

ESTTA Tracking number: **ESTTA1292333**

Filing date: **06/20/2023**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer information

Name	United States Department of the Interior DBA National Park Service
Granted to date of previous extension	06/18/2023
Address	1849 C. ST., NW WASHINGTON, DC 20240 UNITED STATES

Attorney information	JOSEPH HSIAO 1849 C ST. NW MS 6443 WASHINGTON, DC 20240 UNITED STATES Primary email: joseph.hsiao@sol.doi.gov Secondary email(s): nancy.lewis@sol.doi.gov, jayme.coleman@sol.doi.gov 202-219-1651
Docket no.	

Applicant information

Application no.	97245043	Publication date	12/20/2022
Opposition filing date	06/20/2023	Opposition period ends	06/18/2023
Applicant	Ridge Run Intangibles, LLC 1655 SPECTRUM DRIVE LAWRENCEVILLE, GA 30043 UNITED STATES		

Goods/services affected by opposition

Class 025. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Clothing, namely, hats, shirts, sweatshirts, jackets, pants, sweatpants, scarves, neckties, bandanas, socks, gloves, and shoes
Class 041. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Entertainment in the nature of baseball games

Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national	Trademark Act Section 2(a)

symbols	
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Marks cited by opposer as basis for opposition

U.S. registration no.	4706627	Application date	02/09/2014
Register	Principal		
Registration date	03/24/2015	Foreign priority date	NONE
Word mark	NATIONAL PARK SERVICE		
Design mark			
Description of mark	The mark consists of arrowhead shape enclosing a tall sequoia tree, snow-capped mountain landscape, a bison and the phrase "NATIONAL PARK SERVICE".		
Goods/services	<p>Class 016. First use: First Use: Nov 1, 1994 First Use In Commerce: Nov 1, 1994 Geographical maps; Geophysical maps; Maps</p> <p>Class 025. First use: First Use: Nov 1, 1994 First Use In Commerce: Nov 1, 1994 Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms</p> <p>Class 041. First use: First Use: Nov 1, 1994 First Use In Commerce: Nov 1, 1994 Museum services, namely, exhibiting to the public a historical site; Providing a web site featuring information on historic figures</p> <p>Class 043. First use: First Use: Nov 1, 1994 First Use In Commerce: Nov 1, 1994 Hotel and restaurant services; Resort lodging services</p>		

U.S. registration no.	5206128	Application date	09/08/2014
Register	Principal		
Registration date	05/16/2017	Foreign priority date	NONE
Word mark	NATIONAL PARK SERVICE		
Design mark			
Description of mark	The mark consists of a brown box having a wood grain appearance with a cut-out of an arrowhead shape inside the box appearing in white and further consisting of the words "National Park Service" to the right of the brown box with word "National" and "Park" appearing in dark green and the word "Service" appearing in light green.		
Goods/services	<p>Class 041. First use: First Use: Apr 1, 2016 First Use In Commerce: Apr 1, 2016 Organizing events in the field of United States history and cultural resources for cultural or educational purposes; Organizing exhibitions in the field of United States history and cultural resources for cultural or educational purposes; Organizing on-line exhibitions and conferences in the fields of education, culture, sports and entertainment for non-business and non-commercial purposes</p>		

Attachments	Notice_of_Opposition_97245043_FILED.pdf(339284 bytes) Exhibits.pdf(4432229 bytes)
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Signature	/Joseph Hsiao/
Name	JOSEPH HSIAO
Date	06/20/2023

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

In the matter of Serial No: 97/245,043
For the mark: RR
Filing Date: January 29, 2022
Published in the *Official Gazette* on: December 20, 2022

UNITED STATES DEPARTMENT OF)	
THE INTERIOR, DBA)	
NATIONAL PARK SERVICE)	
)	
Opposer,)	
)	Opposition No. _____
v.)	
)	
Ridge Run Intangibles, LLC,)	
)	
Applicant)	

NOTICE OF OPPOSITION



The United States Department of the Interior DBA National Park Service (NPS), with an address at 1849 C St. NW, MS 6443, Washington, DC 20240, a federal agency of the United States of America (“Opposer”), believes that it is or will be damaged by the registration of the RR trademark, as set forth in United States Patent and Trademark Office (USPTO) Application Serial No. 97/245,043 (the “Application”), filed on January 29, 2022 by Ridge Run Intangibles, LLC (“Applicant”). The Application was published for opposition on December 20, 2022. This Notice of Opposition is timely filed on June 20, 2023.¹ As grounds for this opposition, Opposer alleges that:

1. As shown below, Opposer’s Arrowhead and NPS secondary marks (the latter, which features a silhouette of the Arrowhead) are registered trademarks on the Principal Register

¹ June 18, 2023, the time within which to file a notice of opposition was set to expire time, was a Sunday, and June 19, 2023, was a federal holiday within the District of Columbia. Trademark Trial and Appeal Board Manual of Procedure § 209.02.

with the USPTO, and further, Opposer’s Arrowhead mark is incontestable, and Opposer’s NPS secondary mark is eligible for incontestability status.

