

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	Delson Group Inc.		
Entity	Corporation	Citizenship	California
Address	1218 Bubb Road Cupertino, CA 95014 UNITED STATES		
Correspondence	Delson Group Inc. 1218 Bubb Road Cupertino, CA 95014 UNITED STATES trademarks@delson.org		

06/11/2013 SWILSON1 00000001 79107678

Applicant Information

01 FC:6402

600.00 DP

Application No	79107678	Publication date	02/12/2013
Opposition Filing Date	06/06/2013	Opposition Period Ends	6/12/2013
Applicant	GSMA Ltd 1000 Abernathy Road, Suite 450 Atlanta, GEORGIA 30328		

Goods/Services Affected by Opposition

Class 035.

All goods and services in the class are opposed, namely: Arranging, conducting and organizing business and/or advertising exhibitions in the fields of mobile telephone communications and mobile communication technology; arranging, conducting, organising and hosting business competitions in the fields of mobile telephone communications and mobile communication technology

Class 041.

All goods and services in the class are opposed, namely: Arranging, conducting and organising educational conferences, congresses, exhibitions, seminars, symposia and workshops in the fields of mobile telephone communications and mobile communication technology; provision of education services, namely, classes, conferences, congresses,



06-10-2013

exhibitions, seminars, symposia and workshops in the fields of mobile telephone communications and mobile communication technology; training services in the fields of mobile telephone communications and mobile communication technology

#### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
False Connection	Trademark Act section 2(a)
Dilution	Trademark Act section 43(c)
Others	Common law rights

#### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3533730	Application Date	04/03/2008
Registration Date	11/ 18/2008	Foreign Priority Date	NONE
Word Mark	MOBILE WORLD CONGRESS		
Description of Mark	NONE		
Goods/Services	Class 041. First Use: 2004/10/15. First Use In Commerce: 2005/02/18. ORGANIZING, CONDUCTING AND ARRANGING CONFERENCES, CONGRESSES, EXHIBITIONS, SEMINARS, SYMPOSIA AND WORKSHOPS IN THE FIELDS OF MOBILE WIRELESS COMMUNICATIONS; PROVISION OF EDUCATIONAL SERVICES, NAMELY, CLASSES, CONFERENCES, CONGRESSES, EXHIBITIONS, SEMINARS, SYMPOSIA AND WORKSHOPS IN THE FIELDS OF MOBILE WIRELESS COMMUNICATIONS; TRAINING SERVICES IN THE FIELDS OF MOBILE WIRELESS COMMUNICATIONS.		

U.S. Registration No.	2982473	Application Date	07/10/2004
Registration Date	08/02/2005	Foreign Priority Date	NONE
Word Mark	WORLD MOBILE CONGRESS		
Description of Mark	NONE		
Goods/Services	Class 035. First Use: 2004/10/15. First Use In Commerce: 2005/02/18. ORGANIZING AND CONDUCTING BUSINESS CONFERENCES, TRADE SHOWS AND EXHIBITIONS IN THE FIELD OF MOBILE WIRELESS COMMUNICATIONS.		

U.S. Registration No.	2558973	Application Date	07/06/2001
Registration Date	04/09/2002	Foreign Priority Date	NONE
Word Mark	WORLD WIRELESS CONGRESS		
Description of Mark	NONE		
Goods/Services	Class 035. First Use: 2000/12/09. First Use In Commerce: 2001/05/01. ORGANIZING AND CONDUCTING BUSINESS CONFERENCES, TRADE SHOWS AND EXHIBITIONS IN THE FIELD OF WIRELESS COMMUNICATIONS.		

### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/willielu/
Name	Willie W. LU
Date	06/06/2013

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

Delson Group, Inc.,

Opposer,

v.

GSMA, Ltd.

Applicant.

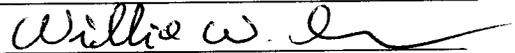
Opposed Application

Serial No.: 79107678

Mark: GSMA MOBILEASIAEXPO

I hereby certify that this correspondence and all marked attachments are being filed with the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office through mail by U.S. Postal Service on:

June 6th, 2013



Willie W. Lu, President, Delson Group Inc.

**NOTICE OF OPPOSITION**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir:

Opposer hereby submits the following Notice of Opposition. The provision of Notice of Opposition shall not constitute a waiver of any right, privilege or defense.

Delson Group Inc. is a corporation, duly organized and existing under the laws of the state of Delaware, having its principal business office at 1218 Bubb Road, Cupertino, California 95014 (hereinafter referred to as "Opposer"), with business in organizing international conferences related to wireless mobile technologies and products. Opposer

believes that it will be damaged by the registration of U.S. Trademark Application Serial No. 79107678 for the mark GSMA MOBILEASIAEXPO in International Classes 035 and 041 (hereinafter referred to as “Applicant’s Application), owned by GSMA Ltd, a corporation organized under the law of the State of George, with its principal place of business located at 1000 Abernathy Road, Suite 450, Atlanta, GA 30328 (hereinafter referred to as “Applicant”). GSMA Ltd. is a fully owned subsidiary of GSM Association (GSMA), an organization headquartered in London, England.

A description of Applicant’s application is as follows:

Mark: GSMA MOBILEASIAEXPO with its graph design

Serial No.: 79107678

Goods/Services: Arranging, conducting and organizing business and/or advertising exhibitions in the fields of mobile telephone communications and mobile communication technology; arranging, conducting, organising and hosting business competitions in the fields of mobile telephone communications and mobile communication technology in Class 035, and arranging, conducting and organising educational conferences, congresses, exhibitions, seminars, symposia and workshops in the fields of mobile telephone communications and mobile communication technology; provision of education services, namely, classes, conferences, congresses, exhibitions, seminars, symposia and workshops in the fields of mobile telephone communications and mobile communication technology; training services in the fields of mobile telephone communications and mobile communication technology in Class 041.

Filed: November 29, 2011

Filing Basis: Sec 66A.

As grounds for opposition, it is alleged:

1. Opposer is in the business of organizing international conferences and exhibitions related to wireless mobile technologies and products. Opposer’ co-founder, Prof. Willie Lu, is a renowned international expert on wireless mobile technology and

standards. Prof. Lu was a member of the United States Federal Communications Commission's Technological Advisory Council, and the principal inventor of Open Wireless Architecture (OWA) and Mobile Cloud core platform which are widely used in mobile handheld devices, mobile portable devices and mobile chipsets, etc. Through Opposer, Prof. Lu co-founded many world-class technology events including World Wireless Congress®, Mobile World Congress® and World Mobile Congress®, Global Mobile Congress®, etc, with numerous global wireless professionals involved in his events.

