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December 22, 2015

Via Certified Mail - Return Receipt Requested

Via E-mail (guns@apextactical.com, info@brownells.com, dpcustomworks@gmail.com, blowndeadline@yahoo.com, damon.young@gmail.com)

Apex Tactical Specialities, Inc.
2055 11th St.
Los Osos, CA 93402

Brownells Inc.
200 South Front Street
Montezuma, IA 50171

DP Custom Works LLC
915 Sikes Mill Rd.
Monroe, NC 28110

Blowndeadline Custom
21918 Harper Ave.
St. Clair Shores, MI 48080

SSVi LLC
1798 Lexington
Idaho Falls, ID 83404

Re: Unauthorized Modifications to M&P Pistol and Unauthorized Use of Smith & Wesson's Trademarks

To Whom it May Concern:

We are intellectual property counsel for Smith and Wesson Corp. ("Smith & Wesson"). We are writing to you concerning the unlawful modification of Smith & Wesson's products and unauthorized use of Smith & Wesson's federally protected trademarks by Apex Tactical Specialities, Inc.'s ("Apex"), Brownells Inc. ("Brownells"), DP Custom Works LLC ("DP"), Blowndeadline Custom ("Blowndeadline"), and SSVi LLC ("SSVi") (collectively, "you").


Founded in 1852, Smith & Wesson was one of the first firearm manufacturers in the United States and continues to be a leader in the firearm industry to this day. For over 160 years, Smith & Wesson has continuously provided high quality products and services to the consuming public. Upon their

DMEAST #23824999 v1

Apex Tactical Specialities, Inc.
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introduction in 2005, Smith & Wesson's M&P® semi-automatic pistols were immediately recognized as bold new entrants into the polymer-frame pistol category. M&P® pistols remain extremely popular with the consuming public and have become standard issue to police forces in the

United States and to military forces around the globe. The S&W® mark and the ® Logo

(collectively, the "S&W® Marks"), as well as the M&P® mark and the ® Logo (collectively, the "M&P® Marks") are famous and well-known in the United States as demonstrated by their use in connection with the M&P® semi-automatic pistols as well as many other products manufactured or licensed by Smith & Wesson. The renown of these marks is demonstrated by the countless news articles, product reviews, movies, and television shows that have featured the company's products, the substantial sales of products bearing these marks, the popularity of Smith & Wesson's products bearing these marks, and the widespread recognition of these marks by the consuming public of the United States.

Smith & Wesson is the owner of numerous federal trademark registrations for its world-renowned and famous marks. These registrations include numerous incontestable registrations for its SMITH & WESSON® and S&W® Marks, as well as federal registrations for its M&P® Marks. Copies of the pertinent registration details from the official records of the U.S. Patent & Trademark Office are attached to this correspondence as Exhibit A.

It has recently come to Smith & Wesson's attention that you have developed and are promoting for sale an "M&P Dream Gun," (the "Infringing Product"). To create this product, you have modified an authentic Smith & Wesson M&P® 9mm pistol by, *inter alia*, changing the grip texture and shape, machining the slide, and adding numerous accessories and replacement parts, while retaining the S&W® Logo on the product. The December 18, 2015 Apex press release announcing this product and explaining Apex's intent to exhibit the Infringing Product at the January 2016 SHOT Show exhibition is attached to this correspondence as Exhibit B. The numerous alterations made to the original design of Smith & Wesson's firearms constitute not only unauthorized modifications to Smith & Wesson's proprietary designs and misuse of Smith & Wesson's trademarks, but present significant safety and quality concerns. Indeed, these modifications void the Smith & Wesson factory warranty on these products. Your advertisement and display of the Infringing Product to promote your gunsmithing services, and other products and services, constitutes misuse of Smith & Wesson's trademarks and must cease.

Pictures of the Infringing Product bearing unauthorized modifications are shown below.