National Park Service Registered Marks

Mark	Reg./Ser. No.	Goods/Services	
	Reg. No. 4,706,627	<p><u>Class 016</u>: Geographical maps; Geophysical maps; Maps</p> <p><u>Class 025</u>: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms</p> <p><u>Class 041</u>: Museum services, namely, exhibiting to the public a historical site; Providing a web site featuring information on historic figures</p> <p><u>Class 043</u>: Hotel and restaurant services; Resort lodging services</p>	“Arrowhead mark”
	Reg. No. 5,206,128	<p><u>Class 041</u>: Organizing events in the field of United States history and cultural resources for cultural or educational purposes; Organizing exhibitions in the field of United States history and cultural resources for cultural or educational purposes; Organizing on-line exhibitions and conferences in the fields of education, culture, sports and entertainment for non-business and non-commercial purposes</p>	“NPS Secondary Mark”




2. Since at least as early as 1952, Opposer has used the Arrowhead mark in commerce in connection with its well-known services and associated programs dedicated to preserving, unimpaired, the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. (Exhibit 1).
3. Opposer owns, manages, and is responsible for the 424 system units, including 63 National Parks, encompassed in the NPS National Park System.² The NPS National Park System includes Glacier National Park.
4. Opposer's Arrowhead mark is the official tie tack or pin to be worn by all NPS uniformed employees, including those at Glacier National Park. 36 C.F.R. § 11.1(a).
5. Opposer sells and licenses the sale of clothing apparel featuring the Arrowhead mark. (Exhibit 2).
6. From at least 2011 to the present, Opposer's National Parks have averaged over 297 million visitors per year, of which over 2.5 million visited Glacier National Park. (Exhibits 3, 4).
7. In addition to the Lanham Act, 15 U.S.C. §§ 1051 *et seq.*, Opposer's Arrowhead mark is protected under 36 C.F.R. § 11, *et seq.*, which provides in part that "[t]he term Arrowhead Symbol, as used in this part, refers to the insignia of the National Park Service prescribed as its official symbol by notice published in the Federal Register of March 15, 1962 (27 FR 2486)." 36 C.F.R. § 11.1(a). *See also*, 36 C.F.R. §§ 11.2 – 11.4 (authorizing the National Park Service Director to permit use of the Arrowhead mark for certain purposes).
8. By virtue of the longstanding, uncompromising, and prestigious quality of NPS's services provided, advertised, and promoted under the foregoing common law and registered

² *See, e.g.*, About Us, National Park System (May 3, 2023), <https://www.nps.gov/aboutus/national-park-system.htm>.

trademarks since at least 1952, which pre-date Applicant's January 20, 2022 filing date of its intent-to-use Application, the Opposer's Arrowhead mark is famous, well-known, and is inherently distinctive or enjoys significant acquired distinctiveness throughout the United States.

9. Upon information and belief, Opposer's date of first use of its Arrowhead mark significantly pre-dates Applicant's filing date. Applicant filed the Application for the mark on January 20, 2022. The Application was filed under Section 1(b) of the Lanham Act, based on an alleged *bona fide* intent to use, and claims no dates of first use.
10. Upon information and belief, Applicant owns, controls, or is affiliated with the Glacier Range Riders baseball team, a subsidiary of Ridge Run Enterprises, LLC and Ridge Run Baseball, LLC. (Exhibit 5).
11. Applicant's intent to trade on the goodwill of Opposer is made clear through several press releases. For example, Applicant's branding representative state that when developing its brand, Applicant chose the Range Riders name and the logos of its baseball team, including Applicant's applied-for-mark, to "[bring the] local flair to [its] new baseball team when designing the brand"... "to celebrate all things Glacier National Park..., [and for the consuming public to] step into the national park, [including] everything from [the] red buses to the goat as [its] mascot...", that "[i]t is an exciting time... **to use the national park service for [its] brand,**" that its team colors were "inspired by the national park uniforms" that "no other brand in all of sports has adopted the national parks as inspiration," and that "[the team] sees this as a sort of Glacier National Park universe." (Emphasis added). (Exhibits 6-8).

