

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	79115461
LAW OFFICE ASSIGNED	LAW OFFICE 105
MARK SECTION	
MARK FILE NAME	http://tsdr.uspto.gov/img/79115461/large
LITERAL ELEMENT	HISENSE I"TV
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
COLOR(S) CLAIMED (If applicable)	Color is not claimed as a feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of the stylized word "Hisense" followed by a vertical line. To the right of the vertical line is the stylized term "ITV." A broken rectangle appears around the 'V' in the mark.
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_20948847-20150420150654688551 . HISENSE I TV Design Argument.pdf
CONVERTED PDF FILE(S) (20 pages)	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0004.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0005.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0006.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0007.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0008.JPG

	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0009.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0010.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0011.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0012.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0013.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0014.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0015.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0016.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0017.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0018.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0019.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0020.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\791\154\79115461\xml24\RFR0021.JPG
DESCRIPTION OF EVIDENCE FILE	applicant's argument against the refusal to register in PDF format along with Exhibits A, B and C referred to therein.
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of U.S. Registration Number(s) 4531351.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Martin W. Schiffmiller/
SIGNATORY'S NAME	Martin W. Schiffmiller
SIGNATORY'S POSITION	Attorney
SIGNATORY'S PHONE NUMBER	2126973750
DATE SIGNED	04/20/2015
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Apr 20 15:09:26 EDT 2015

TEAS STAMP

USPTO/RFR-209.48.84.7-201
50420150926361934-7911546
1-5305243b01dcfdbe9639e0b
4e018155aadd9b1aa886329ea
6efced3738a4aba84e-N/A-N/
A-20150420150654688551

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **79115461** HISENSE I TV (Stylized and/or with Design, see <http://tsdr.uspto.gov/img/79115461/large>) has been amended as follows:

EVIDENCE

Evidence in the nature of applicant's argument against the refusal to register in PDF format along with Exhibits A, B and C referred to therein. has been attached.

Original PDF file:

[evi_20948847-20150420150654688551_.HISENSE_I_TV_Design_Argument.pdf](#)

Converted PDF file(s) (20 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

[Evidence-20](#)

ADDITIONAL STATEMENTS

Claim of Active Prior Registration(s)

The applicant claims ownership of U.S. Registration Number(s) 4531351.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Martin W. Schiffmiller/ Date: 04/20/2015

Signatory's Name: Martin W. Schiffmiller

Signatory's Position: Attorney

Signatory's Phone Number: 2126973750

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79115461

Internet Transmission Date: Mon Apr 20 15:09:26 EDT 2015

TEAS Stamp: USPTO/RFR-209.48.84.7-201504201509263619

34-79115461-5305243b01dcfdb9639e0b4e018

155aadd9b1aa886329ea6efced3738a4aba84e-N

/A-N/A-20150420150654688551

The Examining Attorney has again refused registration of the applied-for mark under Section 2(d) of the Trademark Act because of an alleged likelihood of confusion with the mark in U.S. Reg. No. 2788108.

It is respectfully that the refusal of registration be reconsidered and withdrawn.

Differences Between the Marks

The applicant pointed out in its prior response in this application that the mark in the cited registration is “iTv” in plain block letters while applicant’s mark consists of the unique and distinctive word “Hisense” together with the letters “I’TV” in stylized format. This format includes a broken and rounded corner rectangle around the capital “V” in the mark.

For purposes of visual comparison, the marks of the parties are set forth side-by-side below:



Applicant’s Mark



The Cited Mark

The Examining Attorney has correctly noted in the present action that when comparing marks to ascertain likelihood of confusion the test is “...whether the marks are sufficiently similar in their entireties that confusion as to the source of the goods and/or services offered under applicant’s and registrant’s marks is likely to result.” The Examining Attorney further noted that the focus is on the recollection of the average purchaser, “who normally retains a general rather than specific impression of trademarks.”

