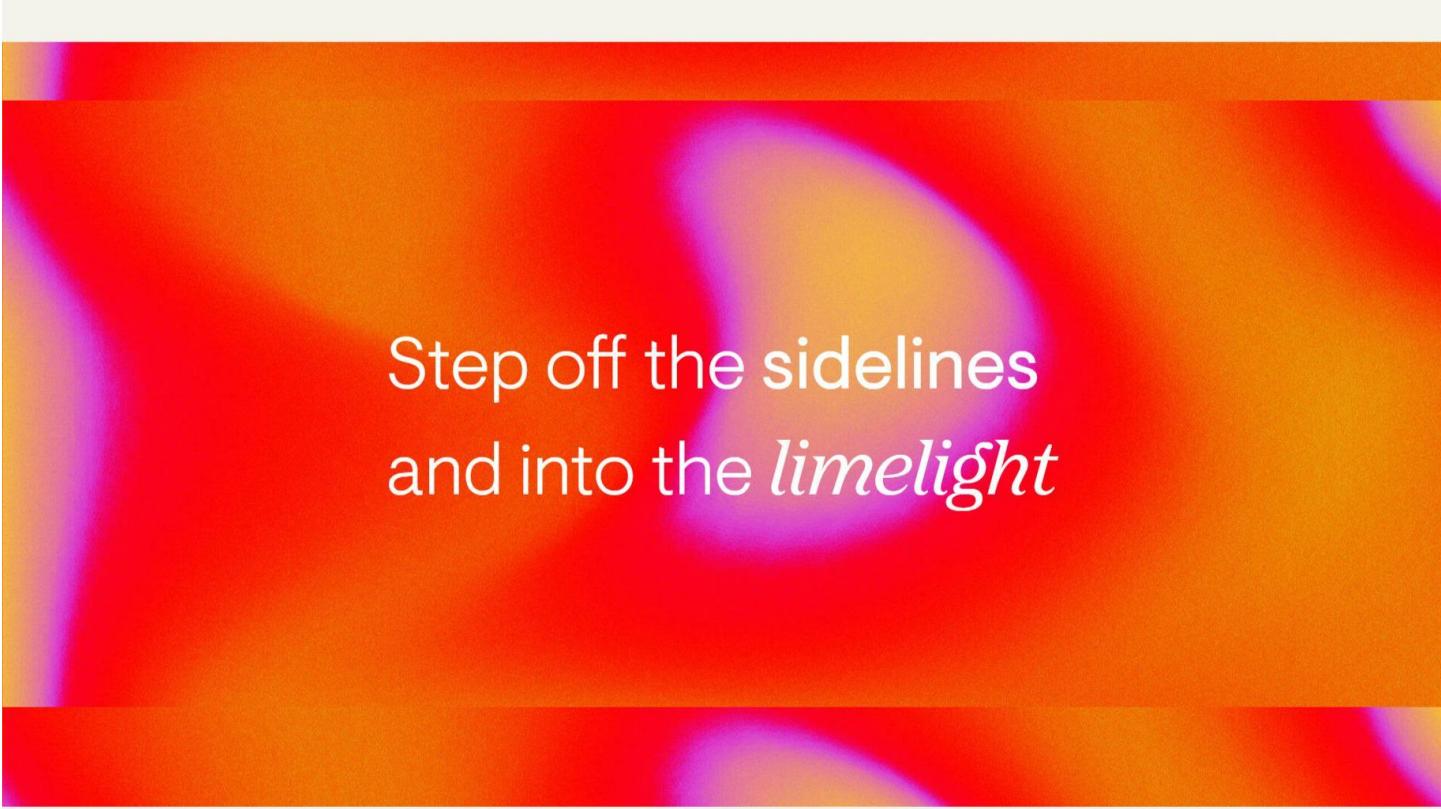
We help talent play to their *potential* on and off the field. From those aspiring to a career in sports, entertainment, media or culture to iconic personalities looking for new opportunities to shine.

Octagon

Change the game.