2. Under Prof. Lu's leadership, Opposer has been using the trademarks WORLD WIRELESS CONGRESS since 2000, GLOBAL MOBILE CONGRESS since 2002 and WORLD MOBILE CONGRESS / MOBILE WORLD CONGRESS since 2004 to organize international conferences and exhibitions on wireless mobile products and technologies (hereinafter the "Opposer Conferences") and conduct related educational, business and commercial activities. The first World Wireless Congress was held in San Francisco, California. Subsequently, the Opposer Conferences were held in the Bay Area and around the world.

3. On April 9, 2002, Opposer registered the service mark WORLD WIRELESS CONGRESS on the federal principal register, Registration No. 2,558,973, based on an application filed on July 6, 2001 (Exhibit 1).

4. In 2002, Opposer applied for the service mark for GLOBAL MOBILE CONGRESS and obtained a federal registration for the mark on January 27, 2004 on the supplemental register, with the Registration No. 2,809,615 (Exhibit 1).

5. In 2004, Opposer applied for the service mark for WORLD MOBILE CONGRESS and obtained a federal registration for the mark on August 2, 2005 on the supplemental register, with the Registration No. 2,982,473 (Exhibit 1).

6. In 2008, Opposer applied for, and obtained, the federal registration for the mark MOBILE WORLD CONGRESS on the principal register, with the registration No. 3,533,730 and registration date on November 18, 2008 (Exhibit 1).

7. Opposer's GLOBAL MOBILE CONGRESS, MOBILE WORLD CONGRESS and WORLD MOBILE CONGRESS were spun-off from, and have been co-branding or in partnership with their Parent conference WORLD WIRELESS CONGRESS in the market (Exhibit 2).

8. Opposer's MOBILE WORLD CONGRESS / WORLD MOBILE CONGRESS and WORLD WIRELESS CONGRESS, as family marks, have been co-branding and joint program for long time to establish distinctiveness in the markets (Exhibit 2).

9. Opposer's MOBILE WORLD CONGRESS / WORLD MOBILE CONGRESS, a program of WORLD WIRELESS CONGRESS, has been continuously used in commerce since early 2005 (Exhibit 3). Such earlier commercial use date secured Opposer's federal registrations and common law rights.

10. Applicant and its parent company GSM Association ("Applicant's Parent") are in the business of organizing international conferences and exhibitions on wireless mobile products and technologies (the "Applicant Conferences"). The Applicant Conferences were held annually in Cannes, France before 2006 under the name "3GSM World Congress."

11. On information and belief, from 2007, Applicant moved its conference from France to Spain. Also in 2007, Applicant registered a domain name, mobileworldcongress.com, and started to refer to its conference as the MOBILE WORLD CONGRESS. In the same year, Applicant (under its former name GSMC Ltd.) applied for the United States trademark for "GSM Association Mobile. WorldCongress."

12. In June 2008, Applicant sued Opposer for unfair competition in the Northern District of Georgia. On information and belief, Applicant knew or should have

known that Opposer had never availed the benefit and protection of the State of Georgia, and that Georgia had no personal jurisdiction over Opposer. Applicant, however, falsely stated in the complaint that the State of Georgia had personal jurisdiction over Opposer. In addition, Applicant served the lawsuit to a personal mail box of Opposer's officer instead.

13. On information and belief, at the time of filing the Georgia lawsuit, Applicant knew that Opposer was the rightful owner of the trademark MOBILE WORLD CONGRESS or WORLD MOBILE CONGRESS, and further knew that Opposer had used the mark MOBILE WORLD CONGRESS or WORLD MOBILE CONGRESS in commerce since 2005.

14. In August 2008, two months after Applicant filed the Georgia lawsuit, the examiner of the United States Patent and Trademark Office rejected its application for the mark "GSM Association Mobile. WorldCongress". The rejection was based on the likelihood of confusion with Opposer's registered trademark WORLD MOBILE CONGRESS which had been used in commerce since 2005.

15. After this rejection, Applicant abandoned its trademark application for "GSM Association Mobile. WorldCongress". Therefore, as of August 2008, Applicant fully knew that Opposer had the legal right to use the trademark WORLD MOBILE CONGRESS or MOBILE WORLD CONGRESS, and that its unfair competition lawsuit against Opposer was in bad faith.

16. After the Georgia default judgment, in November of 2008, Applicant communicated with Opposer to attempt to license Opposer's trademark MOBILE WORLD CONGRESS. The license did not materialize because Applicant did not want to pay the license fees that Opposer asked. Therefore, again, Applicant fully knew that Opposer had the legal right of ownership of trademark MOBILE WORLD CONGRESS and WORLD MOBILE CONGRESS, and again that, its Georgia default judgment against Opposer was actually null and void for lack of personal jurisdiction and for defective service of process.

17. By taking advantage of this Georgia default judgment with lack of personal jurisdiction and further by taking advantage that Applicant is a worldly large company while Opposer is an American small business, Applicant threatened Opposer several times on enforcement of injunction, but had never taken such action since 2008.

18. Without Opposer's authorization and approval, Applicant and Applicant's parent company GSM Association started to trespass Opposer's trademark property by falsely claiming the ownership of Opposer's trademark MOBILE WORLD CONGRESS in Applicant's official business websites including [www.mobileworldcongress.com](http://www.mobileworldcongress.com) and [www.mobileworldlive.com](http://www.mobileworldlive.com) (Exhibit 4). Such false claim has been in Applicant's official business websites for long time continuously and never stopped.

19. On information and belief, Applicant knew that Opposer had used the marks WORLD MOBILE CONGRESS and/or MOBILE WORLD CONGRESS in commerce since 2005, and Applicant agreed that its first use of MOBILE WORLD CONGRESS was in 2007.