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A company or individual may not purchase original, authentic products, make modifications to the products' essential elements, and then market the products under the original names and bearing the original trademarks. See, e.g., Rolex Watch, U.S.A., Inc. v. Michel Co., 179 F.3d 704, 710 (9th Cir. 1999) (enjoining seller from retaining the ROLEX trademark on genuine Rolex watches altered aftermarket by, for example, the addition of diamonds to the watch dial, because the alterations “result[ed] in a new product”); Rolex Watch U.S.A., Inc. v. Meece, 158 F.3d 816 (5th Cir. 1998) (upholding injunction prohibiting the sale of altered Rolex watches under the original trademarks due to modifications of the integral parts of the watches); Bulova Watch Co. v. Allerton Co., 328 F.2d 20, 23-24 (7th Cir. 1964) (enjoining the use of the BULOVA trademark on modified watches sold by the defendant because the re-casing of authentic Bulova watches by the defendant resulted in a “new construction” and a “different product” that was “no longer a Bulova watch” and was therefore likely to deceive the public as to the watches' origin). This is precisely what you have done here without the authorization of Smith & Wesson.

The marketing and promotion of your remanufactured Smith & Wesson-branded firearms, whether for the purpose of promoting your respective gunsmith services and other products and services, or for the purpose of selling the Infringing Product, constitutes trademark infringement under the federal Lanham Act, 15 U.S.C. §1114(a), 15 U.S.C. §1125(a) and state unfair competition laws. Consumers are likely to be misled into thinking that the Infringing Product originates from Smith & Wesson, is otherwise endorsed, approved by or sponsored by Smith & Wesson. Separately, consumers are likely to believe that the Infringing Product is covered by the Smith & Wesson factory warranty, when it is not. Additional confusion may also occur at a later time if the Infringing Product is sold to secondary purchasers as “used”, and upon seeing the famous Smith & Wesson marks, those secondary purchasers believe that Smith & Wesson is the source of the firearm they

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purchased, or that Smith & Wesson endorses or sponsors the product, which is not true. Such confusion is the essence of trademark infringement in violation of the federal Lanham Act. See Cartier v. Aaron Faber, Inc., 396 F. Supp.2d 356, 361 (S.D.N.Y. 2005) (“What the injunction does proscribe is [defendants] actively marketing new and used Cartier watches that [defendants] caused to be altered in such a way as to deceive the general public as to the origins of the watch’s craftsmanship.”).

These intellectual property and safety and quality concerns are extremely serious and demand your immediate attention. Accordingly, we demand that you:

1. Confirm in writing that neither you nor any third party will display the Infringing Product, or any similar product, at the 2016 SHOT Show or make any other commercial display or promotion of such Infringing Product;
2. Cease the sale of any firearm modified by you or any other third party that bears any Smith & Wesson trademark, including, but not limited to the S&W® Marks or the M&P® Marks; and
3. Turn over to Smith & Wesson your inventory of the Infringing Product, or any Smith & Wesson product modified by you in the first instance that bears any mark owned by Smith & Wesson.

If we do not hear from you by **January 5, 2015**, Smith & Wesson will pursue its rights and remedies to the fullest extent permitted by law without further notice to you.

In the meantime, you should also be aware that the destruction of evidence can have extremely serious consequences, and we caution you not to take any action that might involve the destruction or alteration of digital files, images, or records, including computer records and business records concerning this matter.

The foregoing is without prejudice to our client’s rights and nothing contained herein shall be deemed a waiver of any such rights, all of which are hereby expressly reserved.

Apex Tactical Specialities, Inc.
Brownells Inc.
DP Custom Works LLC
Blowdeadline Custom
SSVi LLC
December 22, 2015
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Very truly yours,

/s/ Hara K. Jacobs,

Hara K. Jacobs

HKJ/dez

EXHIBIT A



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SMITH & WESSON

Word Mark SMITH & WESSON
Goods and Services IC 013. US 002 009. G & S: REVOLVERS, PISTOLS [AUTOMATIC PISTOLS, RIFLES AND GUNS AND AMMUNITION]. FIRST USE: 18570000. FIRST USE IN COMMERCE: 18570000
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 71069626
Filing Date April 5, 1913
Current Basis 1A
Original Filing Basis 1A
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number **0095164**
Registration Date February 3, 1914
Owner (REGISTRANT) SMITH & WESSON VOLUNTARY ASSOCIATION MASSACHUSETTS NO. 55 STOCKBRIDGE STREET SPRINGFIELD MASSACHUSETTS
 (LAST LISTED OWNER) SMITH & WESSON CORP. CORPORATION ASSIGNEE OF DELAWARE 2100 ROOSEVELT AVENUE SPRINGFIELD MASSACHUSETTS 011022208
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Hara K. Jacobs
Prior Registrations 0023056
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 12C. SECT 15. SECTION 8(10-YR) 20140125.
Renewal 6TH RENEWAL 20140125
Live/Dead Indicator LIVE