Our 360° service includes brand building, contract negotiation, marketing and endorsements, PR, philanthropy strategy, content development, post-career transition and financial management.





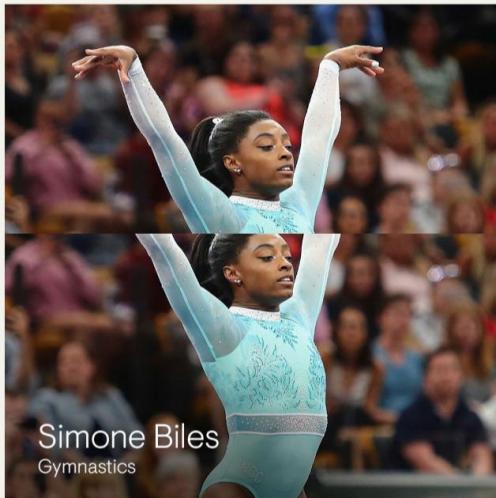
Step off the **sidelines**
and into the *limelight*

Sports we

Baseball



Represent



Simone Biles
Gymnastics

Basketball →

Coaches & Executives →

Football →

Golf →

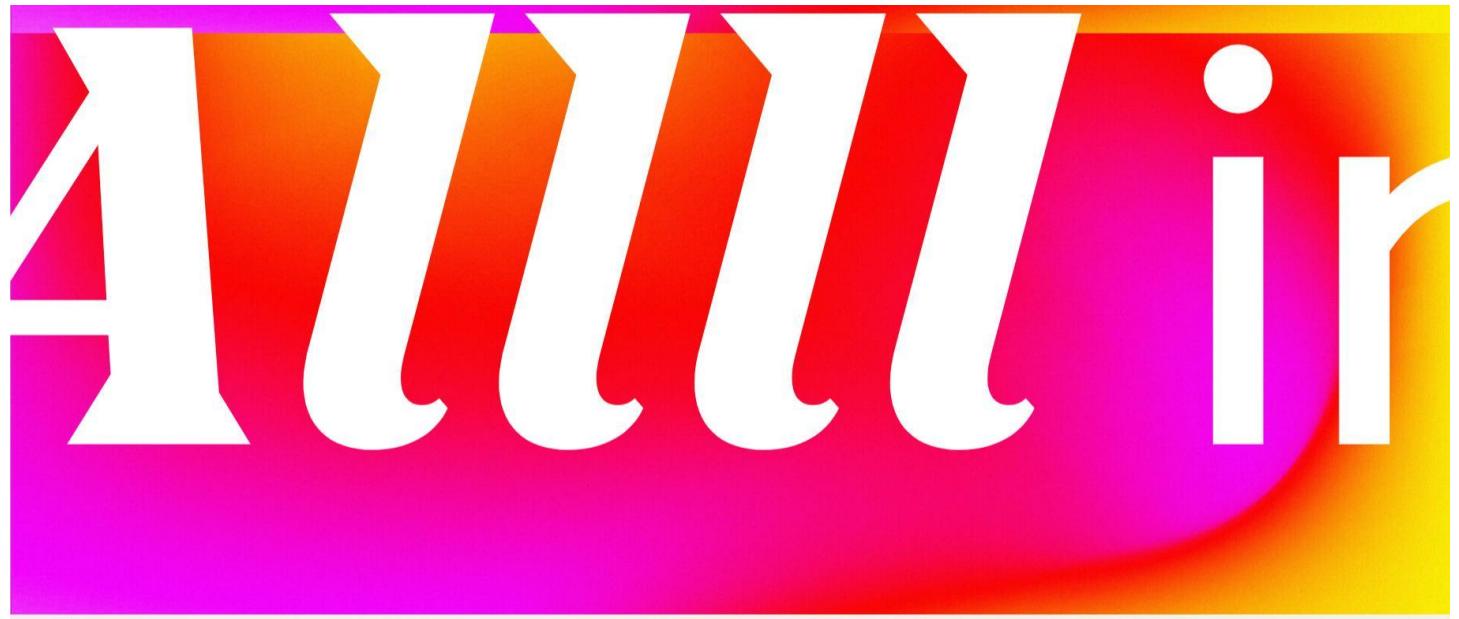
Hockey →

More Talent →

Olympic & Action Sports →

Soccer/Football →

Tennis →



Career Development →

Celebrity Strategy →

Content & Production →

Entertainment →

Other Areas



Literary →

Media & Broadcasting →

Speakers →

Wealth Management →



All in

New Business

newbusiness@octagon.com

Talent Representation

talentrep@octagon.com

Press & Media

Alex Rozis:
alex.rozis@octagon.com

Careers

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ARROWIN

You strive to be **better**. You know there's always more you can do. You test your capabilities and *push your limits*. You challenge your goals.

But if you need that boost that gets you more, that ups your game, raises your name and makes your role in the world meaningful and memorable, you

need a *playmaker*.

Pulling the strings. Striking the deals. Setting the pace.

That's Octagon. A leading global agency in sports, entertainment and culture. A group of *creative thinkers* and *energetic doers* harnessing that playmaker spirit to generate fame that endures.



We're a mix of savvy veterans and bold upstarts, at it for three decades. A *passionate* team of 800+ around the world, relentlessly committed to helping you force fate and push forward to make your next right move.

[View our values →](#)



We believe that the
best work should have
a lasting impact

Our Team

We live it because
we *love it.*





We're powered by an inspirational team of *sports-mad, culture-obsessed playmakers*. With their fingers firmly on the pulse, they set out a clear vision for our future. What do sports, entertainment and culture have in common? They celebrate the extraordinary. Those who've stood up. And stood out. Who've defied the odds to make their mark on the world.