Applicant, however, points out the following:

1. Despite the fact that applicant has been required to, and has, disclaimed exclusive rights to the acronym “ITV” apart from the mark as shown because the Examining Attorney argued that acronym was descriptive, the Examining Attorney still contends that the overall impression that ordinary purchasers would receive upon viewing applicant’s mark would not be dominated by the first-appearing and clearly more distinctive portion of the mark, but instead the purchaser’s recollection would focus on the descriptive acronym “ITV,” which is not even presented in that form in applicant’s mark but rather as “I’TV” with design. It is respectfully submitted that this is illogical and contrary to common experience. If a purchaser perceived “I’TV” as used in the

applied-for mark even in its unusual spelling and stylized format as merely describing a type of goods (just as if the acronym used were “TV” to describe a television), the purchaser would clearly rely on the preceding portion of the mark to serve the function of identifying the source of the goods. This is analogous to a mark such as EMERSON TV, which a consumer would clearly understand to refer to the source-identifying term EMERSON and the descriptive acronym “TV” and would not confuse that mark with other marks such as SONY TV, PANASONIC TV, SAMSUNG TV, etc.

2. The rule that marks should be compared in their entireties in no way precludes giving more or less weight to certain components of the marks. As Professor McCarthy states in his treatise (J.T. McCarthy, *McCarthy on Trademarks*, Sec. 23:42):

“Although it is not proper to dissect a mark, one feature of a mark may be more significant and it is proper to give greater force and effect to that dominant feature. Thus, as a preliminary to comparing marks in their entireties, it is not improper to discount the similarity of descriptive or generic parts of conflicting marks.

“... the Federal Circuit observed that it is appropriate to examine and weigh the parts of a composite on the way to examining the overall impression created by a mark:

““In considering the mark as a whole, the [Trademark] Board may weigh the individual components of the mark to determine the overall impression or the descriptiveness of the mark and its various components.””

(Footnotes omitted).

Moreover, Professor McCarthy makes the following observation regarding comparing two marks to determine likelihood of confusion when the prior registered mark has a descriptive term disclaimed:

“The fact that in a registration certain descriptive or generic terms are disclaimed indicates that those terms are less significant and the other parts of the mark are the dominant parts that will impact most strongly on the ordinary buyer.”

(Footnotes omitted).

Although in the latter passage McCarthy refers to the situation where a cited registration has the disclaimed portion that is given less weight in assessing likelihood of confusion than its more dominant portion, the same reasoning applies to the present situation where applicant’s mark, consisting of a distinctive term and a disclaimed term, is being compared to a registered mark comprising only the disclaimed term. For example, in *In re Dixie Restaurants, Inc.*, 41 USPQ2d

1531 (Fed. Cir. 1997) it was held that it is proper to find that the dominant part of applicant's mark, THE DELTA CAFÉ & Design was "DELTA" because the word "CAFE" was disclaimed. Likewise, in *Venture Out Properties LLC v. Wynn Resorts Holdings, LLC*, 91 USPQ2d 1887 (TTAB 2007), the Board found that in applicant's mark CABANA BAR & CASINO, the disclaimed terms "BAR & CASINO" were less significance in a likelihood of confusion comparison with opposer's mark than the dominant term "CABANA."

Applying these principles here, it is clear that the dominant portion of applicant's mark is the distinctive and unusual term "Hisense." That term should be given considerably more weight in comparing the mark to the cited registered mark than the disclaimed acronym "ITV" (which comprises the entire cited mark).