20. Continuously threatened by the Applicant on enforcement of injunction based on the Georgia default judgment, but without carrying out the action since 2008, Opposer, on May 10, 2012, had no choice but to file lawsuit against Applicant on trademark infringement, etc before the District Court of Northern California. In response to Opposer's complaint, Applicant filed a motion to dismiss based on the Georgia default judgment. The District Court refused to adjudicate Opposer's trademark action on comity considerations and so granted Applicant's motion to dismiss. Opposer then filed Notice of Appeal which is now pending at the United States Court of Appeals for the Ninth Circuit.

21. After falsely claiming Opposer's mark MOBILE WORLD CONGRESS as Applicant's trademark, Applicant stepped further forward in claiming "Mobile World Congress and Mobile Asia Congress terms and logos are trademarks of the GSM Association" in its official website (Exhibit 4) since at least early of 2010.

22. On information and belief, from 2012, Applicant further claiming " Mobile World Congress and Mobile Asia Expo terms and logos are trademarks of the GSM Association" in its official website (Exhibit 4).

23. On September 8th, 2012, Applicant filed new trademark application of Mobile Asia Expo under Sec 1(b) on Intent to Use with Serial No.85/724032 (Exhibit 5).

24. In its commercial advertisement for its mobile conferences and exhibitions before American consumers and exhibitors, Applicant uses MOBILE ASIA EXPO and MOBILE WORLD CONGRESS together, while falsely claiming that it is the owner of the trademark MOBILE WORLD CONGRESS in its official websites (Exhibit 4), despite the fact that its application for the mark "GSM Association Mobile. WorldCongress" was rejected in view of Opposer's registered trademark, and further confuse the consumers that both MOBILE ASIA EXPO and MOBILE WORLD CONGRESS are from the same source or channel of sales.

25. Opposer's annual conference Global Mobile Congress, a program of Opposer's World Wireless Congress and Mobile World Congress, has been organized every year in China, mostly in Shanghai, since 2002.

26. On information and belief, Applicant's Mobile Asia Expo or GSMA MOBILEASIAEXPO event is also held in Shanghai. Based on Applicant's application of Mobile Asia Expo under Sec 1(b) (Exhibit 5), Applicant had not started using the mark Mobile Asia Expo as of the filing date of September 8th, 2012.

27. Consumers are confused because both Opposer's event and Applicant's event are all in the same city of China (Shanghai) (Exhibit 6), and Opposer's annual conference GLOBAL MOBILE CONGRESS is jointly organized with Opposer's MOBILE WORLD CONGRESS.

28. By the False Claim of trademark ownership of MOBILE WORLD CONGRESS and connection to MOBILE ASIA EXPO on its official business websites,

Applicant attempted to build distinctiveness for its mark MOBILE ASIA EXPO to confuse the consumers.

29. In association with the Opposer Conferences under the mark MOBILE WORLD CONGRESS and GLOBAL MOBILE CONGRESS of parent WORLD WIRELESS CONGRESS, Opposer arranges and organizes exhibitions and expos in Opposer Conferences in Asia, including China. Opposer and its partners have used the phrases “MOBILE EXPO” or “MOBILE WORLD EXPO”, etc from time to time to market or advertise the exhibitions during the Opposer Conferences, as well as before and after these Opposer Conferences.

30. By virtue of Opposer’s long-time continuous and substantial use, the MOBILE WORLD CONGRESS (or WORLD MOBILE CONGRESS) mark with its parent WORLD WIRELESS CONGRESS mark have become identifiers of Opposer and its goods/services, and distinguish Opposer’s goods/services from the goods/services of others. As a result, Opposer has built up, at great expense and effort, valuable goodwill and consumer recognition in its trademarks.

31. In addition to the protection afforded Opposer by its federal trademark registrations, Opposer has extensive common law rights in the MOBILE WORLD CONGRESS and WORLD MOBILE CONGRESS marks throughout the United States since its first use in commerce in early 2005. Opposer’s common law rights in the MOBILE WORLD CONGRESS and WORLD MOBILE CONGRESS marks were established long before and predate both the filing date of, and alleged first use date set forth in Applicant’s applications of GSMA MOBILEASIAEXPO and MOBILE ASIA EXPO as well as its first use of MOBILE WORLD CONGRESS. Opposer’s rights in the MOBILE WORLD CONGRESS and WORLD MOBILE CONGRESS marks are prior and superior to Applicant’s related marks.

32. Opposer will be damaged by the registration of Applicant’s GSMA MOBILEASIAEXPO or MOBILE ASIA EXPO applications in that the MOBILE ASIA

EXPO mark so much resides on Opposer's MOBILE WORLD CONGRESS (or WORLD MOBILE CONGRESS) mark with both federal registration and common law rights, especially Applicant claims both marks MOBILE ASIA EXPO and MOBILE WORLD CONGRESS are Applicant's trademarks in its official websites continuously and willfully, and in which Opposer owns common law trademark or service mark rights since early 2005, as to be likely, when used on or in connection with the goods and services identified in Applicant's GSMA MOBILEASIAEXPO or MOBILE ASIA EXPO applications, as to cause confusion, or to cause mistake or to deceive within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

33. Further, through extensive use, promotion, advertising and the success of Opposer's MOBILE WORLD CONGRESS (or WORLD MOBILE CONGRESS) together with parent WORLD WIRELESS CONGRESS and family marks, they have become famous for Opposer's goods and services since a date well prior to the filing date of, and alleged first use date set forth in Applicant's related applications or marks.

34. Applicant's use and registration of the GSMA MOBILEASIAEXPO or MOBILE ASIA EXPO mark will cause or is likely to cause dilution of the distinctive quality of Opposer's MOBILE WORLD CONGRESS or WORLD MOBILE CONGRESS with its parent WORLD WIRELESS CONGRESS and other family marks within the meaning of Section 43(c) of the Trademark Act, 15 U.S.C. 1125(c), and will lessen the ability of Opposer's MOBILE WORLD CONGRESS / WORLD MOBILE CONGRESS mark and its family marks to distinguish Opposer's goods and services, regardless of the category of goods and/or services in connection with which Applicant uses or intends to use its GSMA MOBILEASIAEXPO or MOBILE ASIA EXPO mark. By reason of the foregoing, Opposer will be damaged by the registration of Applicant's GSMA MOBILEASIAEXPO or MOBILE ASIA EXPO application.

35. By claiming the ownership of the marks MOBILE ASIA EXPO and MOBILE WORLD CONGRESS in its official business websites, Applicant misrepresents

to the public that both of the marks, as well as the goods and services that they represent, are from the same source. The likelihood of confusion has caused, and will continue to cause, damages to Opposer.