But however great the individual, **success is a team sport.**

The playmakers at Octagon bring their own skillsets to the game. Authenticity. Diversity. Credibility and Creativity, we believe one can't exist without the other. Knowledge they've acquired as fans. Expertise they've gained over time. Their perspectives and perceptions add depth and texture to our thinking. They don't just

work in this space

WORK IN THIS SPACE.

They live in it.

Meet our team →

Regions

Where to
find us

10

Offices

6

Countries

244

Employees

Our Locations

[ALL](#) [AMERICAS](#) [EUROPE](#) [APAC](#)

Australia	▼	India	▼	South Africa	▼
Brazil	▼	Japan	▼	Spain	▼
Canada	▼	Korea	▼	Turkey	▼
China	▼	Qatar	▼	United Arab Emirates	▼
France	▼	Saudi Arabia	▼	United Kingdom	▼
Germany	▼	Singapore	▼	United States	▼

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OLYMPIC & ACTION SPORTS



Olympics →

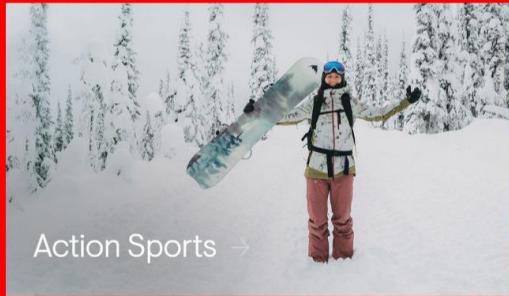


Communications →





Marketing →



Action Sports →

The Olympics & Action Sports division at

Octagon has more than **130 years of experience combined**. Our team of dedicated employees has been at the forefront of representing and marketing Olympic athletes since they were first allowed to pursue commercial opportunities. Not only that, but Octagon has also helped shape the assimilation of action sport athletes into the Olympic movement and overall mainstream marketplace. We excel in creating and commercializing athlete-driven content, initiatives and properties that successfully maximize the marketability and impact of Olympic and Action Sports athletes domestically and internationally.

 oas@octagon.com

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CONTENT & PRODUCTION



Michael Breed
Golf Instructor and Broadcaster



The 8 Side Network
Podcast Network

Octagon's Content & Production team offers an industry-leading range of production services, including creative servicing, delivery and distribution for film and TV in scripted, unscripted and live programming, as well as podcast production and development.

