THE LIBERATION OF "TACO TUESDAY" BEGINS: Taco Bell Corporation Fights To Cancel EXISTING TRADEMARK REGISTRATIONS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Registration No.: 1572589 Mark: TACO TUESDAY Issued: December 19, 1989 9 TACO BELL IP HOLDER, LLC, Cancellation No. _ 9 Petitioner, 9 SPICY SEASONINGS, LLC 6 (predecessor in interest: TACO JOHN'S SEASONINGS 8 LIMITED PARTNERSHIP), 8 5 Registrant.

PETITION FOR CANCELLATION

Petitioner Taco Bell IP Holder, LLC, a Delaware limited liability company, believes "Taco Tuesday" should be freely available to all who make, sell, eat, and celebrate tacos, and therefore petitions to cancel Registration No. 1572589 (the "Registration") for the "mark" TACO TUESDAY.

PREFACE

- A. People like tacos on Tuesdays. They just do. It's even fun to say: "Taco Tuesday." Tacos have the unique ability to bring people together and bring joy to their lives on an otherwise mediocre day of the week. But since 1989, entities associated with Registrant have owned a federal trademark registration for "Taco Tuesday." Not cool.
- B. Because of the Registration, Registrant is the *only* restaurant that has the presumptive right to use "Taco Tuesday." That's not right.
- C. The Registration potentially subjects Taco Bell and anyone else who wants to share tacos with the world to the possibility of legal action or angry letters if they say "Taco Tuesday" without express permission from Registrant—simply for pursuing happiness on a Tuesday. This violates an American ideal: "the pursuit of happiness."
- D. "Taco Tuesday" is a common phrase. Nobody should have exclusive rights in a common phrase. Can you imagine if we weren't allowed to say "what's up" or "brunch"? Chaos.
- E. This Petition is brought because Taco Bell believes that tacos, just like the joy they bring, belong to everyone on any day. Ergo, "Taco Tuesday" should belong to everyone.
- F. Taco Bell believes "Taco Tuesday" is critical to everyone's Tuesday. To deprive anyone of saying "Taco Tuesday"—be it Taco Bell or anyone who provides tacos to the world—is like depriving the world of sunshine itself.
- G. Taco Bell supports everyone's right to celebrate, and say, "Taco Tuesday," no matter who they are. How can we tell our fans to Live Más if their favorite taco joints aren't even allowed to freely say "Taco Tuesday"? Anything else is menos.
- H. Taco Bell seeks no damages; it simply seeks reason and common sense.
- I. If one of us is not free to celebrate "Taco Tuesday," then none of us are free to celebrate "Taco Tuesday." A win for Taco Bell here is a win for all. When tacos win, we all win.

Irvine, California Jan 18, 2024 (<u>Issuewire.com</u>) - Taco Bell Corporation announced today its bold move to liberate the widely-celebrated phrase "Taco Tuesday" from existing trademark registrations. Since 1989, the phrase has been legally protected, potentially limiting its usage for businesses nationwide. Taco Bell believes that when tacos win, everyone wins, and thus, it is taking action to make "Taco Tuesday" accessible to all.

Taco Bell has officially filed legal petitions with the USPTO Trademark Trial and Appeal Board to cancel the federal trademark registrations for "Taco Tuesday." The fast-food giant asserts that the phrase should belong to the people – those who make, sell, eat, and celebrate tacos. The essence of "Taco Tuesday" is rooted in bringing people together from all walks of life to revel in the simple yet culturally significant joy of tacos.

In a statement, Taco Bell expressed its commitment to the liberation of "Taco Tuesday" without seeking damages or trademark rights. The company simply aims for common sense usage of a common term, ensuring that businesses and individuals can freely embrace and celebrate the joys of tacos, not just on Tuesdays but every day.

To garner support for its liberation campaign, Taco Bell invites fans and taco lovers to sign the Freeing Taco Tuesday petition at https://www.change.org/p/freeing-taco-tuesday. Additionally, Taco Bell will host a Reddit AMA on Monday, May 22, providing an opportunity for the community to engage, ask questions, and learn more about the campaign. Further information can be found at https://www.tacobell.com/freeing-taco-tuesday, and updates will be shared on Taco Bell's social channels.

For media inquiries, please visit Taco Bell's Newsroom for comprehensive details on the ongoing liberation journey. Taco Bell wishes a happy "Taco Tuesday" to all who celebrate and encourages everyone to join in the movement.

About Taco Bell Corp.

Taco Bell Corp. is a leading fast-food chain committed to delivering delicious and innovative Mexican-inspired cuisine. For more information, visit <u>TacoBell.com</u> or follow Taco Bell on LinkedIn, TikTok, Twitter, Instagram, Facebook, and subscribe to the YouTube channel.

CNBC News New Jersey restaurant owner owns last 'Taco Tuesday' trademark after Taco John's gives up phrase - Greg Gregory, co-owner of Gregory's Restaurant, joins 'Last Call' to talk about his ownership of the Taco Tuesday trademark in New Jersey.

KCAL News - Legal battle over the phrase "Taco Tuesday" Attorney Rachel Fiset joins us to explain the feud happening between two fast food chains over the phrase "Taco Tuesday," which is trademarked by Taco John's.

https://www.youtube.com/watch?v=mynraCgKcHU









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