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FOR: PUBLICATIONS, NAMELY, MAGAZINES FEATURING SPORTS, NEWSPAPERS FEATURING SPORTS, BOOKS FEATURING SPORTS AND BROCHURES FEATURING SPORTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-1-2000; IN COMMERCE 4-1-2000.

THE MARK CONSISTS OF A STYLIZED REPRESENTATION OF A MAN PARTIALLY ENCLOSED BY A PARTIALLY HIDDEN ELLIPSE, WITH THE MAN STICKING OUT HIS TONGUE, PLACING HIS THUMBS IN HIS EARS, WEARING A STRIPED SHIRT BEARING THE LETTER "S", AND A CAP BEARING THE LETTER "S" FLYING OFF HIS HEAD.

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