3. The term "Hisense" in applicant's mark is not merely the dominant and distinctive portion of the mark, it is in itself the principal trademark of the applicant and the main source identifier of applicant's goods. The trademark HISENSE has been registered by applicant in the U.S. under No. 2911919 for the following goods in Class 9:

Facsimile machines; communication and navigation apparatus, namely, telephones, mobile telephones, pagers, modems; audio and video equipment, namely, audio tape recorders, video recorders, record players, video disc players; teaching apparatus, namely, epidiascopes, audiovisual teaching machines, namely, slide projectors; optical instruments, namely, optical lenses, optical scanners; electric wires; electric cables; lighting ballasts; electric starters for use with fluorescent lamps; eyeglasses and eyeglass accessories, namely, eyeglass lenses, eyeglass frames and eyeglass chains; electric batteries; battery chargers; electric flat irons; televisions; computers; cash registers

This registration also includes goods in Class 7 and services in Class 37.

The mark HISENSE has also been registered in the U.S. under the No. 3835291 for goods in Class 7 and under Reg. No. 4531351 for goods in Class 10.

A claim of ownership of Reg Nos. 2911919 and 3835291 has already been made herein and a claim of ownership of Reg. No. 4531351 is being made in the current submission.

Further, the trademark "HISENSE" has been registered in over 50 countries in connection with electronic and TV-related products in Class 9, as shown in Exhibits A and B attached hereto.

4. The acronym "ITV" which has been disclaimed herein by applicant is itself diluted in the field of TV-related goods and services. Attached hereto collectively as Exhibit C are copies of the following third-party registrations, all of which (a) include "ITV" either as a separate component or as an identifiable part of a word, and (b) cover goods or services related to television or television broadcasting.

Reg. No. 2,132,111 - iTV & Design
Reg. No. 2,160,027 - iTV Dispatch Interactive Television & Design
Reg. No. 2,722,020 - PEGASUS iTV & Design
Reg. No. 2,989,400 - ITV CABLE 16
Reg. No. 2,154,718 - ITVS
Reg. No. 3,710,436 - ENSEQUENCE ITV MANAGER
Reg. No. 3,820,267 - BRIGHTLINE ITV
Reg. No. 4,119,952 - ITV STUDIOS

This dilution of the acronym "ITV," which the Examining Attorney has already held to be descriptive and disclaimable, makes it even less likely that a potential purchaser would believe that applicant's goods sold under the mark HISENSE I'TV & Design originate from the same source as, or are associated in any way with, the prior registrant's goods sold under the acronym "iTV."

5. In order to resolve the paradox that the Examining Attorney has required applicant to disclaim "ITV" as a descriptive component of its mark and simultaneously argued that applicant's overall mark is confusingly similar to a registered mark that consists of nothing other than the block letters "iTV," the Examining Attorney urges that while "ITV" is descriptive as applied to applicant's goods, it is not descriptive as applied to the goods of the prior registrant. In the first place, if the Examining Attorney's argument is valid, it implies that there must be a substantial difference between applicant's goods and the goods in the cited registration. Otherwise, there is no way to explain why "ITV" describes applicant's goods or some property thereof but does not describe any aspect to the goods in the cited registration. If the goods of the parties are indeed so different that "ITV" would be perceived as describing all or some of applicant's goods but not describing the registrant's goods, then there is no reason that potential purchasers should be confused between the mark HISENSE I'TV & Design used on applicant's goods and the block letters "iTV" used on the unrelated goods of the prior registrant.

It is indeed difficult to accept that ordinary members of the public aware of the registrant's cables and connectors sold under the acronym "iTV" would believe that applicant's HISENSE I'TV & Design laptop computers, data processing apparatus, television apparatus and the like come from the same source or share common sponsorship.

Conclusion

In light of the above arguments and the evidence submitted herewith, it is respectfully requested that the refusal of registration be reconsidered and withdrawn, and that the instant application be approved for publication.