We lean into the skills of our in-house

production experts as well as tap into our extensive network of external partners.

production experts, as well as tap into our global network of content production partners to develop and produce programming tailored to your needs. We manage both the technical and the creative aspects of your project to create best-in-class production value and unparalleled creative content.

All in

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Wasserman Talent

We proudly represent elite athletes, broadcasters, coaches, sport executives and influencers.

Action Sports

Global Football (Soccer)

Hockey

Post-Career Services

Olympics / Paralympics

The Collective

Baseball

Golf

Men's Basketball

NFL (American Football)

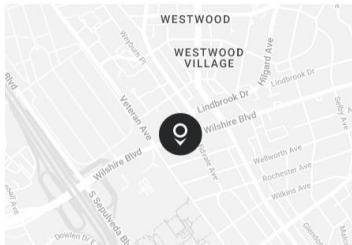
Rugby

Capabilities Breakdown



Capabilities Breakdown

- | | |
|--|------------------------------------|
| Contract Negotiations | Post Playing Career Development |
| Preventive & Physical Therapy Resources | Public Relations |
| Creative Content Design & Production | Charitable & Community Development |
| Pre-draft Preparation | Client Concierge Services |
| Offseason Training Services | Client Event Production |
| Lifestyle & Brand Marketing | Performance Analytics Research |
| Digital & Social Media Influencer Strategy | |



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ISE FOOTBALL



OUR PHILOSOPHY

ISE Football's client-centric culture means our players are always our top priority. We have represented countless NFL superstars and legends, and with several former professional athletes as agents, the team at ISE Football understands exactly what it takes to be successful in the NFL and beyond.

With more than three decades of combined experience negotiating record breaking and top tier market deals, ISE Football has the strong industry relationships and know how to help our clients maximize their career potential. Our expertise spans from pre-draft preparation and rookie transition assistance to supporting and guiding clients on day-to-day life in the NFL to positioning clients for success after they hang up their cleats.

Off the field our unmatched support includes marketing and endorsement opportunities, community outreach

support and foundation management, public relations and social media strategy, and a VIP concierge service. At ISE Football, we provide the personal support our clients need to build lasting legacies.

SERVICES & SUPPORT



Draft Preparation and Rookie Transition Assistance

Contract Negotiations

Marketing and Endorsement Opportunities

Public Relations and Social Media Strategy

Community Outreach and Foundation Support

Post Career Management

Concierge Services

OUR TEAM

UNSER TEAM



Roosevelt Barnes
President, Football



Amber Poders
VIP Concierge



Andrew Helland
Director of Marketing



Austin Parker
Player Representative



Chris Ellison
Player Representative



Erik Schmella
Player Representative



Janelle Miller
Talent & Marketing



Jovan Barnes
Player Representative



Lauren Richardson
Public Relations & Branding



Shelly Schmidt
Client Service



Tyler Thomas
Player Representative



ABOUT US

Independent Sports & Entertainment (ISE) is a leading representation, management, sales, consulting and marketing agency building legacies for world-class talent, properties and brands around the globe. With a client-centric culture, ISE offers a full suite of services, including strategic guidance, superior contract negotiation, brand creation and management, integrated marketing and global partnership development. The company's team of experts provide personal service, tailored strategy and elevated execution for each and every client. ISE has offices in Atlanta, Chicago, Indianapolis and Los Angeles.

LEADERSHIP



Steve Mortensen
President & CEO



David Bauman
COO, Basketball



Mark Pieper
CEO, Baseball



Owen Shull
Co-Head, Properties



Roosevelt Barnes
President, Football



Scott Malaga
Co-Head, Properties



Suzanne Shriver
Director of Motorsports

NETWORK

ISE is part of a network of companies that span sports, entertainment, film and television, music, modeling, and live events and venues. Through our collaboration with these companies we provide elevated opportunities and partnerships to our clients.



**CODA INDEPENDENT
SPORTS**

**IN
DE
PEN
DENT**



**THE
LIONS**







ISE MARKETING

With years of experience building some of the industry's most successful athlete brands, ISE's marketing team develops strategic marketing plans that best elevate each client's brand to meet their individual interests and goals. At the core of this process is a commitment to helping our athletes tell their stories in the most authentic way possible.