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SMITH & WESSON

Word Mark	SMITH & WESSON
Goods and Services	IC 013. US 002 009. G & S: Firearms, namely, pistols and rifles. FIRST USE: 18520000. FIRST USE IN COMMERCE: 18520000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85200371
Filing Date	December 17, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 14, 2012
Registration Number	4232135
Registration Date	October 30, 2012
Owner	(REGISTRANT) Smith & Wesson Corp CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01102
Attorney of Record	Hara K. Jacobs
Prior Registrations	0095164;1704640;3697138;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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SMITH & WESSON

Word Mark	SMITH & WESSON
Goods and Services	IC 013. US 002 009. G & S: Firearms, namely, revolvers. FIRST USE: 18570000. FIRST USE IN COMMERCE: 18570000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85200372
Filing Date	December 17, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 8, 2011
Registration Number	3966501
Registration Date	May 24, 2011
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01102
Attorney of Record	Hara K. Jacobs
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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SMITH & WESSON

Word Mark	SMITH & WESSON
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Gun cleaning solutions, solvents and preparations. FIRST USE: 20060509. FIRST USE IN COMMERCE: 20060509
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
Serial Number	78727792
Filing Date	October 6, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 11, 2006
Registration Number	3677893
Registration Date	September 1, 2009
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01102
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record	Hara K. Jacobs
Prior Registrations	0095164;1069977;1704640;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark	SMITH & WESSON
Goods and Services	IC 009. US 021 026. G & S: sunglasses. FIRST USE: 19890801. FIRST USE IN COMMERCE: 19890801 IC 013. US 002 009. G & S: holsters and gun cases. FIRST USE: 19740107. FIRST USE IN COMMERCE: 19740107 IC 025. US 022 039. G & S: clothing; namely, belts, [ties,] T-shirts, and sweatshirts. FIRST USE: 19800101. FIRST USE IN COMMERCE: 19800101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74151163
Filing Date	March 25, 1991
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 12, 1992
Registration Number	1704640
Registration Date	August 4, 1992
Owner	(REGISTRANT) SMITH & WESSON CORP. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01104
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Hara K. Jacobs
Prior Registrations	0095164;1000546;1069977;1098623;1125756;1334088;1511511;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120801.
Renewal	2ND RENEWAL 20120801

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Indicator**

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Typed Drawing

Word Mark	SMITH & WESSON
Goods and Services	IC 041. US 107. G & S: EDUCATION SERVICES-NAMELY, INSTRUCTION IN USE OF FIREARMS, NON-LETHAL WEAPONS, BREATH-TESTING EQUIPMENT, NIGHT SURVEILLANCE EQUIPMENT, AND TRAINING FOR SECURITYGUARD PERSONNEL; AND FIREARM INSTRUCTORS. FIRST USE: 19700400. FIRST USE IN COMMERCE: 19700400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73105315
Filing Date	November 3, 1976
Current Basis	1A
Original Filing Basis	1A
Registration Number	1069977
Registration Date	July 19, 1977
Owner	(REGISTRANT) BANGOR PUNTA OPERATIONS, INC. CORPORATION NEW YORK 1 GREENWICH PLAZA GREENWICH CONNECTICUT 06830 (LAST LISTED OWNER) SMITH & WESSON CORP. CORPORATION ASSIGNEE OF DELAWARE 2100 ROOSEVELT AVENUE SPRINGFIELD MASSACHUSETTS 011022208
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Hara K. Jacobs
Prior Registrations	0095164;1000546
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070823.
Renewal	1ST RENEWAL 20070823
Live/Dead Indicator	LIVE