Exhibit A

Trademark Registrations under the marks “HiSense”& “Hisense”

Country	Trademark	Classes	Registration No.	Registration Date
China	HiSense	9	669501	1993/12/04
China	HiSense	11	894361	1996/11/07
China	HiSense	35	903841	1996/11/21
China	HiSense	7	1017243	1997/05/28
Madrid*	HiSense	7, 9, 11	717960	1999/07/06
OHIM	HiSense	7, 9, 11	001230895	2001/02/28
China	Hisense	11	1590041	2001/06/21
	Hisense	9	1630225	2001/09/07
	Hisense	37	1631862	2001/09/07
Iran	Hisense	9, 11	96595	2001/11/25
Madrid **	Hisense	9, 11, 37	805400	2003/05/07
Mauritius	Hisense	9, 11	00424/2005	2003/06/05
Panama	Hisense	9	127557	2003/06/05
	Hisense	11	127558	2003/06/05
Paraguay	Hisense	9	263173	2003/11/05
	Hisense	11	263172	2003/11/05
Cambodia	Hisense	11	19090/04	2004/01/15
Guatemala	Hisense	9	128168	2004/02/24
	Hisense	11	128165	2004/02/24
Bolivia	Hisense	9	94873-C	2004/07/14
	Hisense	11	94873-5	2004/07/14
Tunisia	Hisense	9, 11	EE030601	2004/09/20
Brunei	Hisense	7, 9, 11	37. 781	2006/03/27
Lao PDR	Hisense	7	14044	2006/04/25
	Hisense	9	14045	2006/04/25
	Hisense	11	14046	2006/04/25
Myanmar	Hisense	7, 9, 11	4/3759/2006	2006/06/12
Fiji	Hisense	7	430/2006	2006/06/19
	Hisense	9	429/2006	2006/06/19
	Hisense	11	428/2006	2006/06/19
Macao	Hisense	7	N/021704	2006/08/10
	Hisense	9	N/021705	2006/08/10
	Hisense	11	N/021706	2006/08/10
Colombia	Hisense	7	338994	2007/08/06
	Hisense	9	338995	2007/08/06
Madrid***	Hisense	7	1012403	2009/06/12
Ethiopia	Hisense	9, 11, 37	6437	2009/12/22
Bangladesh	Hisense	11	82850	2010/02/02
Zimbabwe	Hisense	7	52/2010	2010/02/05

Nigeria	Hisense	7	89899	2010/02/08
	Hisense	37	88234	2010/02/08
Panama	Hisense	7	189100-01	2010/04/13
	Hisense	37	189096-01	2010/04/13
Lebanon	Hisense	7, 37	128158	2010/04/27
Peru	Hisense	7	00166050	2010/07/16
	Hisense	37	00062695	2010/07/16
Uganda	Hisense	7	40525	2010/03/17
	Hisense	9	40526	2010/03/17
	Hisense	11	40524	2010/03/17
	Hisense	37	41359	2010/10/13
Chile	Hisense	37	900. 099	2010/10/19
Argentina	Hisense	7	2. 417. 264	2010/12/29
	Hisense	37	2. 420. 719	2011/01/26
Saudi Arabia	Hisense	7	1239/6	2011/03/21
	Hisense	37	1272/3	2011/08/03
Tunisia	Hisense	7, 37	TN/E/2010/259	2010/12/29
United Arab Emirates	Hisense	7	140318	2012/06/07
	Hisense	11	148526	2011/07/18
	Hisense	37	148527	2011/07/18
Paraguay	Hisense	7	350682	2011/08/05
	Hisense	37	353053	2011/09/21
Tajikistan	Hisense	7	TJ9619	2011/08/19
Kazakhstan	Hisense	7	36399	2011/10/05
Costa Rica	Hisense	7	213029	2011/10/10
	Hisense	9	213030	2011/10/10
	Hisense	11	213028	2011/10/10
	Hisense	37	213457	2011/11/03
New Zealand	Hisense	7, 9, 11, 37	819094	2011/11/07
Mexico	Hisense	7	1192305	2010/11/30
	Hisense	37	1284209	2012/05/09
Uruguay	Hisense	7, 37	410186	2012/03/14
Honduras	Hisense	7	119316	2012/03/29
	Hisense	9	119410	2012/04/09
	Hisense	11	119317	2012/03/29
	Hisense	37	17384	2012/04/09
Venezuela	Hisense	37	S051503	2012/07/26

*The designated countries of the International Registration No. 717960 are as follows:

BG, CH, CZ, HR, HU, LI, ME, PL, RO, RS, RU, SI, SK NO.