36. By claiming the ownership of the marks MOBILE ASIA EXPO and MOBILE WORLD CONGRESS in its official business websites, Applicant and its mark falsely suggest a connection with Opposer. Trademark Act § 2(a), 15 U.S.C. § 1052(a). The false connection has caused, and will continue to cause, damages to Opposer.

37. Applicant's conducts to confuse the consumers and the public are willful and intentionally for such long time at least from early 2010 and continuously never stopping, and Applicant knew at least from 2008 that MOBILE WORLD CONGRESS (or WORLD MOBILE CONGRESS) is Opposer's registered trademark. Therefore, such willful conducts are in bad faith.

38. Opposer is a small business founded by Prof. Willie LU for organizing technology conferences and exhibitions, and conducting critical research, development and innovations in the field of mobile and wireless technologies. Prof. Lu has been well known worldwide for his pioneering research and innovations on Open Wireless Architecture (OWA) technology platform used in mobile and wireless communications. Prof. Lu has about 20 U.S. patents and applications as well as about 40 leading publications for his pioneering research on OWA and related mobile wireless technologies (Exhibit 7). In view of his global technical leadership and credibility, Prof. Lu founded WORLD WIRELESS CONGRESS in 2000, later expanded to GLOBAL MOBILE CONGRESS, WORLD MOBILE CONGRESS and MOBILE WORLD CONGRESS, etc, all in the field of mobile and wireless communications and technologies. Therefore, Opposer has built very strong goodwill in its family marks worldwide.

WHEREFORE, Opposer prays that U.S. Trademark Application Serial No. 79107678 be rejected and stricken, that no registration be issued thereon to Applicant, and that this Opposition be sustained in favor of Opposer.

Respectfully submitted,

Date: June 6th, 2013

A handwritten signature in black ink, appearing to read "Willie W. LU", with a long, sweeping horizontal stroke extending to the right.

Prof. Willie W. LU, President

Delson Group, Inc.

1218 Bubb Road

Cupertino, CA 95014

CERTIFICATE OF SERVICE

I hereby certify that I served a copy of the foregoing NOTICE OF OPPOSITION upon Applicant by depositing one copy thereof in the United States Mail, first-class postage prepaid on June 6<sup>th</sup>, 2013, address as follows:

GSMA Ltd  
1000 Abernathy Road, Suite 450  
Atlanta, GEORGIA 30328

A handwritten signature in black ink, appearing to read "Willie W. Lu", with a long horizontal flourish extending to the right.

Prof. Willie W. Lu, Delson Group Inc.

# EXHIBIT 1

**Int. Cl.: 35**

**Prior U.S. Cls.: 100, 101 and 102**

**Reg. No. 2,558,973**

**United States Patent and Trademark Office**

**Registered Apr. 9, 2002**

**SERVICE MARK  
PRINCIPAL REGISTER**

**WORLD WIRELESS CONGRESS**

**DELSON GROUP INC (DELAWARE CORPORATION)  
1218 BUBB ROAD  
CUPERTINO, CA 95014**

**FIRST USE 12-9-2000; IN COMMERCE 5-1-2001.**

**FOR: ORGANIZING AND CONDUCTING BUSINESS CONFERENCES, TRADE SHOWS AND EXHIBITIONS IN THE FIELD OF WIRELESS COMMUNICATIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).**

**NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WIRELESS", APART FROM THE MARK AS SHOWN.**

**SER. NO. 78-072,736, FILED 7-6-2001.**

**GINA HAYES, EXAMINING ATTORNEY**

**Int. Cl.: 41**

**Prior U.S. Cls.: 100, 101 and 107**

**United States Patent and Trademark Office**

**Reg. No. 3,533,730**

**Registered Nov. 18, 2008**

**SERVICE MARK  
PRINCIPAL REGISTER**

**MOBILE WORLD CONGRESS**

DELSON GROUP INC (DELAWARE CORPORATION)  
1218 BUBB ROAD  
CUPERTINO, CA 95014

FOR: ORGANIZING, CONDUCTING AND ARRANGING CONFERENCES, CONGRESSES, EXHIBITIONS, SEMINARS, SYMPOSIA AND WORKSHOPS IN THE FIELDS OF MOBILE WIRELESS COMMUNICATIONS; PROVISION OF EDUCATIONAL SERVICES, NAMELY, CLASSES, CONFERENCES, CONGRESSES, EXHIBITIONS, SEMINARS, SYMPOSIA AND WORKSHOPS IN THE FIELDS OF MOBILE WIRELESS COMMUNICATIONS; TRAINING SERVICES IN THE FIELDS OF MOBILE WIRELESS COMMUNICATIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-15-2004; IN COMMERCE 2-18-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,558,973, 2,809,615, AND 2,982,473.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WORLD CONGRESS", APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 77-439,113, FILED 4-3-2008.

JANICE L. MCMORROW, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

**United States Patent and Trademark Office**

**Reg. No. 2,982,473**

Registered Aug. 2, 2005

**SERVICE MARK  
SUPPLEMENTAL REGISTER**

**WORLD MOBILE  
CONGRESS**

DELSON GROUP INC (DELAWARE CORPORATION)  
1218 BUBB ROAD  
CUPERTINO, CA 95014

OWNER OF U.S. REG. NOS. 2,558,973 AND  
2,809,615.

FOR: ORGANIZING AND CONDUCTING BUSINESS CONFERENCES, TRADE SHOWS AND EXHIBITIONS IN THE FIELD OF MOBILE WIRELESS COMMUNICATIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CONGRESS", APART FROM THE MARK AS SHOWN.

FIRST USE 10-15-2004; IN COMMERCE 2-18-2005.