By strategically aligning our clients with industry-leading brands through traditional, digital and equity-driven endorsement deals, we are able to create lasting athlete-brand partnerships that drive meaningful results. From consumer advertising and appearances, to memorabilia and trading card deals, ISE has created a consistent and successful approach for how our clients connect with the brands and communities that matter most to them.

At the backbone of growing our client's endorsement portfolio is our belief that successful athlete brands are driven by engaging content that drives conversation. That is why we support our clients with social media strategy.

digital content projects and by identifying PR opportunities that build deeper connections with their audience.

Each of our clients has a personal brand that is unique to that athlete and we are committed to helping them maximize that platform over the course of their career and beyond.

SERVICES & SUPPORT



Brand Development



Marketing and Endorsement Opportunities



Social Media Strategy



Content Development



Public Relations



Community Outreach and Foundation Support



Speaking Engagements



Memorabilia and Trading Card Deals





Concierge Services

OUR TEAM



Aileen Villarreal
Public Relations



Amber Poders
VIP Concierge



Janelle Miller
Talent & Marketing



Jason Spector
Marketing



Kyle Cochran
Graphic Designer



Lauren Richardson
Public Relations & Branding



Rory Ford
Marketing,
Trading Cards and Memorabilia



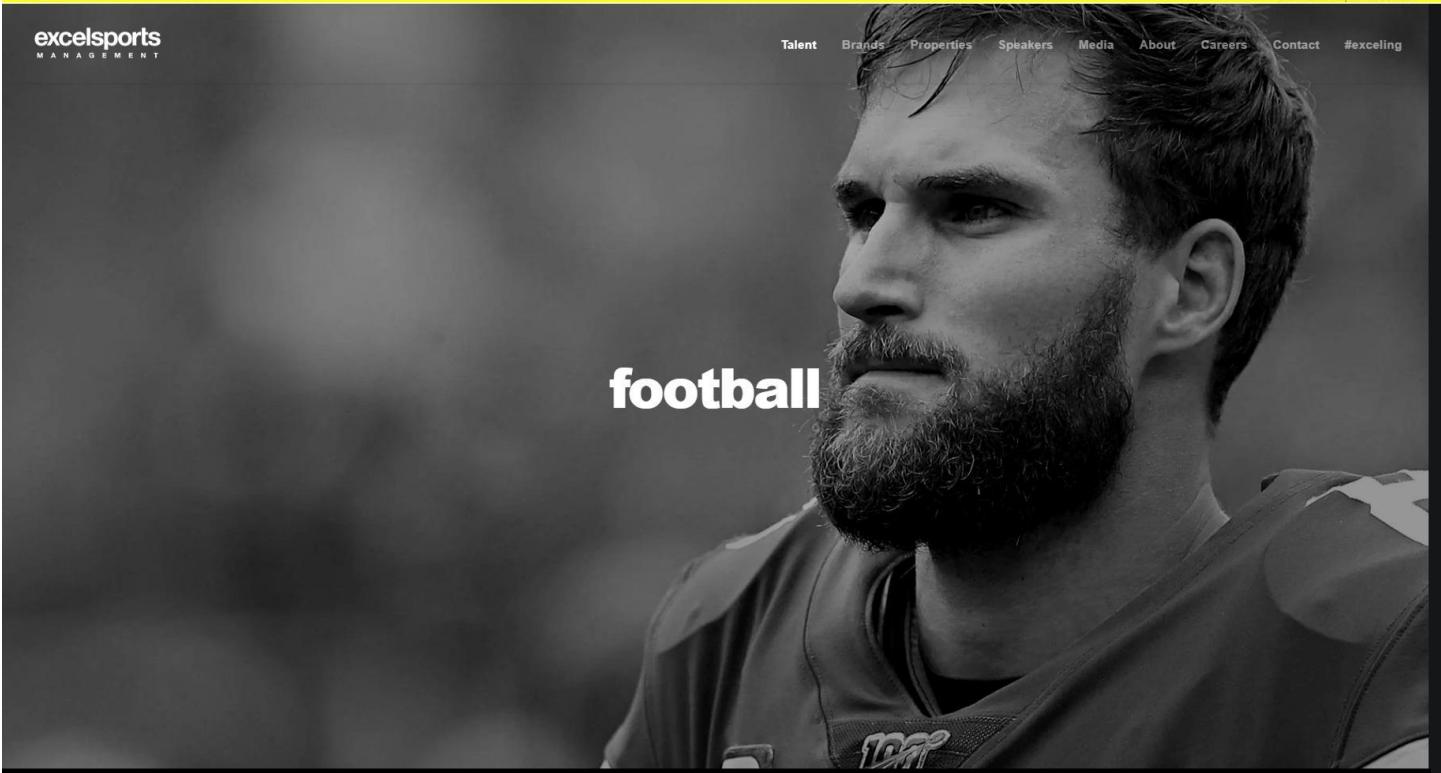
Sean Daniel
Content & Social



Sam Schlechter
Marketing



Tanner Lipson
Marketing



football

8
MVP AWARDS

1
ROOKIE OF THE
YEAR

6
SUPER BOWL MVP
AWARDS

8
SUPER BOWL
CHAMPIONSHIPS

2
HALL OF FAMERS



Every weekend, in living rooms, basements and bars across America, TVs tune in to a full day of football games. Schedules and menus are planned out around kick-off, and for one reason only – passion. Passion for the game, passion for a team and, most importantly, passion for a favorite player.