**The designated countries of the International Registration No. 805400 are as follows:

AL, AM, AT, AZ, BA, BG, BT, BX, BY, CH, CU, CY, CZ, DE, ES, HR, HU, IR, KE, KG, KP, LI, LR, LS, LV, MC, MD, ME, MK, MN, MZ, NA, PL, PT, RO, RS, RU, SD, SI, SK, SL, SM, SY, SZ, UA, VN, DZ, KZ, TJ, AG, BH, BW, DK, EE, FI, GB, GE, GH, IE, IS, KR, LT, NO, SE, TM, TR, UZ, ZM.

***The designated countries of the International Registration No.1012403 are as follows:

AG, AU, BH, BW, EM, GH, IS, JP, KR, MG, NO, OM, SG, ST, TM, TR, US, UZ, ZM
AL, AM, AZ, BT, BY, CH, CU, IR, KE, KG, KP, LR, LS, MA, MC, MD, MK, MN, MZ, NA, RU, SL, SM, SY, SZ, UA, VN.

Exhibit B

**The List of Registrations for the Marks “Hisense” & “HiSense” in the name of
“Hisense Co., Ltd.”**

Countries	Trademarks	Classes	Registration Nos.	Registration Dates
Hong Kong	HiSense	35	199902802	1997/07/09
Australia	HiSense	9, 11	815408	1999/11/19
Japan	HiSense	11	4350691	2000/01/14
Nepal	Hisense	11	16917/058	2000/03/01
New Zealand	HiSense	11	604600	2000/09/07
U.S.A.	Hisense	9,11,37	2911919	2004/12/21
Australia	Hisense	9, 11, 37	857250	2000/11/15
France	Hisense	9, 11, 37	003065770	2000/11/21
Italy	Hisense	9, 11, 37	00920118	2000/12/15
Greece	Hisense	7, 9, 11, 37	145823	2000/12/21
Malaysia	Hisense	9	00018779	2000/12/22
	Hisense	11	00018781	2000/12/22
	Hisense	37	00018780	2000/12/22
OAPI	Hisense	9, 11	43975	2000/12/28
Indonesia	Hisense	9	494219	2001/01/03
Sri Lanka	Hisense	11	101677	2001/01/04
Thailand	Hisense	9	TM151874	2001/01/15
	Hisense	11	TM150306	2001/01/15
	Hisense	37	SM14765	2001/01/15
Papua New Guinea	Hisense	9	A63716	2001/03/30
	Hisense	11	A63717	2001/03/30
Malta	Hisense	9	33925	2001/04/04
	Hisense	11	33926	2001/04/04
Israel	Hisense	9	148346	2001/04/11
	Hisense	11	148347	2001/04/11
Cyprus	Hisense	9	59859	2001/04/11
	Hisense	11	59860	2001/04/11
Lebanon	Hisense	9, 11	87035	2001/04/12
Zimbabwe	Hisense	11	395/2001	2001/04/12
Mexico	Hisense	11	746618	2001/04/17
Suriname	Hisense	9, 11	17754	2001/04/24
Turkey	Hisense	9, 11	2001 07587	2001/04/26
Yemen	Hisense	9	17773	2001/04/29
	Hisense	11	14764	2001/04/29
Bahrain	Hisense	9	29664	2001/05/13
	Hisense	11	29665	2001/05/13
Jordan	Hisense	9	62737	2001/05/23
	Hisense	11	62738	2001/05/23