SER. NO. 78-448,866, FILED P.R. 7-10-2004; AM. S.R. 4-27-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY

**Int. Cl.: 35**

**Prior U.S. Cls.: 100, 101, and 102**

**United States Patent and Trademark Office**

**Reg. No. 2,809,615**

**Registered Jan. 27, 2004**

**SERVICE MARK  
SUPPLEMENTAL REGISTER**

**GLOBAL MOBILE CONGRESS**

**DELSON GROUP INC (DELAWARE CORPORATION)**

**1218 BUBB ROAD  
CUPERTINO, CA 95014**

**FOR: ORGANIZING AND CONDUCTING BUSINESS CONFERENCES, TRADE SHOWS AND EXHIBITIONS IN THE FIELD OF MOBILE**

**COMMUNICATIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).**

**FIRST USE 11-1-2002; IN COMMERCE 11-15-2002.**

**SER. NO. 78-193,184, FILED P.R. 12-11-2002; AM. S.R. 11-21-2003.**

**CHARLES JOYNER, EXAMINING ATTORNEY**

## EXHIBIT 2

# 14th World Wireless Congress

by WORLD WIRELESS INSTITUTE  
and WORLD WIRELESS ACADEMY

## MOBILE WORLD CONGRESS®

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**Very famous Professor of IPR Law, Stanford Law School - Mark Lemley** is the William H. Neukom Professor of Law at Stanford Law School, the Director of the Stanford Program in Law, Science and Technology, and the Director of Stanford's LLM Program in Law, Science and Technology. He teaches Intellectual property, computer and internet law, patent law, and antitrust. He is the author of seven books (most in multiple editions) and 133 articles on these and related subjects, including the two-volume treatise IP and Antitrust. His works have been cited 140 times by courts, including seven United States Supreme Court opinions, and over 9,500 times in books and law review articles. He has published 9 of the 100 most-cited law review articles of the last twenty years, more than any other scholar, and a 2012 empirical law review named him the most relevant law professor in the country. .



**Very famous Entrepreneur and Investor in Silicon Valley - Peter A. Howley** is a serial entrepreneur with unprecedented successful experience in building high growth disruptive technology and service companies in a broad array of industries including telecom, mobile, healthcare, social media and various internet sectors. As Chairman of The Howley Management Group he works closely with Entrepreneurs, CEO's and Boards to turn good ideas into great fast growing sustainable businesses. He has the unusual reputation, even in Silicon Valley, for making good things happen fast. .



**Senior Vice President, Cisco Systems - Senior Vice President Doug Merritt** is responsible for product, solutions and industry marketing at Cisco. Among his areas of expertise, Merritt speaks passionately about what's necessary to realize the potential of the rapidly emerging Internet of Things. Prior to joining Cisco, Merritt led Silicon Valley startup Baynote through a period of significant investment and rapid growth within the emerging personalization and digital marketing optimization industry. Previously he was Executive Vice President (EVP) of Global On Demand Applications at SAP, where he accelerated the rate of new customer acquisition by over six times in less than one year. His tenure at SAP also included positions as EVP Premier Customer Network and EVP Business User Applications..



**Very famous Inventor In Mobile Cloud IP and Open Wireless IP - Willie Lu** came to United States from Germany as a specially talented immigrant in the field of mobile and wireless technology. He is chief inventor and chief architect of Mobile Cloud IP and Open Wireless Architecture (OWA) IP widely utilized in the mobile industry including mobile devices and mobile chipsets. Based on his global technical leadership of the field, Willie founded World Wireless Congress in 2000, expanded to Mobile World Congress and Global Mobile Congress to foster global collaboration of research, education and development of next generation mobile and wireless technology and applications. Visit <http://Willie.LU> for more.



**Chief Technology Officer, Ericsson N.A. - Vish Nandlall** is Head of Strategy, Marketing and Chief Technology Officer for Ericsson's North American region. He is responsible for identifying Ericsson's long-term vision, defining the overall company strategy and driving business value creation for Ericsson's customers in North America. Nandlall has led architecture and standards direction for product portfolios ranging from GSM, CDMA, WiMAX, LTE, metro DWDM, carrier routing and switching and carrier VoIP portfolios.



**Very famous Professor of Mobile Technology, Beijing Univ. of Post and Telecom - Ping Zhang** is Director of Key Lab. of Universal Wireless Communications of Ministry of Education, Director of Wireless Technology Innovation Institute (WTI) of Beijing University of Posts and Telecommunications (BUPT). He is an Executive Associate Editor-in-chief on information sciences of Chinese Science Bulletin, a Member of next-generation broadband wireless communication network in National Science and Technology Key Project, a Member of the 5th Advisory Committee of National Natural Science Foundation of China, the Chief Scientist of "973" National Basic Research Program of China and a Member of the 11th Beijing Municipal Committee of Chinese People's Political Consultative Congress. His main research interests are the theories and applications in wireless communication area, especially in converged open wireless architecture..

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**Parviz Yegani, Vice President of Architecture and Technology, Juniper Networks - Parviz Yegani** is currently the Vice President of Architecture and Technology at Juniper Networks. He has 20+ years of experience in telecom and networking industries with a very strong track record in technology innovation and product research. He worked at IBM (1990-1994), Qualcomm (1994-1999), Ericsson (1999-2000) and Cisco (2000-2008). In his tenure at Cisco (for about 9 years), he was the lead architect of next generation mobile networks and helped set the strategic direction and mobile vision for the company.



**Abhi Ingle, Vice President, Ecosystem and Innovation, AT&T Services - Abhi** is in charge of the Ecosystem and Innovation organization at AT&T whose charter is to sharpen AT&T's focus on innovation both internally and externally, with an emphasis on speed, agility, and working with external ecosystems such as venture capital firms, start ups, and developers. Abhi is responsible for driving innovation at AT&T incorporating employee ideas from one of the world's largest crowd-sourced employee innovation program - The Innovation Pipeline (TIP). His organization is also responsible for operating the global network of AT&T Foundries where a combination of design thinking, open collaboration and agile development can bring ideas to life rapidly.