12. Applicant's baseball team, which features Applicant's mark, plays in Flathead Valley, Montana, near the NPS's Glacier National Park. (Exhibits 6-8).
13. Applicant's mark is visually similar to Opposer's registered '627 and '128 marks, as shown by the comparison below.

Opposer's Registered Marks	Applicant's Mark
	
	

14. As shown above, Applicant's mark is highly similar to Opposer's registered '627 and '128 marks in terms of sight and overall commercial impression. Applicant's mark features an arrowhead shape having a rough or ragged edge pointing downwards, similar to Opposer's Arrowhead mark.
15. The Application identifies goods identical to and, therefore, closely related to the goods Opposer provides under its Arrowhead mark. Upon information and belief, Applicant intends to offer clothing merchandise, including hats, shirts, sweatshirts, jackets, pants, sweatpants, scarves, neckties, bandanas, socks, gloves, and shoes. Applicant sells clothing apparel bearing the applied-for-mark (Exhibit 9).

16. Both Applicant and Opposer provide their goods and services to the same purchasers, including, but not limited to, the team's primary fan base, who are also members of the NPS Glacier National Park local community that surrounds the team's stadium.
17. Applicant is not affiliated with Opposer, nor has Opposer endorsed or sponsored Applicant or its goods and services claimed in the Application.
18. Applicant's mark, which is highly similar to Opposer's Arrowhead mark, coupled with Applicant's stated intent to identify with Opposer and Opposer's Glacier National Park and to trade on Opposer's goodwill, is likely to falsely suggest a connection with the Federal Government in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).
19. Applicant's use of its mark in connection with clothing, namely, hats, shirts, sweatshirts, jackets, pants, sweatpants, scarves, neckties, bandanas, socks, gloves, and shoes, is likely to cause confusion or to cause mistake or deceive consumers, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Consumers of Applicant's goods will likely assume Opposer is somehow affiliated with, licenses, or endorses Applicant's use of the mark when Opposer is not connected in any way with Applicant.
20. Applicant's use of its mark is likely to cause dilution of Opposer's famous Arrowhead mark by blurring, in violation of Section 43(c) of the Trademark Act of 1946, 15 U.S.C. § 1125(c).

WHEREFORE, Opposer prays that the Trademark Trial and Appeal Board will sustain this opposition and refuse registration of the Application.

Respectfully submitted,

By: /Joseph Hsiao/
Joseph Hsiao
Attorney for Opposer
Attorney Advisor
Office of the Solicitor
Department of the Interior
1849 C St. NW, MS 6443
Washington, D.C. 20240
202-219-1651
joseph.hsiao@sol.doi.gov

Date: June 20, 2023

EXHIBIT 1

National Park Service

Glacier

National Park
Montana

[NPS.gov](#) / [Park Home](#) / [Learn About the Park](#) / [News](#) / [Press Kit](#) / [History of the NPS Arrowhead](#)

History of the NPS Arrowhead

The arrowhead was authorized as the official National Park Service emblem by the Secretary of the Interior on July 20, 1951.

- The elements of the emblem symbolize the major facets of the national park system. The Sequoia tree and bison represent vegetation and wildlife, the mountains and water represent scenic and recreational values, and the arrowhead represents historical and archeological values.
- The arrowhead was probably first used on an informational folder for Oregon Caves National Monument published in April 1952.
- It soon gained recognition as the Service symbol and became widely used on signs and publications.
- To forestall unseemly commercial uses of the arrowhead design, an official notice, approved March 7, 1962, was published in the Federal register of March 15, 1962 ([27 FR 2486](#)), designating it as the official symbol of the National Park Service.




NPS Arrowhead
NPS

Last updated: May 15, 2019

Was this page helpful?

Yes

No

 An official form of the United States government. Provided by **Touchpoints**

CONTACT INFO

Mailing Address:

PO Box 128
West Glacier , MT 59936

Phone:

406-888-7800

STAY CONNECTED

EXHIBIT 2

Order online or call us (877) 628-7275



ARROWHEAD STORE

(/)

search

home (/) ▶ arrowhead hooded sweatshirt



(//cdn.shopify.com/s/files/1/1057/3466/products/hoodie_navy_front_81767_image1_eec88bc4-2856-43bc-8b70-b7bbe054fd0e_1024x1024.jpg?v=1604080997)

SHOW SIDEBAR



Arrowhead Hooded Sweatshirt

1 review

AVAILABILITY

4 in stock

Feeling chilly? Need an extra layer on those really cold days and nights? Say no to the chill and cozy up in one of these hooded sweatshirts. To help you combat the cold, the drawstring secures the hood more tightly to better lock in the warmth. With the official Arrowhead logo embroidered on the left chest, this sweatshirt is not only warm but also one of a kind.

