

02 TTAB · OPPOSER HISTORY

Sixty-five cases since 2021. Not one argued to a decision on the merits.

A drinkware client just received an extension of time to oppose from YETI Coolers. Before advising, the attorney wants YETI's real record: what it goes after, and how its cases end.

My client's drinkware brand just received an extension of time to oppose from YETI Coolers. What has YETI opposed or tried to cancel over the last five years, what kinds of marks does it go after, and how did those cases end? Does it usually litigate to a decision or settle?

Attorney

65 PROCEEDINGS · NO MERITS RULING

Here's the picture, scoped to [YETI Coolers, LLC](#) as plaintiff (opposer/petitioner) in oppositions and cancellations filed **Jan 2021 – present** (extensions of time excluded and reported separately below).

Volume and cadence

- **65 substantive inter partes proceedings** in the five-year window: **64 oppositions and 1 cancellation**, targeting **66 distinct marks**. Only 4 are still open.
- This is overwhelmingly an opposition shop — it attacks **pending applications at publication** rather than filing cancellations against registrations.
- Its lifetime TTAB history confirms the posture: 146 filings as plaintiff vs. 19 as defendant, and it has rarely been on the receiving end of an inter partes case.
- Peak year was 2022 (18 oppositions); volume has tapered to 5–7 per year in 2025–2026.
- ...

What it targets

- **Word marks, standard characters, Classes 21 and 11** — drinkware, cookware, and thermally-insulated vessels.
- **Anything containing "YETI"** or a near-miss spelling: ... [YETIPTAG](#) (Class 11) ... [NOTYETING](#) ...
- **Its sub-brand names too** — not just "YETI." It opposed [TUNDRA TAP](#) (Class 11, from HID SIPS LLC) and [YONDERFUME](#), protecting TUNDRA (its cooler line) and YONDER (its bottle line). So a drinkware mark that echoes *any* YETI house or sub-brand name is in play, not just "YETI" itself.

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Which of those cases went all the way to a Board decision, and what did the Board decide?

Attorney, follow-up

Short answer: **none of them**. Not a single YETI Coolers proceeding in the 2021–2026 cohort — or in our indexed opinion corpus at all — has reached a Board decision, so there is nothing the Board has "decided" in YETI's own cases to report. ...

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WHY THIS NEEDS THE TTAB DOCKET

A general model can tell you YETI protects its brand. It can't count YETI's 65 cases since 2021, notice that it polices its sub-brand names, or check whether any case ever reached a merits decision. Markus pulled the docket and the outcomes in about half a minute.

Counts checked against GleanMark's TTAB records: 64 oppositions and 1 cancellation filed since January 2021 against 66 marks, 4 still open, 18 filed in 2022, none briefed or taken to testimony; 146 filings as plaintiff and 19 as defendant over its lifetime. One line is left out: Markus counted 23 extensions of time since 2021 (52 lifetime), but only 20 (41 lifetime) were filed in YETI Coolers' own name; Markus's numbers match exactly once Yeti Cycling and three other YETI-named companies are counted in. On the question Markus couldn't settle, settlement versus default: most of YETI's wins came by default judgment, which the Board enters without a merits opinion when an applicant doesn't answer. 52 of the 54 oppositions YETI won followed a notice of default. Marks owned by private individuals are trimmed from this condensed version. Client scenario invented.