Working with some of the most recognizable names in football, both past and present, we solely focus on tapping into the game's incredible fan-affinity to create revenue driving opportunities that build distinguished brand portfolios. Our clients have been featured in some of the most iconic campaigns, raising their profile as pitchmen and extending their influence beyond the gridiron.

our work

Show all **Talent** Brands Properties

BASKETBALL BASEBALL GOLF **FOOTBALL** INDIVIDUAL



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(646) 454-5900

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pr@excelsm.com

New York (Headquarters)
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Miami
Chicago
Dallas
London



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Talent Brands Properties Speakers **Media** About Careers Contact #exceling

excel media



There has been a seismic shift in the influence of athletes and the impact of sports. Wearing a jersey no longer limits you to highlights but now provides a platform and voice to be a storyteller. Fields and arenas have become stages for cultural conversations.

Excel Media brings stories to life and builds narratives through original programming, branded content development, and media talent.

programming, branded content development and media/talent representation across traditional, digital and emerging media platforms. We are big thinkers with extensive relationships throughout the sports and media landscape, always ahead of the curve in the rapidly evolving media and content space.

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Los Angeles
Miami
Chicago
Dallas
London

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Excel Sports Management is an industry-leading management

and marketing agency offering an **elite level of expertise, influence, access and insights** across the sports landscape. We are **relentless** in our **pursuit of success**, never asking how we can be better, but how we can be the best. **We deliver results**, not promises, through innovative strategies that keep our clients ahead of the curve.