Kuwait	Hisense	9	44991	2001/06/03
	Hisense	11	44994	2001/06/03
Iraq	Hisense	9, 11	39465	2001/06/06
Afghanistan	Hisense	9, 11	6349	2001/06/09
OAPI	Hisense	9, 11	43975	2001/06/22
	Hisense	37	43974	2001/06/22
Hong Kong	Hisense	11	B11831/2002	2001/09/01
Singapore	Hisense	9	T01/13848G	2001/09/01
	Hisense	11	T01/13847G	2001/09/01
Nepal	Hisense	9	16918/058	2001/09/03
	Hisense	37	16916/058	2001/09/03
Uruguay	Hisense	9, 11	330719	2001/09/25
Ecuador	Hisense	11	16235-02	2001/10/04
Indonesia	Hisense	11	IDM000244681	2001/12/03
Peru	Hisense	11	000 77289	2001/12/27
Syria	Hisense	9, 11	78670	2002/01/03
Indonesia	Hisense	37	497543	2002/01/30
Indonesia	Hisense	7	IDM000248550	2002/02/04
Dominica	Hisense	11	0125955	2002/04/15
Mexico	Hisense	11	746618	2002/05/13
Algeria	Hisense	11	63188	2002/05/15
Greece	Hisense	9, 11, 37	145823	2002/05/17
Spain	Hisense	11	2.501.576	2002/08/14
Hong Kong	Hisense	9	2003B05489	2002/09/01
	Hisense	11	2002B11831	2002/09/01
Argentina	Hisense	11	1899949	2002/11/25
Taiwan	Hisense	11	1040580	2003/04/16
Canada	Hisense	9, 11	TMA595,974	2003/11/28
Italy	Hisense	9, 11, 37	00920118	2003/12/01
Taiwan	Hisense	9	01117652	2004/09/01
Oman	Hisense	9	25364	2004/12/21
	Hisense	11	25369	2004/12/21
Egypt	Hisense	11	138939	2005/11/28
India	Hisense	11	976599	2005/12/28
Mexico	Hisense	9	935272	2006/05/29
Pakistan	Hisense	11	170103	2006/09/25
	Hisense	9	170105	2007/07/18
Qatar	Hisense	9	25288	2007/10/28
	Hisense	11	25289	2007/10/28
India	Hisense	9	1272586	2007/11/02
Chile	Hisense	7, 9, 11	828.581	2008/09/26

Exhibit C

Int. Cl.: 38

Prior U.S. Cls.: 100, 101 and 104

Reg. No. 2,132,111

United States Patent and Trademark Office

Registered Jan. 27, 1998

SERVICE MARK
PRINCIPAL REGISTER



DISPATCH INTERACTIVE TELEVISION, INC.
(OHIO CORPORATION)
770 TWIN RIVERS DRIVE
COLUMBUS, OH 43215

FIRST USE 6-21-1995; IN COMMERCE
6-21-1995.

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

FOR: INTERACTIVE TELEVISION TRANS-
MISSION SERVICES, IN CLASS 38 (U.S. CLS.
100, 101 AND 104).

SER. NO. 75-182,993, FILED 10-17-1996.

JANICE O'LEAR, EXAMINING ATTORNEY

Int. Cl.: 38

Prior U.S. Cls.: 100, 101 and 104

Reg. No. 2,160,027

United States Patent and Trademark Office

Registered May 26, 1998

SERVICE MARK
PRINCIPAL REGISTER



Dispatch Interactive Television

DISPATCH INTERACTIVE TELEVISION, INC.
(OHIO CORPORATION)
770 TWIN RIVERS DRIVE
COLUMBUS, OH 43215

FOR: INTERACTIVE TELEVISION TRANSMISSION SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).
FIRST USE 6-21-1995; IN COMMERCE 6-21-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INTERACTIVE TELEVISION" OR "ITV", APART FROM THE MARK AS SHOWN.

SER. NO. 75-182,988, FILED 10-17-1996.

