

03 TTAB STRATEGY · ADVERSARY INTELLIGENCE

It scouted the opposer's litigation record before the opposition was even filed.

An attorney's client — a startup with a pending application for BEASTFUEL (energy drinks, Class 32) — just received an extension of time to oppose from Monster Energy. Is this a bluff, or incoming fire?

My client's BEASTFUEL application (Class 32, energy drinks) just drew an extension of time to oppose from Monster Energy. How seriously should we take it — do they follow through, and what do they actually target?

Attorney

TAKE IT SERIOUSLY

Short answer: take it seriously. Monster Energy Company is one of the most active trademark enforcers on the TTAB docket, and its mark is broadly famous — including specifically in Class 32 energy drinks, which is your client's exact category.

Do they follow through? Since 2002 the enforcement record shows **120 extensions of time to oppose, 103 actual oppositions, and 15 cancellations** against Class 32 marks (counting filings under Monster's former name, Hansen Beverage Company) — extensions are frequently just the first procedural step before Monster actually opposes, not a bluff they let lapse. Recent oppositions they've pursued to filing:

TARGET MARK	SERIAL	PROCEEDING STATUS
FEAST LIKE A BEAST	98396388	Opposition suspended
VIVE100% ULTRA	98784666	Opposition pending
SEA MONSTROSITY	99618279	Opposed · terminated

Notably, **FEAST LIKE A BEAST** shows Monster has actively opposed marks built around aggressive/predatory-animal branding — exactly the naming territory "BEASTFUEL" sits in.

Markus · real session, Jul 16, 2026 · get_owner_ttab_enforcement, is_mark_famous · 61 seconds

WHY THIS NEEDS THE TTAB DOCKET

A general model has no TTAB docket. It cannot pull an opposer's real extension-to-opposition record, cite the specific marks they've actually dragged to the Board, or read a fame signal in your client's class. Markus did it in 61 seconds — with serial numbers you can check.

Enforcement counts corrected September 29, 2026. The July session reported 240 extensions, 184 oppositions and 20 cancellations; those counts included The Coca-Cola Company's filings, which a company-matching error in our TTAB data had linked to Monster (fixed that day). The counts shown are recounted from TTAB records: filed by Monster Energy Company or its former name, Hansen Beverage Company, against Class 32 marks, since 2002. Monster's full all-class TTAB docket is larger still (2,300+ proceedings as plaintiff). The opposed marks shown were independently verified against TTAB records, July 2026; a fourth in Markus's answer belongs to a private individual and is left out here. Client scenario fictionalized.