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Word Mark	S & W
Goods and Services	IC 006. US 013. G & S: handcuffs. FIRST USE: 19810310. FIRST USE IN COMMERCE: 19810310 IC 009. US 026. G & S: sunglasses and ear covers for hearing protection. FIRST USE: 19890801. FIRST USE IN COMMERCE: 19890801 IC 013. US 009. G & S: firearms; namely, handguns, revolvers, pistols, gun cases, holsters and pouches for ammunition and shooting accessories. FIRST USE: 18780129. FIRST USE IN COMMERCE: 18780129 IC 018. US 003. G & S: travel bags. FIRST USE: 19890101. FIRST USE IN COMMERCE: 19890101 IC 025. US 022 039. G & S: [ties,] vests, jackets, T-shirts, and sweatshirts [sweaters]. FIRST USE: 19800101. FIRST USE IN COMMERCE: 19800101 IC 026. US 040. G & S: decorative cloth patches. FIRST USE: 19800101. FIRST USE IN COMMERCE: 19800101
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.09 - Stars, two; Two stars 01.01.12 - Stars - multiple stars with four points 26.01.02 - Circles, plain single line; Plain single line circles
Serial Number	74094310
Filing Date	August 31, 1990
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 28, 1992

Registration Number 1724977
Registration Date October 20, 1992
Owner (REGISTRANT) SMITH & WESSON CORP. CORPORATION DELAWARE 2100 Roosevelt Avenue
Springfield MASSACHUSETTS 01104
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Hara K. Jacobs
Prior Registrations 0093766;0093767;1073794;1125757;1127835;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121105.
Renewal 2ND RENEWAL 20121105
Live/Dead Indicator LIVE

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Word Mark	S W
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Gun cleaning solutions, solvents and preparations. FIRST USE: 20060509. FIRST USE IN COMMERCE: 20060509
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.09 - Stars, two; Two stars 01.01.12 - Stars - multiple stars with four points 26.01.02 - Circles, plain single line; Plain single line circles 26.17.25 - Other lines, bands or bars
Trademark Search Facility Classification Code	LETS-2 SW Two letters or combinations of multiples of two letters SHAPES-ASTRO Astronomical shapes consisting of celestial bodies, globes and geographical maps SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-MISC Miscellaneous shaped designs
Serial Number	78727817
Filing Date	October 6, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 11, 2006
Registration Number	3677894
Registration Date	September 1, 2009
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01102

Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Hara K. Jacobs
Prior Registrations	0093766;1073794;1125757;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark	S & W
Goods and Services	IC 013. US 009. G & S: holsters. FIRST USE: 19900701. FIRST USE IN COMMERCE: 19900701 (CANCELLED) IC 018. US 001 002 003 022 041. G & S: [leather products; namely, wallets]. FIRST USE: 19920501. FIRST USE IN COMMERCE: 19920501 (CANCELLED) IC 021. US 002 013 023 029 030 033 040 050. G & S: [glassware; namely, drinking glasses and mugs]. FIRST USE: 19900830. FIRST USE IN COMMERCE: 19900830 IC 025. US 039. G & S: belts, made of leather, fabric or synthetic materials. FIRST USE: 19900501. FIRST USE IN COMMERCE: 19900501 (CANCELLED) IC 026. US 037 039 040 042 050. G & S: [belt buckles not made of precious metal]. FIRST USE: 19890101. FIRST USE IN COMMERCE: 19890101
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.09 - Stars, two; Two stars 01.01.12 - Stars - multiple stars with four points 26.01.01 - Circles as carriers or as single line borders
Serial Number	74094386
Filing Date	August 27, 1990
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	September 3, 1991
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 1757500
Registration Date March 9, 1993
Owner (REGISTRANT) SMITH & WESSON CORP. CORPORATION DELAWARE 2100 Roosevelt Avenue
Springfield MASSACHUSETTS 01104
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Hara K. Jacobs
Prior Registrations 0093766;0093767;1073794;1125757;1127835;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR). SECTION 8(10-YR) 20130221.
Renewal 2ND RENEWAL 20130221
Live/Dead Indicator LIVE

