

PTO Form 1553 (Rev 9/2005)

OMB No. 0651-0054 (Exp. 09/30/2011)

Trademark/Service Mark Amendment to Allege Use (15 U.S.C. Section 1051(c))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77390602
LAW OFFICE ASSIGNED	LAW OFFICE 108
EXTENSION OF USE	NO
MARK SECTION	
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	MAIL.COM MEDIA CORPORATION
OWNER SECTION (current)	
NAME	MAIL.COM MEDIA CORPORATION
STREET	9800 SOUTH LA CIENEGA BLVD.
CITY	LOS ANGELES
STATE	California
ZIP/POSTAL CODE	90301
COUNTRY	United States
OWNER SECTION (proposed)	
NAME	MAIL.COM MEDIA CORPORATION
INTERNAL ADDRESS	Suite 100
STREET	9800 SOUTH LA CIENEGA BLVD.
CITY	LOS ANGELES
STATE	California
ZIP/POSTAL CODE	90301
COUNTRY	United States

PHONE	310 860 0880
FAX	310 860 0830
EMAIL	els@elswansonlaw.com
ATTORNEY SECTION (current)	
NAME	Gary K. Salomons
FIRM NAME	SWANSON & ASSOCIATES
INTERNAL ADDRESS	9454 WILSHIRE BLVD.
STREET	SUITE 500
CITY	BEVERLY HILLS
STATE	California
POSTAL CODE	90212
COUNTRY	United States
PHONE	310-860-0880
FAX	310-860-0830
EMAIL	els@elswansonlaw.com
ATTORNEY SECTION (proposed)	
NAME	Gary K. Salomons
FIRM NAME	SWANSON & ASSOCIATES
INTERNAL ADDRESS	9454 WILSHIRE BLVD.
STREET	SUITE 500
CITY	BEVERLY HILLS
STATE	California
POSTAL CODE	90212
COUNTRY	United States
PHONE	310-860-0880
FAX	310-860-0830
EMAIL	els@elswansonlaw.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
OTHER APPOINTED ATTORNEY	Elizabeth Swanson
GOODS AND/OR SERVICES SECTION	

INTERNATIONAL CLASS	035
CURRENT IDENTIFICATION	Providing space at a website for the advertisement of the goods and services of others
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	02/06/2008
FIRST USE IN COMMERCE DATE	02/06/2008
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9\773\906 \77390602\xml3\AA U0002.JPG
SPECIMEN DESCRIPTION	Display of first image appearing on website flash video of applicant showing mark as used in commerce
INTERNATIONAL CLASS	038
CURRENT IDENTIFICATION	Providing electronic transmission of mail and messages; providing online communications links that transfer the user to other local and global web pages
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	02/06/2008
FIRST USE IN COMMERCE DATE	02/06/2008
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9\773\906 \77390602\xml3\AA U0003.JPG
SPECIMEN DESCRIPTION	Display of first image appearing on website flash video of applicant showing mark as used in commerce
INTERNATIONAL CLASS	041
CURRENT IDENTIFICATION	Providing a website featuring information, including text, video and images, in the field of entertainment and celebrities
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	02/06/2008
FIRST USE IN COMMERCE DATE	02/06/2008
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9\773\906 \77390602\xml3\AA U0004.JPG
SPECIMEN DESCRIPTION	Display of first image appearing on website flash video of applicant showing mark as used in commerce
INTERNATIONAL CLASS	042
CURRENT IDENTIFICATION	Providing search engines for obtaining data on the Internet

GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	02/06/2008
FIRST USE IN COMMERCE DATE	02/06/2008
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9\773\906 \77390602\xml3\AA U0005.JPG
SPECIMEN DESCRIPTION	Display of first image appearing on website flash video of applicant showing mark as used in commerce
INTERNATIONAL CLASS	044
CURRENT IDENTIFICATION	Providing a website featuring information, including text, video and images, in the field of health
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	02/06/2008
FIRST USE IN COMMERCE DATE	02/06/2008
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9\773\906 \77390602\xml3\AA U0006.JPG
SPECIMEN DESCRIPTION	Display of first image appearing on website flash video of applicant showing mark as used in commerce
REQUEST TO DIVIDE	NO
PAYMENT SECTION	
NUMBER OF CLASSES IN USE	5
SUBTOTAL AMOUNT [ALLEGATION OF USE FEE]	500
TOTAL AMOUNT	500
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Paul Woolnough/
SIGNATORY'S NAME	Paul Woolnough
SIGNATORY'S POSITION	Executive Vice President, Corporate Development
DATE SIGNED	12/28/2009
FILING INFORMATION	
SUBMIT DATE	Tue Dec 29 12:52:23 EST 2009
TEAS STAMP	USPTO/AAU-76.246.207.38-2 0091229125223006924-77390 602-460cddb5ba9da968b0638 b46978a9b1ec-CC-8355-2009

1228185638651698

PTO Form 1553 (Rev. 9/2005)

OMB No. 0651-0054 (Exp. 09/30/2011)

**Trademark/Service Mark Amendment to Allege Use
(15 U.S.C. Section 1051(c))**

To the Commissioner for Trademarks:

MARK: MAIL.COM MEDIA CORPORATION
SERIAL NUMBER: 77390602

The applicant, MAIL.COM MEDIA CORPORATION, having an address of
Suite 100
9800 SOUTH LA CIENEGA BLVD.
LOS ANGELES, California 90301
United States

is submitting the following allegation of use information:

For International Class 035:

Current identification: Providing space at a website for the advertisement of the goods and services of others

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 02/06/2008, and first used in commerce at least as early as 02/06/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Display of first image appearing on website flash video of applicant showing mark as used in commerce.

Specimen File1

For International Class 038:

Current identification: Providing electronic transmission of mail and messages; providing online communications links that transfer the user to other local and global web pages

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 02/06/2008, and first used in commerce at least as early as 02/06/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Display of first image appearing on website flash video of applicant showing mark as used in commerce.

Specimen File1

For International Class 041:

Current identification: Providing a website featuring information, including text, video and images, in the field of entertainment and celebrities

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 02/06/2008, and first used in commerce at least as early as 02/06/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Display of first image appearing on website flash video of applicant showing mark as used in commerce.

Specimen File1

For International Class 042:

Current identification: Providing search engines for obtaining data on the Internet

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 02/06/2008, and first used in commerce at least as early as 02/06/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Display of first image appearing on website flash video of applicant showing mark as used in commerce.

Specimen File1

For International Class 044:

Current identification: Providing a website featuring information, including text, video and images, in the field of health

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 02/06/2008, and first used in commerce at least as early as 02/06/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Display of first image appearing on website flash video of applicant showing mark as used in commerce.

Specimen File1

The applicant is not filing a Request to Divide with this Allegation of Use form.

The applicant(s) hereby appoint(s) Gary K. Salomons and Elizabeth Swanson of SWANSON &

ASSOCIATES

9454 WILSHIRE BLVD.

SUITE 500

BEVERLY HILLS, California 90212

United States

to submit this Trademark/Service Mark Amendment to Allege Use on behalf of the applicant.

A fee payment in the amount of \$500 will be submitted with the form, representing payment for the allegation of use for 5 classes.

Declaration

Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the form is being filed under 15 U.S.C. Section 1126(d) or (e), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Paul Woolnough/ Date Signed: 12/28/2009

Signatory's Name: Paul Woolnough

Signatory's Position: Executive Vice President, Corporate Development

Mailing Address:

SWANSON & ASSOCIATES

9454 WILSHIRE BLVD.

SUITE 500

BEVERLY HILLS, California 90212

Mailing Address:

SWANSON & ASSOCIATES

9454 WILSHIRE BLVD.

SUITE 500

BEVERLY HILLS, California 90212

RAM Sale Number: 8355

RAM Accounting Date: 12/29/2009

Serial Number: 77390602

Internet Transmission Date: Tue Dec 29 12:52:23 EST 2009

TEAS Stamp: USPTO/AAU-76.246.207.38-2009122912522300

6924-77390602-460eddb5ba9da968b0638b4697

8a9b1ec-CC-8355-20091228185638651698



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Deadline.com's Deadline Hollywood by Nikki Finke now has larger readership than Variety and The Hollywood Reporter combined
December 17, 2009

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