NANCY L. HANKIN, EXAMINING ATTORNEY

Int. Cl.: 38

Prior U.S. Cls.: 100, 101 and 104

Reg. No. 2,722,020

United States Patent and Trademark Office

Registered June 3, 2003

Corrected

OG Date Aug. 10, 2004

SERVICE MARK
PRINCIPAL REGISTER



PEGASUS COMMUNICATIONS COR-
PORATION (DELAWARE CORPORA-
TION)
225 CITY LINE AVENUE
BALA CYNWYD, PA 19004

NO CLAIM IS MADE TO THE EXCLU-
SIVE RIGHT TO USE "TV", APART
FROM THE MARK AS SHOWN.

FOR: TELECOMMUNICATIONS SER-
VICES, NAMELY, CABLE AND SATEL-
LITE TELEVISION, AUDIO, AND
INTERNET BROADCASTING SERVICES,
IN CLASS 38 (U.S. CLS. 100, 101 AND
104).

FIRST USE 12-30-2000; IN COMMERCE
12-30-2000.
SER. NO. 76-364,176, FILED 11-13-2000.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Aug. 10, 2004.*

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

Int. Cls.: 38 and 41

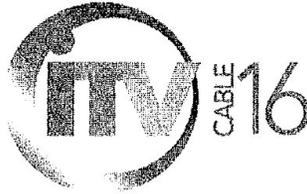
Prior U.S. Cls.: 100, 101, 104 and 107

United States Patent and Trademark Office

Reg. No. 2,989,400

Registered Aug. 30, 2005

SERVICE MARK
PRINCIPAL REGISTER



SAN DIEGO COUNTY OFFICE OF EDUCATION
(CALIFORNIA EDUCATIONAL INSTITUTION)

6401 LINDA VISTA ROAD
SAN DIEGO, CA 921117399

FOR: INTERACTIVE TELEVISION TRANSMISSION SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 9-1-2002; IN COMMERCE 9-1-2002.

FOR: ENTERTAINMENT AND EDUCATIONAL SERVICES, NAMELY, PRODUCTION AND DISTRIBUTION OF FILM AND TELEVISION PROGRAMMING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-2002; IN COMMERCE 9-1-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ITV CABLE 16", APART FROM THE MARK AS SHOWN.

THE COLOR(S) RED, ORANGE, YELLOW, GREEN, BLUE, INDIGO, VIOLET IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE COLORS RED, ORANGE, YELLOW, GREEN, BLUE, INDIGO, AND VIOLET ARE USED TO REPRESENT THE COLORS OF THE RAINBOW DESIGN. THE COLOR RED IS USED ON THE "I" OF ITV AND THE WORDING CABLE 16. THE COLOR BLUE IS USED ON THE "T" OF ITV, AND THE COLOR ORANGE IS USED ON THE "V" OF ITV.

THE MARK CONSISTS OF AN OPEN RAINBOW COLORED SPHERE CONTAINING THE LETTERS ITV, FOLLOWED BY THE TERMS CABLE 16.

SER. NO. 78-430,364, FILED 6-4-2004.

CURTIS FRENCH, EXAMINING ATTORNEY

Int. Cl.: 41

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

Reg. No. 2,154,718

United States Patent and Trademark Office

Registered May 5, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

ITVS

INDEPENDENT TELEVISION SERVICE, INC.
(D.C. NONPROFIT CORPORATION)
190 FIFTH STREET EAST, SUITE 200
ST. PAUL, MN 55101

FOR: ENTERTAINMENT SERVICES,
NAMELY, PRODUCTION, DISTRIBUTION,
AND PROGRAMMING OF TELEVISION PRO-
GRAMS AND MOTION PICTURES OF INDE-
PENDENT PRODUCERS DISTRIBUTED TO

PUBLIC TELEVISION AND NON-PUBLIC TEL-
EVISION AUDIENCES, IN CLASS 41 (U.S. CLS.
100, 101 AND 107).

FIRST USE 12-13-1990; IN COMMERCE
12-13-1990.

SER. NO. 75-217,860, FILED 12-17-1996.