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Word Mark	SW
Goods and Services	IC 041. US 107. G & S: EDUCATIONAL SERVICES-NAMELY, INSTRUCTION IN USE OF FIREARMS, NON-LETHAL WEAPONS, BREATH-TESTING EQUIPMENT, NIGHT SURVEILLANCE EQUIPMENT, AND TRAINING FOR SECURITY GUARD PERSONNEL; AND FIREARM INSTRUCTORS. FIRST USE: 19700400. FIRST USE IN COMMERCE: 19700400
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.09 - Stars, two; Two stars 01.01.12 - Stars - multiple stars with four points 26.01.01 - Circles as carriers or as single line borders
Serial Number	73105316
Filing Date	November 3, 1976
Current Basis	1A
Original Filing Basis	1A
Registration Number	1073794
Registration Date	September 20, 1977
Owner	(REGISTRANT) BANGOR PUNTA OPERATIONS, INC. CORPORATION NEW YORK ONE GREENWICH PLAZA GREENWICH CONNECTICUT 06830 (LAST LISTED OWNER) SMITH & WESSON CORP CORPORATION ASSINGEE OF DELAWARE 2100 ROOSEVELT AVENUE SPRINGFIELD MASSACHUSETTS 011022208
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Hara K. Jacobs

Prior Registrations 0093766;1000548
Description of Mark THE MARK COMPRISES A STYLIZED VERSION OF THE LETTERS "S AND W."
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070823.
Renewal 1ST RENEWAL 20070823
Live/Dead Indicator LIVE

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M&P

Word Mark	M&P
Goods and Services	IC 013. US 002 009. G & S: Firearms. FIRST USE: 20050124. FIRST USE IN COMMERCE: 20050124
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85520139
Filing Date	January 19, 2012
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 5, 2012
Registration Number	4194679
Registration Date	August 21, 2012
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01102
Attorney of Record	Hara K. Jacobs
Prior Registrations	3336344;3392903;3697138
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark	M&P BY SMITH & WESSON
Goods and Services	IC 013. US 002 009. G & S: Handgun cases; firearm slings; rifle cases; gun rugs in the nature of gun cases; firearm tactical cases; gun socks in the nature of soft gun cases; range bags, namely, to carry firearms and munition to gun ranges. FIRST USE: 20130101. FIRST USE IN COMMERCE: 20130101
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	86448615
Filing Date	November 7, 2014
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 4, 2015
Registration Number	4835033
Registration Date	October 20, 2015
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01104
Attorney of Record	Hara K. Jacobs
Prior Registrations	3697138;4194679;4605622;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the capital letters "M" and "P" which are side by side and parallel with an ampersand symbol centered in the middle overlapping both letters which is located above the words "by Smith & Wesson". The words "by Smith & Wesson" are in a smaller size and font than the "M&P".

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark	M&P
Goods and Services	IC 028. US 022 023 038 050. G & S: Airsoft guns for recreational purposes. FIRST USE: 20060116. FIRST USE IN COMMERCE: 20060116
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	86249497
Filing Date	April 11, 2014
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 1, 2014
Registration Number	4605625
Registration Date	September 16, 2014
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01104
Attorney of Record	Hara K. Jacobs
Prior Registrations	3336344;3697138;4194679
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the capital letters "M" and "P" which are side by side and parallel with an ampersand symbol centered in the middle overlapping both letters.
Type of Mark	TRADEMARK

Register PRINCIPAL
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Word Mark	M&P
Goods and Services	IC 013. US 002 009. G & S: BB guns; Pellet guns; Starter pistols. FIRST USE: 20080101. FIRST USE IN COMMERCE: 20080401
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	86249486
Filing Date	April 11, 2014
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 1, 2014
Registration Number	4605624
Registration Date	September 16, 2014
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01104
Attorney of Record	Hara K. Jacobs
Prior Registrations	3336344;3697138;4194679
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the capital letters "M" and "P" which are side by side and parallel with an ampersand symbol centered in the middle overlapping both letters.
Type of Mark	TRADEMARK

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Word Mark	SMITH & WESSON M&P MILITARY & POLICE
Goods and Services	IC 013. US 002 009. G & S: firearms. FIRST USE: 20060101. FIRST USE IN COMMERCE: 20060101
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility Classification Code	LETS-2 MP Two letters or combinations of multiples of two letters NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks SHAPES-MISC Miscellaneous shaped designs
Serial Number	78677811
Filing Date	July 25, 2005
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 16, 2006
Registration Number	3697138
Registration Date	October 13, 2009
Owner	(REGISTRANT) Smith & Wesson Corp. CORPORATION DELAWARE 2100 Roosevelt Avenue Springfield MASSACHUSETTS 01102
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record Hara K. Jacobs