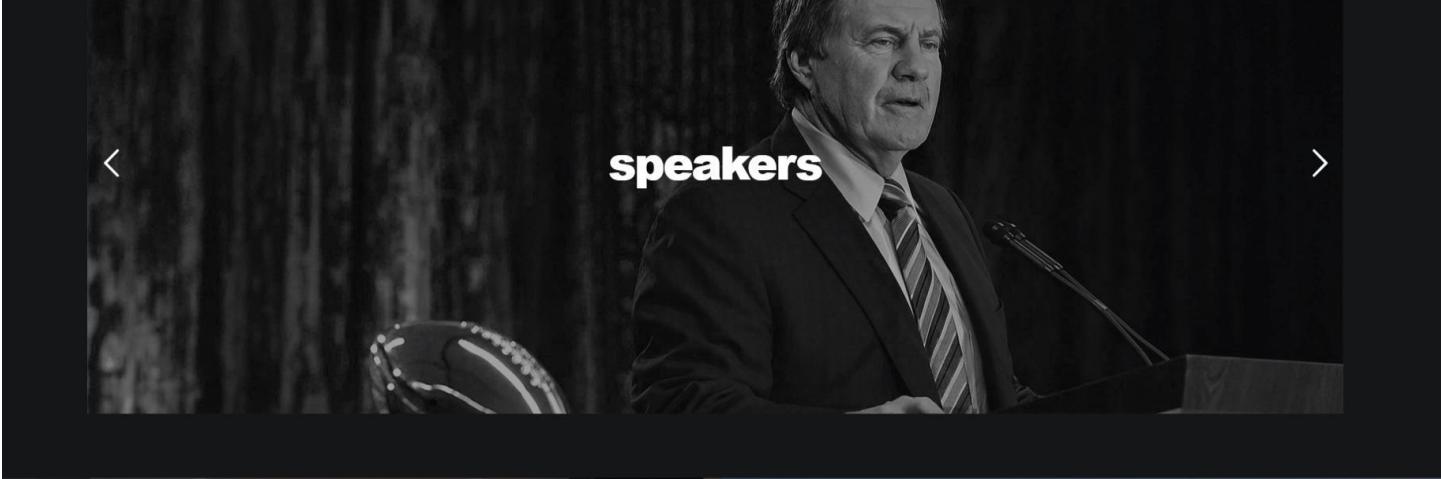


brands



properties

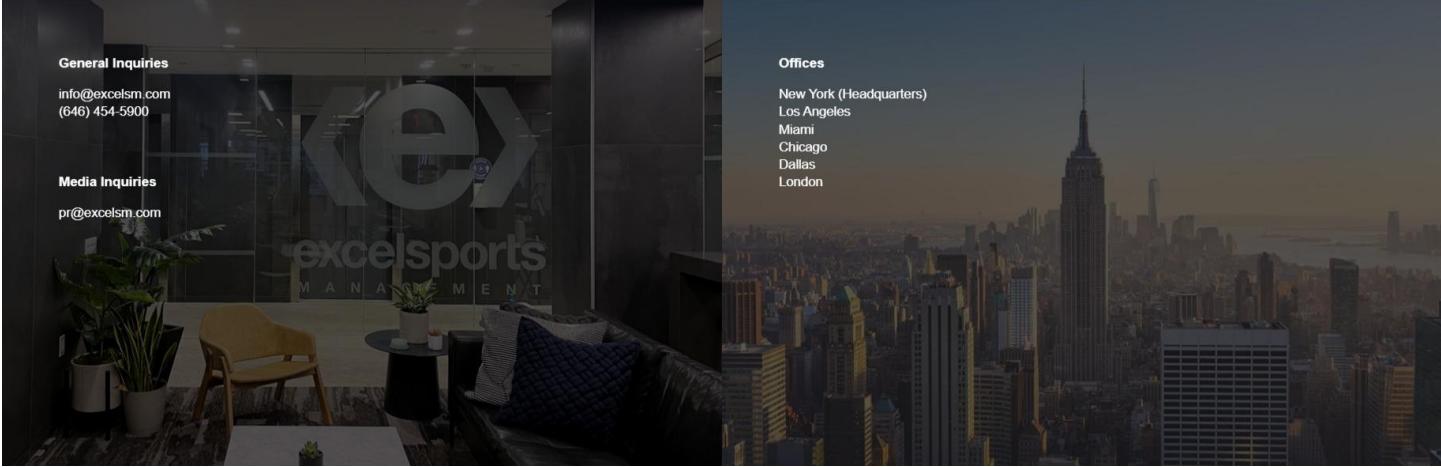




speakers

<

>



United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued

on August 24, 2022 for

U.S. Trademark Application Serial No. 97118727

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

(1) [**Read the Office action**](#). This email is NOT the Office action.

(2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be [abandoned](#). See the Office action itself regarding how to respond.

(3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- [**Check the status of your application periodically**](#) in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- [**Update your correspondence email address**](#) to ensure you receive important USPTO notices about your application.
- [**Beware of trademark-related scams**](#). Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.