**Charles Fan, Senior Vice President of R&D, VMware - Dr. Fan** is Senior Vice President of R&D at VMware, leading the global R&D team of VMware's Application Storage and Data products. Charles and his team are responsible for the software-defined storage and big data strategy and



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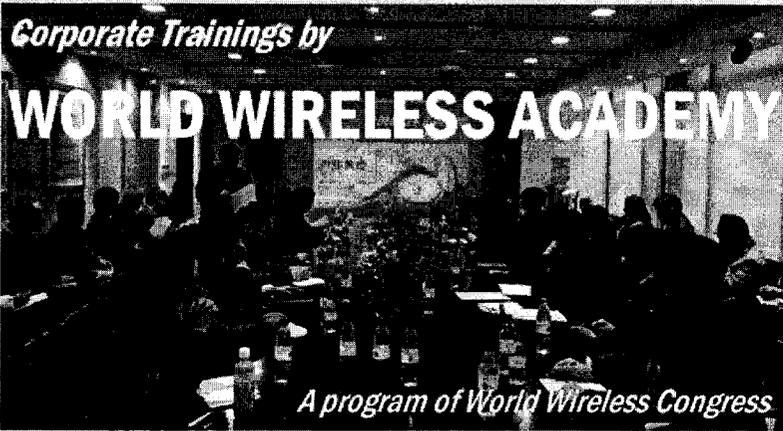
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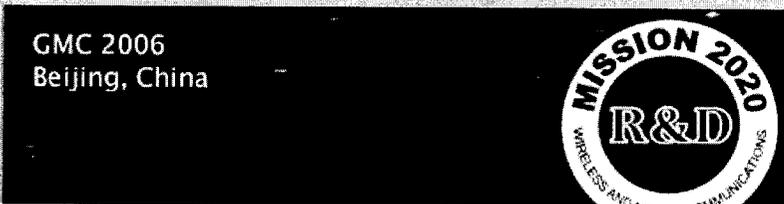
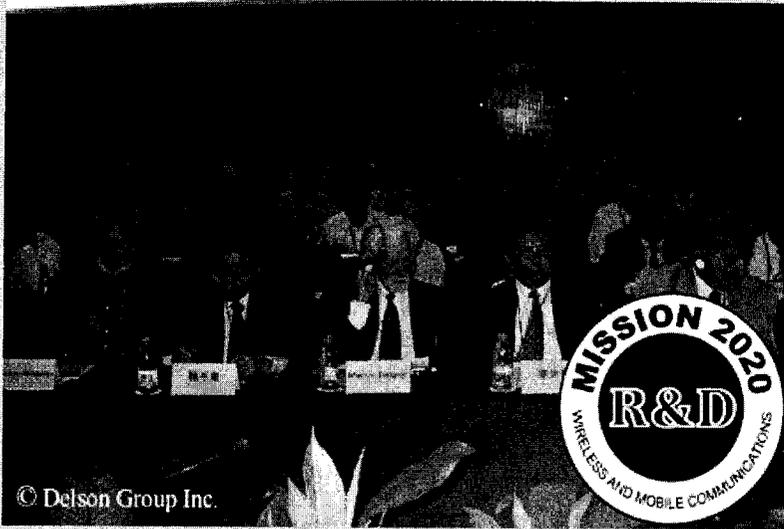
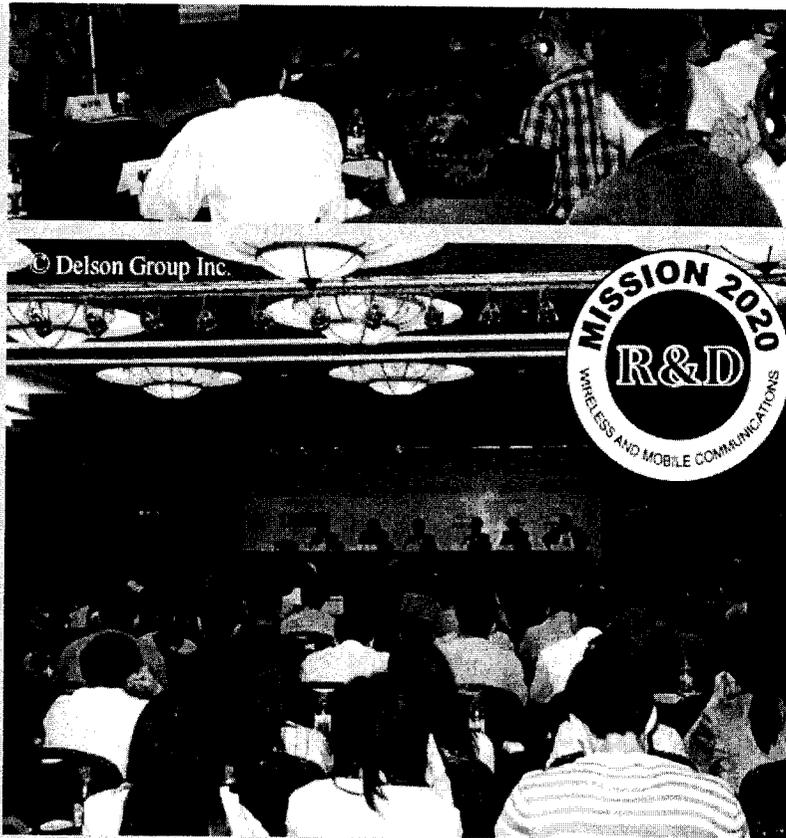
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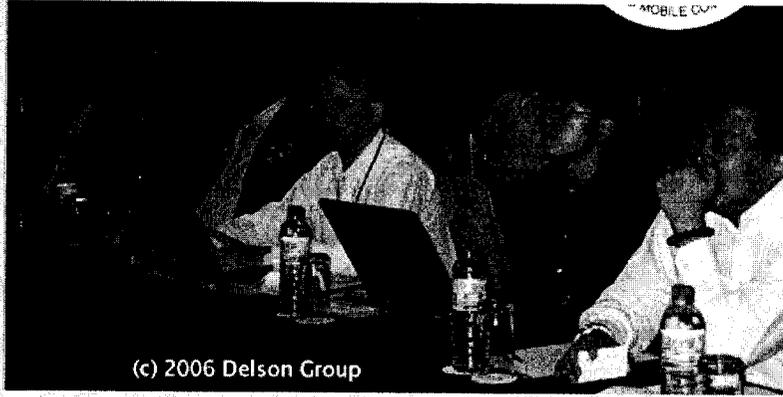


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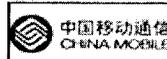
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## DEFINING THE FUTURE *also called* WORLD MOBILE CONGRESS

5 - 7 JULY, 2006 MUNICH, GERMANY

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### Defining Next Generation Mobile Communication Technology

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RESEARCH FOR MOBILE LIFESTYLE OF NEXT DECADE - A CALL FOR ACTION

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Call-for-Paper of IEEE Special Issue on Open Wireless Architecture



#### Welcome to 2006 World Mobile Congress in Munich !

The number of subscribers for mobile communications has increased much faster than predicted, particularly for terrestrial use. In the year 2000 the number of mobile subscribers was around 400 million worldwide and for the year 2010 more than 1.8 billion mobile subscribers are anticipated.