THIS ITEM IS ORDERED DIRECT FROM THE VENDOR - SHIPPING TIME 3 - 4 WEEKS

Product Details

- Available in forest green, black, and navy in sizes S, M, L, XL, 2X
- Item#: 81765

\$ 34.95

Color

Navy	▼
------	---

Size

Small	▼
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Quantity:

<input type="text"/>	1	<input type="text"/>
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Subtotal: \$ 34.95

ADD TO CART

SHOW SIDEBAR

EXHIBIT 3



About Us

Visitation Numbers

The National Park Service's Social Science Program coordinates the collection of visitor use statistics for more than 400 national parks throughout the year. Official statistics are traditionally reported during the first few months of a new year. [Learn more about visitation statistics](#) collection and find official reports by the National Park Service. Use the [NPS Stats database](#) to find national summaries, additional data and reports for individual parks, and data for past years.

2021 by the Numbers

Find more highlights in the National Park Service's [news release about 2021 visitation numbers](#).

- 297,115,406 recreation visits
- 1,356,657,749 recreation visitor hours
- 12,745,455 overnight stays (recreation + non-recreation)
- Three parks had more than 10 million recreation visits: Blue Ridge Parkway, Great Smoky Mountains National Park, and Golden Gate National Recreation Area
- Eleven parks had more than five million recreation visits, which is up from seven parks in 2020 and equal to the number of parks in 2019
- 73 parks had more than one million recreation visits (19% of reporting parks), which is up from 60 parks in 2020 and down from 80 parks in 2019
- 19 national parks had more than one million recreation visits (30% of national parks)
- 25% of total recreation visits occurred in the top eight most-visited parks (2% of all parks in the National Park System)

25 Most Visited Parks in 2021

The National Park Service administers [more than 400 national parks](#) across the country of different shapes, sizes, and purpose. This ten most visited parks list includes parks from the more than 19 naming designations that currently exist.

Order	Park	Recreational Visits
1	Blue Ridge Parkway	15.9 million
2	Great Smoky Mountains National Park	14.1 million
3	Golden Gate National Recreation Area	13.7 million
4	Gateway National Recreation Area	9.1 million
5	Lake Mead National Recreation Area	7.6 million
6	George Washington Memorial Parkway	6.8 million
7	Natchez Trace Parkway	6.4 million

8	Lincoln Memorial	5.8 million
9	Gulf Islands National Seashore	5.5 million
10	Zion National Park	5 million
11	Chesapeake and Ohio Canal National Historical Park	5 million
12	Yellowstone National Park	4.9 million
13	Grand Canyon National Park	4.5 million
14	Rocky Mountain National Park	4.4 million
15	Delaware Water Gap National Recreation Area	4.3 million
16	Acadia National Park	4 million
17	Cape Cod National Seashore	4 million
18	Grand Teton National Park	3.9 million
19	World War II Memorial	3.7 million
20	Vietnam Veterans Memorial	3.6 million
21	Yosemite National Park	3.3 million
22	Chattahoochee River National Recreation Area	3.3 million
23	Cape Hatteras National Seashore	3.2 million
24	Indiana Dunes National Park	3.2 million

25	Glen Canyon National Recreation Area	3.1 million
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Recreation Visits by Year

1904	120,690	1930	3,038,935	1956	53,872,100	1982	244,924,579	2008	274,852,949
1905	140,954	1931	3,217,674	1957	58,220,600	1983	243,619,396	2009	285,579,941
1906	30,569	1932	3,551,885	1958	58,466,800	1984	248,785,509	2010	281,303,769
1907	32,935	1933	3,255,684	1959	62,834,000	1985	263,441,808	2011	278,939,216
1908	42,768	1934	6,095,201	1960	71,586,000	1986	281,094,850	2012	282,765,682
1909	60,899	1935	7,435,659	1961	78,933,900	1987	287,244,998	2013	273,630,895
1910	173,416	1936	11,749,790	1962	88,548,300	1988	282,451,441	2014	292,800,082
1911	194,207	1937	14,838,640	1963	101,959,800	1989	269,399,837	2015	307,247,252
1912	198,334	1938	16,019,483	1964	109,190,300	1990	255,581,467	2016	330,971,689
1913	216,853	1939	15,141,032	1965	118,662,500	1991	267,840,999	2017	330,882,751
1914	209,693	1940	16,410,148	1966	129,282,100	1992	274,694,549	2018	318,211,833
1915	314,299	1941	20,487,633	1967	135,414,200	1993	273,120,925	2019	327,516,619
1916	326,506	1942	8,891,495	1968	145,449,500	1994	268,636,169	2020	237,064,332
1917	453,498	1943	6,383,513	1969	159,103,500	1995	269,564,307	2021	297,115,406