FRANCES G. SMITH, EXAMINING ATTOR-
NEY

United States of America

United States Patent and Trademark Office

ENSEQUENCE ITV MANAGER

Reg. No. 3,710,436 ENSEQUENCE, INC. (DELAWARE CORPORATION)
Registered Nov. 10, 2009 111 SW 5TH AVENUE, SUITE 1400
PORTLAND, OR 97204

Int. Cl.: 42 FOR: PROVIDING ON-LINE SOFTWARE-AS-A-SERVICE (SAAS) OVER A GLOBAL NETWORK FOR MANAGING, REVERSIONING, SCHEDULING, AND DEPLOYING INTERACTIVE CONTENT, NAMELY, PICTURES, VIDEO, TEXT, AND/OR AUDIO, IN THE FIELD OF INTERACTIVE TELEVISION APPLICATION DEVELOPMENT, CONTENT OWNERSHIP, AND CONTENT DISTRIBUTION, IN CLASS 42 (U.S. CLS. 100 AND 101).

SERVICE MARK
PRINCIPAL REGISTER

FIRST USE 5-15-2009; IN COMMERCE 5-15-2009.

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

OWNER OF U.S. REG. NOS. 2,860,738 AND 2,860,741.

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

SN 77-656,583, FILED 1-26-2009.

RON FAIRBANKS, EXAMINING ATTORNEY



David S. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

BRIGHTLINE ITV

Reg. No. 3,820,267

Registered July 20, 2010

Int. Cls.: 35, 38 and 39

SERVICE MARK

PRINCIPAL REGISTER

BRIGHTLINE PARTNERS LLC (DELAWARE LIMITED LIABILITY COMPANY)
360 WEST 31ST STREET, SUITE 1100
NEW YORK, NY 10001

FOR: PROVIDING ADVERTISING, MARKETING, AND PROMOTIONAL SERVICES, NAMELY, DEVELOPMENT OF ADVERTISING CAMPAIGNS FOR TELEVISION AND INTERNET MEDIA OUTLETS; ADVERTISING SERVICES AND MARKETING SERVICES, NAMELY, PROMOTING AND MARKETING THE GOODS AND SERVICES OF OTHERS THROUGH INTERACTIVE TELEVISION CAMPAIGNS AND SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

FOR: BROADCASTING SERVICES, NAMELY, TRANSMISSION OF ADVERTISING PROGRAMS AND MEDIA ADVERTISING COMMUNICATIONS VIA DIGITAL COMMUNICATIONS NETWORKS; ELECTRONIC MAIL AND MESSAGING SERVICES; ELECTRONIC EXCHANGE OF DATA STORED IN DATABASES ACCESSIBLE VIA TELECOMMUNICATION NETWORKS; TRANSFER OF DATA BY TELECOMMUNICATIONS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

FOR: ELECTRONIC STORAGE OF DATA, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 12-31-2003; IN COMMERCE 12-31-2003.

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

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

SER. NO. 77-699,507, FILED 3-26-2009.

DEIRDRE ROBERTSON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

ITV STUDIOS

Reg. No. 4,119,952
Registered Apr. 3, 2012
Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

ITV NETWORK LTD. (UNITED KINGDOM CORPORATION)
LONDON TELEVISION CENTRE UPPER GROUND
LONDON, UNITED KINGDOM SE19LT

FOR: DISTRIBUTION OF TELEVISION SHOWS AND MOVIES, BUT SPECIFICALLY EXCLUDING PRODUCTION AND DISTRIBUTION OF INFOMERCIALS, TELEVISION COMMERCIALS AND TELEVISED MARKETING PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

OWNER OF UNITED KINGDOM REG. NO. 2504687, DATED 4-10-2009, EXPIRES 12-12-2018.

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

SHR. NO. 77-744,292, FILED 5-26-2009.

DAWN HAN, EXAMINING ATTORNEY



David S. Kappas

Director of the United States Patent and Trademark Office