The major step from the second generation to third generation and further to fourth generation was the ability to support advanced and wideband multimedia services, including e-mail, file transfers, and distribution services like radio, TV and software provisioning (e.g. software download). These multimedia services can be symmetrical and asymmetrical services, real-time and non real-time services. External market studies have predicted that in Europe in the year 2010 more than 90 million mobile subscribers will use mobile multimedia services and will generate over 60 % of the traffic in terms of transmitted bits. Only in China, the DGI predicted that there will be over 500 million mobile phones in China by year 2008, and over 150 million for multimedia applications.

Given the increasing demand for flexibility and individuality in



society, the mean for the end-user might be assessed. Potentially, the value would be in the diversity of mobile applications and services, hidden from the complexity of the underlying communications schemes. This complexity would be absorbed into an intelligent personality management mechanism, which would learn and understand the needs of the mobile user, and control the behavior of their reconfigurable and open wireless architecture (OWA) terminals accordingly in terms of application behavior and access to future support multimedia services.

The wireless mobile industry is rapidly transitioning from proprietary architecture to more flexible, cost effective open architecture systems. This transition is creating interesting challenges for developers, manufacturers, integrators, operators and end-users as they wrestle with complexities of open wireless systems.

Therefore, this annual conference, driven by industrial leaders and famous scientists and technologists, is very timely and valuable for those who are involved in the research and development of next generation mobile communications.

Welcome on board !

Prof. Willie W. Lu, Palo Alto of Calif.  
 Founder and Technical Chairman, World Mobile Congress  
 Director and Chief Architect, U.S. Center for Wireless Comm.  
 Consulting Professor, Stanford University  
 Member of Editorial Board, IEEE SPECTRUM - "the flag of IEEE"  
 Former Sr. Principal Architect, Infineon & Siemens  
 Former Member, U.S. FCC - Tech. Adv. Council  
 Senior Advisor, over 20 Gov't ICT Authorities Worldwide

#### WMC'2006 USA HQ Contact (General Secretariat)

**Mr. Steve Berger (DG)**  
 e-mail: [steve@delson.org](mailto:steve@delson.org)  
 Fax: 001-603-590-0637  
 U. S. Center for Wireless Communications  
 P. O. Box 2796  
 Saratoga, CA 95070  
 United States of America

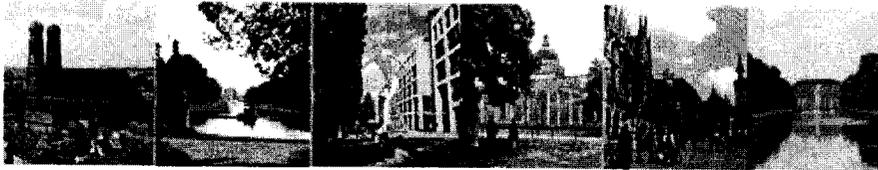
#### WMC'2006 Munich Technical Contact

**Dr. Wen Xu, Vice Chair of TPC**  
 Siemens A.G.  
 e-mail: [Wen.Xu@siemens.com](mailto:Wen.Xu@siemens.com)  
 Tel: +49 89 722-46586

#### WMC'2006 Munich Local Organization Contact

**Mrs. Susanne Wassell**  
 Munich office of US-CWC  
 e-mail: [susan@cw.us](mailto:susan@cw.us)

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Contact: [wwlu@ieee.org](mailto:wwlu@ieee.org) (technical); [steve@delson.org](mailto:steve@delson.org) (general)

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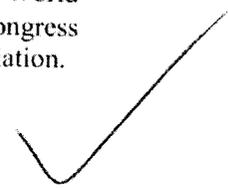
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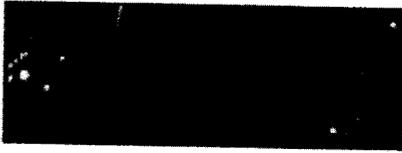
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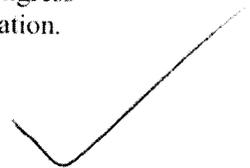


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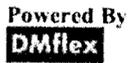
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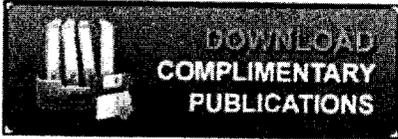
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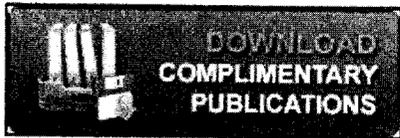
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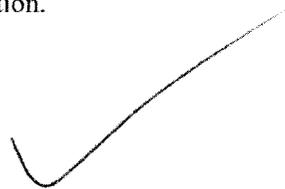
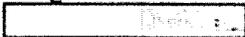
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## The currency of cooperation

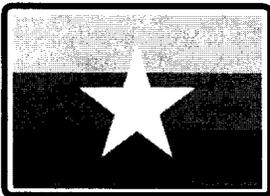
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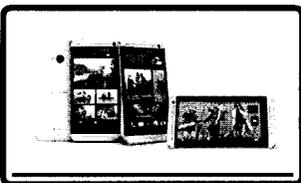
## Vodafone, China Mobile drop out of Myanmar race

The heavyweight partnership between Vodafone and China Mobile has dropped out of the contest to win a cellular licence in Myanmar. The two companies have decided "not to proceed with the process as the opportunity does not meet the strict internal inve...



## TI spin-off eases concerns over Hutch merger

The board of Telecom Italia has agreed to spin off its fixed-network unit, a move that could reduce regulatory barriers to a potential merger with Hutchison Whampoa's mobile unit in Italy. The company's chief operating officer, Marco Patuano, said a po...



## HTC reveals One with "Nexus user experience"

HTC confirmed plans to offer a version of its One smartphone with a "Nexus user experience" through the Google Play store, stripping its flagship device of the manufacturer's Sense user interface customisation. At the time One was launched, much was ma...