1918	436,222	1944	7,723,790	1970	168,135,100	1996	265,796,163	Total	15,391,325,968
1919	781,178	1945	10,855,548	1971	151,265,400	1997	275,236,335		
1920	1,022,091	1946	20,918,012	1972	163,156,569	1998	286,762,265		
1921	1,101,697	1947	24,258,527	1973	166,572,300	1999	287,130,879		
1922	1,136,949	1948	26,294,795	1974	168,686,500	2000	285,891,275		
1923	1,364,024	1949	29,124,837	1975	188,085,700	2001	279,873,926		
1924	1,527,999	1950	32,706,172	1976	215,359,800	2002	227,299,880		
1925	1,900,499	1951	36,613,178	1977	209,370,600	2003	266,230,290		
1926	2,162,640	1952	41,804,313	1978	221,127,705	2004	276,908,337		
1927	2,465,058	1953	45,679,754	1979	205,369,795	2005	273,488,751		
1928	2,703,753	1954	47,967,800	1980	220,463,211	2006	272,623,980		
1929	3,010,912	1955	48,891,000	1981	238,592,669	2007	275,581,547		

Last updated: February 16, 2022

Was this page helpful?

EXHIBIT 4

Glacier NP

Bookmark this report: [https://irmadev.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Annual%20Park%20Recreation%20Visitation%20\(1904%20-%20Last%20Calendar%20Year\)](https://irmadev.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Annual%20Park%20Recreation%20Visitation%20(1904%20-%20Last%20Calendar%20Year))

Year	Recreation Visitors
1911	4,000
1912	6,257
1913	12,138
1914	14,168
1915	14,265
1916	12,839
1917	18,387
1918	9,086
1919	18,956
1920	22,449
1921	19,736
1922	23,935
1923	33,988
1924	33,372
1925	40,063
1926	37,325
1927	41,745
1928	53,454
1929	70,742
1930	73,776
1931	63,497
1932	53,202
1933	76,715
1934	116,965
1935	143,240
1936	210,072
1937	194,522
1938	153,528
1939	170,073
1940	177,307
1941	178,449
1942	62,196
1943	23,908

Year	Recreation Visitors
1944	35,857
1945	67,942
1946	200,547
1947	327,300
1948	284,549
1949	482,208
1950	482,298
1951	496,142
1952	649,689
1953	633,480
1954	608,200
1955	674,100
1956	718,900
1957	759,200
1958	706,800
1959	722,300
1960	724,500
1961	740,000
1962	966,100
1963	810,200
1964	642,200
1965	847,100
1966	907,800
1967	884,000
1968	964,500
1969	1,051,200
1970	1,241,600
1971	1,302,200
1972	1,391,299
1973	1,397,800
1974	1,405,500
1975	1,570,000
1976	1,661,200
1977	1,654,500
1978	1,582,632
1979	1,446,086
1980	1,474,578

Year	Recreation Visitors
1981	1,786,523
1982	1,666,114
1983	2,203,847
1984	1,946,703
1985	1,603,011
1986	1,579,151
1987	1,660,737
1988	1,817,733
1989	1,821,523
1990	1,986,737
1991	2,096,966
1992	2,199,767
1993	2,141,704
1994	2,152,989
1995	1,839,518
1996	1,720,805
1997	1,708,856
1998	1,830,944
1999	1,684,604
2000	1,728,693
2001	1,680,614
2002	1,905,689
2003	1,664,046
2004	2,033,933
2005	1,925,101
2006	1,964,399
2007	2,083,329
2008	1,808,027
2009	2,031,348
2010	2,200,048
2011	1,853,564
2012	2,162,035
2013	2,190,374
2014	2,338,528
2015	2,366,056
2016	2,946,681
2017	3,305,512

Year	Recreation Visitors
2018	2,965,309
2019	3,049,839
2020	1,698,864
2021	3,081,656
Total	119,130,739

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[https://irmadev.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Annual%20Park%20Recreation%20Visitation%20\(1904%20-%20Last%20Calendar%20Year\)](https://irmadev.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Annual%20Park%20Recreation%20Visitation%20(1904%20-%20Last%20Calendar%20Year))

EXHIBIT 5

ABOUT

Glacier Range Riders

MISSION

To promote the game of baseball through establishing championship quality programs for fans, players, and staff alike. We will serve and take ownership of our inherent community responsibilities through civic presence and outreach. We will provide the Flathead Valley with a first-class, family friendly entertainment venue to call their own.