Prior Registrations 0095164;1704640;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MILITARY & POLICE" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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December 18, 2015 |

Apex Teams With Top Custom Builders On Brownells Dream Gun

LOS OSOS, Calif. – Apex Tactical Specialties has teamed up with three of the most respected custom gun builders on a special Smith & Wesson M&P build for the Brownells Dream Guns® Project. The result of the collaboration, a one-of-a-kind M&P Pro 9mm, will be showcased in the Brownells booth (#13018) during the 2016 SHOT Show in Las Vegas.

The [Brownells Dream Guns® Project](#) was started in 2011 to help feature the wide range of parts and accessories available from Brownells that customers can use to upgrade and customize their own pistols, rifles and shotguns. To date over 100 Dream Guns® have been built and are available for review at [Brownells.com](#).



"When Brownells asked us to participate in their Dream Guns Project by submitting a custom M&P fully equipped with Apex upgrades, we decided to take it a step further and turned to a trio of custom gun builders whose collaborations are some of the most recognized and coveted among custom firearms aficionados," explained Scott Folk, vice president of Apex.



"To give our M&P Dream Gun its one-of-a-kind look we asked Doug Presson of [DP Custom Works](#), Mike Sigouin of [Blowndeadline Custom](#) and Damon Young of [SSVI](#) to contribute their expertise. These three have worked together on so many guns, and their work so highly regarded, that we knew they'd be the ideal partners for our Brownells build."



Apex's contribution to the build was a suite of key performance parts that have made Apex the go-to company for M&P upgrades. Included in this build are the company's newly released patent pending Apex Grade Gunsmith Fit Barrel, patented Flat-Faced Forward Set Sear & Trigger Kit, with the "Red Flatty" anodized trigger sold exclusively by Brownells, the Failure Resistant Extractor, patented Reset Assist Mechanism and Apex 10-8 Performance Polymer Base Pads.

Additionally, Apex outfitted the pistol with a Catalyst Extended Magazine Release from 21 Century Gunfighter and a sight package configured of an Ameriglo ProGlo green tritium with bright orange outline front sight and a 10-8 Performance U-Notch rear sight. Also contributing to the build was flashlight and weapon light manufacturer Inforce which supplied one of their popular APL 200 lumen pistol lights.

However, it's the work of DP Custom Works, Blowndeadline Custom and SSVI that gives the pistol its unique appearance. DP Custom

Works machined the slide, lightening it and adding side and top scales. The gray with red accents finish of the slide, frame and Inforce APL light is the result of the Cerakote work of Blowndeadline Custom. The finishing touch is the signature look of SSVI's 360° texturing, hard edge bordering, undercut and trigger guard texturing, as well as forward reference point texturing.

The upgraded and customized Apex M&P Dream Gun is valued at over \$2,700 and will be on display throughout the 2016 SHOT Show in the Brownells booth and is sure to garner a great deal of attention from show attendees.

Apex M&P Dream Gun Features:

- Apex Grade M&P 5.00" Gunsmith Fit Barrel
- Apex Red Flat-Faced Forward Set Sear & Trigger Kit (a Brownells Exclusive)
- Apex Reset Assist Mechanism
- Apex Failure Resistent Extractor
- Apex 10-8 Performance Polymer Base Pads
- **Front Sight: Ameriglo ProGlo Green Tritium w/ Bright Orange Outline**
- **Rear Sight: 10-8 Performance U-Notch**
- 21st Century Gunfighter Catalyst Extended Magazine Release
- Inforce APL 200 Lumen Pistol Light
- **DP Custom Works Custom Machined Slide**
- **Blowndeadline Custom Titanium w/ Black Battleworn Cerakote Finish**
- SSVI Basic Package Grip & Frame Texturing

For more information on Apex parts and services, visit www.ApexTactical.com, like [Apex Tactical](#) on Facebook or follow [@ApexTactical](#) on Twitter. Instructional videos on the installation of Apex parts are available on [Apex's YouTube channel](#).