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CTIA 13: Day 1 video highlights

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Parents warned on kids' app security



TuneIn racks up 40M listeners, scores \$25M investment

Airpush hits 90,000 apps, doubles developer payouts

Glu Mobile adds cash prizes, expands in Korea

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HTC reveals One with "Nexus user experience"



LG details Asian phablet rollout



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## Health



HealthTap moves into app recommendation

Vodafone, China Mobile decline Myanmar health opportunity



Low-key start-up bags \$2M from Khosla Ventures

FDA scrutinises health app for the first time

Health ideas make final of Deutsche Telekom contest

## Money

Apple to sell Payleven card reader

Adviser apps to transform mobile payments – Gartner



Telefonica, Spanish banks set up new digital firm

Chunghwa Telecom, banks announce mobile payment plans



SumUp adds Amex, Groupon as investors

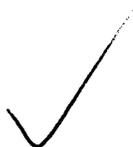
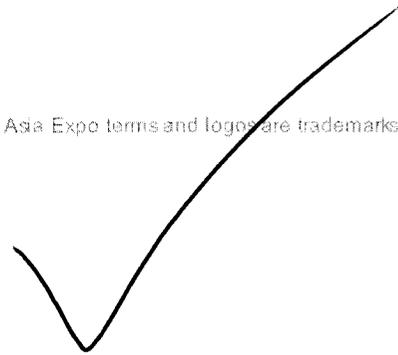
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With an average 90,000 monthly unique visits (and 300,000 page views), Mobile World Live is the online communications hub for the global mobile industry. Our content includes daily news coverage of the industry's biggest stories, as well as regular analysis and blog features from our experienced team of tech reporters. This content is complemented by weekly video features offering exclusive interview access to the highest-profile C-Level executives in our business, as well as special features that analyse the industry's most topical issues.

Our content covers four vertical channels – mobile apps, mobile devices, mobile health and mobile money – and we publish five regular newsletters:

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IC 041. US 100 101 107. G & S: Arranging, conducting and organising conferences, congresses, exhibitions, seminars, symposia and workshops in the fields of mobile telephone communications and mobile communication technology; provision of education services, namely, classes, conferences, congresses, exhibitions, seminars, symposia and workshops in the fields of mobile telephone communications and mobile communication technology; training services in the fields of mobile telephone communications and mobile communication technology

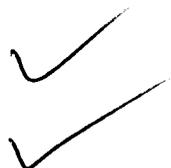
Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85724032

Filing Date September 8, 2012

Current 1B;44E



**Basis**

**Original Filing Basis** 1B;44E ✓

**Owner** (APPLICANT) GSMA Ltd. CORPORATION GEORGIA Suite 450 1000 Abernathy Road Atlanta GEORGIA 30328

**Attorney of Record** Dean R. Karau

**Prior Registrations** 3602620

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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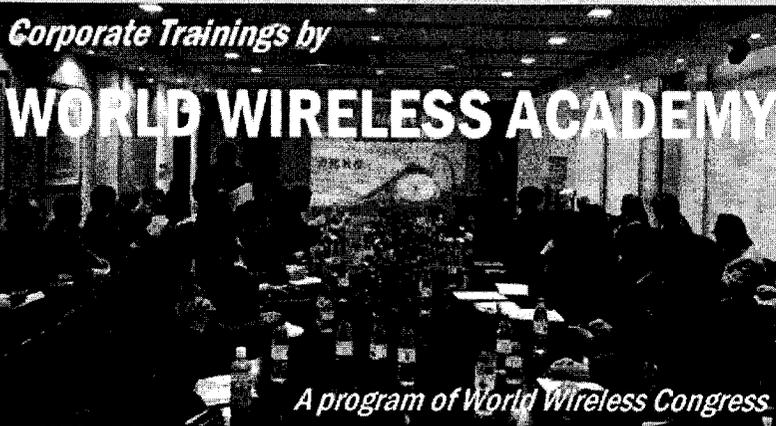
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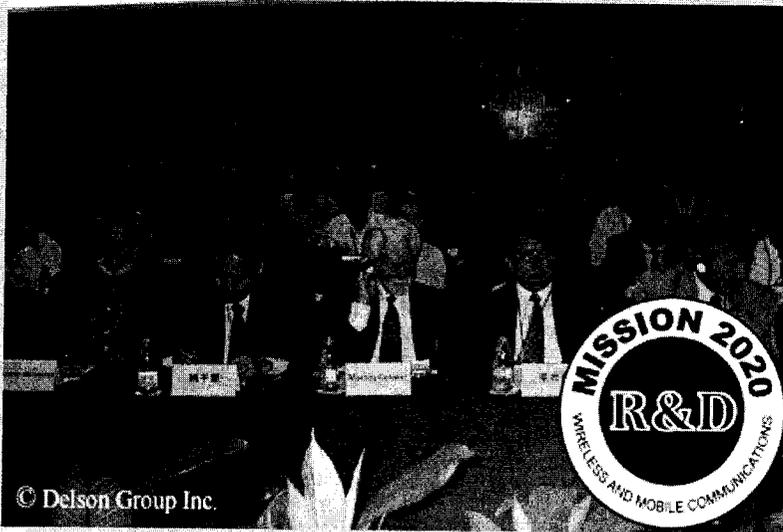
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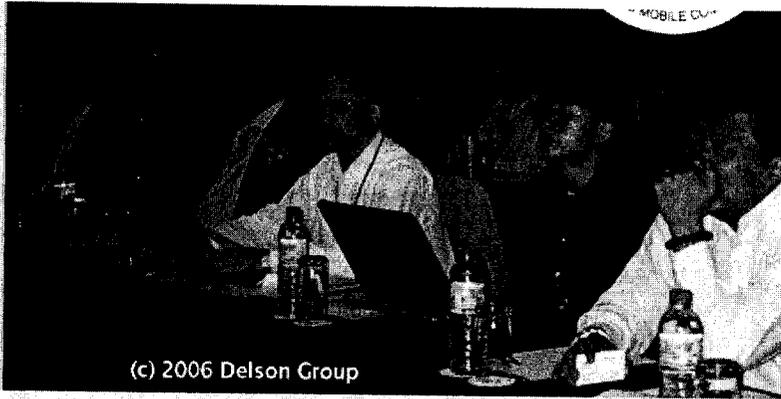


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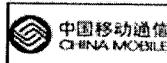
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## EXHIBIT 7

## **SELECTED WORLD-CLASS JOURNAL / MAGAZINE PUBLICATIONS BY PROF. WILLIE W. LU**

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