The Range Riders organization will achieve these goals through exceptional leadership from its founding members. **Hard work** and **dedication** begin at the top, and through diligent effort and consistency, the program as a whole will rise from the ground up. Success in this mission is not optional, it is required.

Those who stay will be rewarded with skills they previously did not possess or take ownership of.

They will be *champions*.

Who are the Range Riders?

Inspired by early 20th-century outdoorsmen patrolling the 1.3 million acres that is now Glacier National Park, the name "Range Rider" has deep regional roots. These defenders of the wilderness protected and preserved the area from poachers, wildfires, and timber thieves. Their rough-and-tumble role and characteristic toughness influenced the creation of the Range Rider mascot, a mountain goat which can be found roaming throughout the higher elevations of Glacier National Park, and at Flathead Field!

Mascots



Huck

Huck, riding in his iconic Red Jammer, is out patrolling the range!

Huck (short for Huckleberry) is our resident Grizzly bear.

If you've visited Glacier National Park before, you may have noticed these Red Jammers cruising the mountain roads. These jammers first began their journey throughout the park in 1914!



Cliff

Cliff, a name chosen by the fans, is our primary mascot!

You may notice throughout Glacier National Park, these rugged mountain goats are scattered about keeping a watchful eye on the valley below.

But for Cliff, he's keeping his eye on the home of the Range Riders... Flathead Field!
Come join Cliff for a rough, rowdy, and baseball filled summer!

COMMUNITY OUTREACH

Additional Information

We are currently developing our Community Outreach Program. For this program, we plan on creating special event opportunities, Youth Programs, and a Junior Range Riders program.

If you are interested in joining our program or becoming a Community Outreach Partner, please reach out to us at information@gorangeriders.com.

FRONT OFFICE

Erik Moore – General Manager



Leo Kelly - Sales & Marketing



FLATHEAD FIELD

Flathead Field is a brand new, ground up built facility being developed by its owners to start hosting events in 2022. Click [HERE](#) for more info!

OWNERSHIP

Ridge Run Enterprises, LLC

Glacier Range Riders is a subsidiary of Ridge Run Enterprises, LLC and Ridge Run Baseball, LLC. All marks and rights are reserved property.

Glacier Range Riders is in no way affiliated or sponsored by Glacier National Park or the National Park Service.



TicketSmarter



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<https://gorangeriders.com/About>

EXHIBIT 6

Menu

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Quick links...

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Flathead Pioneer League baseball team announces team name and logo

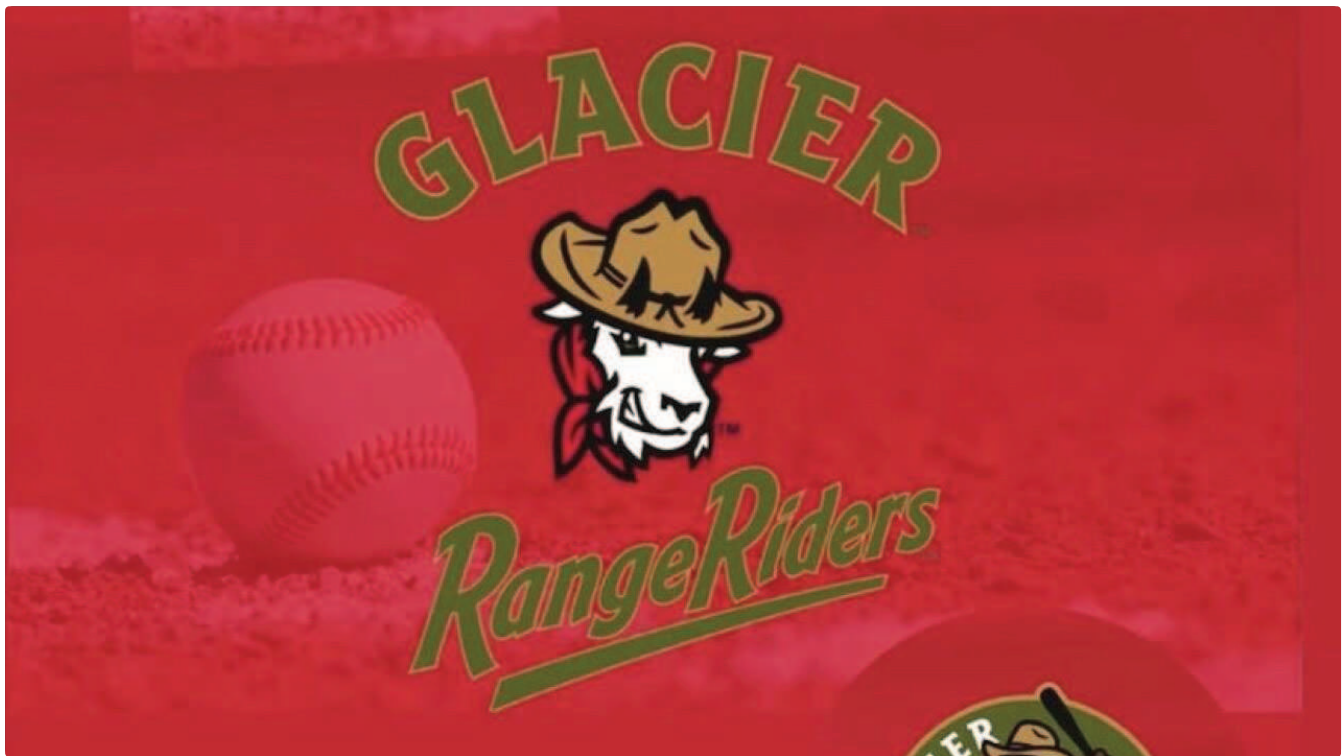


Photo by: Glacier Range Riders

Glacier Range Riders logo.

By: [Alexa Belcastro](#)

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KALISPELL — The Flathead Valley's Pioneer League baseball team announced its team name and logo Wednesday morning as the Glacier Range Riders.

According to a media release from Ridge Run Baseball, the Range Riders organization, this team name and logo was inspired by the local history, scenery and culture of the Flathead Valley. The media release also says that the inspiration came from the 20th century outdoorsmen who patrolled what is now Glacier National Park, who were wilderness defenders and protected and preserved the land against poachers, wildfires and timber thieves during Theodore Roosevelt's presidency.

The mascot is a mountain goat who has not been named yet.

The team has made local history a priority as well as the community of the Flathead Valley. [Last time MTN spoke](#) with general manager Erik Moore, he said he wants guys on his roster who "know how to blend into this community and how this community operates, we are a tight-knit community."

Marketing partner Jason Klein with Brandeis Marketing said it was about bringing that local flair to their new baseball team when designing the brand.

"We knew early on that we wanted to celebrate Glacier," Klein told MTN Sports. "The vision was we wanted to celebrate all things Glacier National Park, we want you to step into the national park, everything from our red buses to the goat as our mascot. We have not come up with a name for our goat (yet). It is an exciting time for your community and to use the national park service for our brand.

"This is the very first sports team in history, to use this color green as their colors and it was inspired by the national park uniforms. Still have to unveil the uniforms and excited to be working at it behind the scenes."

The Glacier Range Riders' first game will be May 23 in Colorado Springs and the home opener will be June 14. The Range Riders make it four Pioneer League teams in Montana as they join the Missoula Paddleheads, the Billings Mustangs and Great Falls Voyagers.

EXHIBIT 7



BASEBALL

Flathead Valley Baseball Team Reveals Name, Logo

The Pioneer League's Glacier Range Riders will pay homage to original park rangers

BY MICAH DREW

JANUARY 19, 2022



In the years before the National Park Service was formed, the Flathead National Forest Reserve, which included the land that would later become Glacier National Park, was supervised by Fremont N. Haines.

According to the book “First Rangers,” by C.W. Guthrie, Haines was an Easterner with no knowledge of forestry, but he was eager to learn and knew he needed good men working with him to manage the vast forest reserve.

In those early days, Haines employed a precursor to modern park rangers, then called forest range riders, made up mostly of men moonlighting at the job.

“The first of them, the ones that made good were rugged and honorable,” writes Guthrie. “They had some power, some pay and some glory... They were the law, the trailblazer, the fireman. They lived and labored in an Eden, and always another spirit stirring challenge lay just ahead. How grand it must have been!”

These words, and the sliver of history they point to, provided the inspiration for the name and branding of the Flathead Valley’s Pioneer League Baseball team. On Jan. 19 the team, operated by Ridge Run Baseball, revealed they will be known as the Glacier Range Riders.

“What I love about this is that no other brand in all of sports has adopted the national parks as inspiration,” said Jason Klein, partner with sports marketing agency Brandiose. Brandiose was behind the rebranding of the Missoula Paddleheads baseball team in 2019, and is known for other popular, if unorthodox, minor league baseball branding including the Rocket City Trash Pandas and the DubSea Seal Slingers in Seattle.

“The brand is really inspired by the founding of the national park service, the golden age when it was just getting started at the turn of the 20th century,” said Klein. “The National Park Service today is very educational and scientific, which we love, but we were inspired by a much more rugged version of adventure that really goes back to the founding years.”

In 1900, Fred Herrig was designated as the first range rider in the Flathead Reserve. Herrig had served as a Rough Rider under Teddy Roosevelt and his friendship with

the then-governor earned him a recommendation for the position.

Herrig patrolled the forest west of the North Fork Flathead River to the Whitefish Divide, but as the only range rider in the district, he was also assigned to keep an eye on the land east of the river. Herrig recruited other range riders, including Frank Liebig, who patrolled the Glacier district. By 1902, U.S. Forestry Chief Gifford Pinchot redesignated range riders as forest rangers.

“These wilderness defenders protected and preserved the area from poachers, wildfire and timber thieves during Theodore Roosevelt’s presidency,” stated the Range Riders press release. “Their rough-and-tumble role and characteristic toughness influenced the creation of the Range Rider mascot.”

The Range Riders logo includes a bear named “Huck” riding in one of the iconic red busses that ferry tourists along Going-to-the-Sun Road each summer. A yet-unnamed second mascot, a mountain goat in a park ranger uniform, was also announced by the team, with Klein adding that there might be a community naming contest in the future.



Rendering of the Glacier Ridge Riders stadium to be built in Kalispell. Courtesy image by A&E Design

In another nod to the National Park Service, Klein said the Range Riders are the first professional sports team to use the government-issued shade of green as its primary color. Red, black and sienna are the secondary colors.

“We knew right from the beginning we wanted to celebrate and tell the story of Glacier National Park,” Klein said. “There’s so much you can do with that source material and everything from the site to the colors to the uniforms will all reinforce that story.”

In addition to the name and logo announcement, the team provided updated designs for Flathead Field, the new state-of-the-art stadium currently under construction along U.S. Highway 93 north of Kalispell.

When finished, the stadium will have 2,500 permanent seats with a total capacity of around 4,000. The venue will include 12 luxury suites, a restaurant, concession stands, a mercantile team shop and a 15,000-square-foot training facility.

“We hope to honor and represent one of the Treasure State’s crown jewels — the Flathead community and its beautiful national park — by providing a family-friendly atmosphere with championship-quality baseball,” said Ridge Run Baseball vice president Chris Kelly in the release.

The Range Riders will open their season on May 23 against the Rocky Mountain Vibes in Colorado before hosting the Billings Mustangs on June 14 at Flathead Field. Tickets can be purchased online at gorangeriders.com



Rendering of a suite inside the Glacier Ridge Riders stadium to be built in Kalispell. Courtesy image by A&E Design

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EXHIBIT 8



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Pioneer League's Glacier Range Riders pay homage to National Park

📅 Wednesday, January 19, 2022 ⌚ 3 min read 👤 Paul Caputo





Colorado Owlz—freshly relocated from Orem, Utah—who will resume play after taking a season off last year. And just moments ago, we learned the identity of the tenth team, which will play in Kalispell, Montana.



The Glacier Range Riders draw their name from nearby Glacier National Park, which was established in 1910 (which, the team says, is why the announcement was made on January 19 at 10:00am). The city of Kalispell, with a population of just over 100,000, sits on the edge of the park, and the new team's identity derives directly from the early days of park rangers who worked for the National Park Service.

“We see this as a sort of Glacier National Park universe,” said Jason Klein of Brandiose, who created the identity. “In that universe, we have our Rocky Mountain goat, we have our bear—and the bear is driving the classic Glacier National Park buses that are so famous there.”





The brand focuses on a particular era of the Park Service, which the contemporary visitor to the park is unlikely to encounter.

“We reference a lot of the 1920s and ’30s, the original uniforms of the National Park Service rangers,” Klein said, “going back to the original park ranger that was part of the National Park System—less of the modern-day educator and scientist, and more in the sort of rugged explorers that were the foundation of the National Park Service.”

The team itself described the era of the National Park Service that inspired the brand like this:

“Inspired by early 20th-century outdoorsmen patrolling the 1.3 million acres that is now Glacier National Park, the name ‘Range Rider’ has deep regional roots. These wilderness defenders protected and preserved the area from poachers, wildfires, and timber thieves during Theodore Roosevelt’s presidency. Their rough-and-tumble role and characteristic toughness influenced the creation of the Range Rider mascot, a yet unnamed mountain goat.”





While Klein describes the era as the “golden age of the beginnings of the National Park Service,” he also notes that the team is the first in professional sports to use this particular government-issued land management agency shade of olive green as its primary color.

When the Glacier Range Riders begin play on May 23, 2022, they’ll be the northernmost team in the Pioneer League, and they’ll play in a brand-new stadium, which at the time of this writing is still under construction.

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