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

Application Serial No.	79123403
Applicant	The Craving Portal Pte Ltd

## Notice of Appeal

Notice is hereby given that The Craving Portal Pte Ltd appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 79123403.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following classes of goods/services:

- Class 009. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Scientific, photographic and cinematographic apparatus and instruments, namely, audio devices in the nature of audio device that recognizes moods through voiceinput and is able to give therapeutic audio responses, cameras, 3D glasses; Scientific, photographic and cinematographic apparatus and instruments, namely, devices to receive different types of input in the nature of gesture, facial, voice or sound recognition to project 3D or 2D images with or without sound, namely, interactive eyepiece; Scientific, photographic and cinematographic apparatus and instruments, namely devices to receive different types of input in the nature of gesture, facial, voice or sound recognition to project Augmented Reality with or without sound namely, interactive eyepiece; Apparatus for recording, transmission or reproduction of sound or images; Apparatus for receiving sound or images, namely, portable media player; Prerecorded magnetic data carriers featuring the data regarding computer systems; Blank recording discs; Data processing equipment and computers; Computer hardware; Digital audio tapes featuring audio from recorded speeches, music, special events, concerts and talk shows; Compact discs containing recorded sound in the nature of music; DVDs, CDs and CD-ROMs featuring movies, documentaries, games, concerts, multimedia events, talk shows and TV programs; DVDs, CDs; CD-ROMs featuring Internet computer programs, for data encryption, electronic storage of data; Compact discs containing recorded video featuring special events, teachings and seminars; Video and computer game cartridges and discs; Video and computer game cartridges to be used in computer game machines adapted for use with television receivers; Apparatus and instruments for processing multimedia products namely, interactive software and non-interactive software, both for computer editing multimedia of texts, still or animated images, and musical or non-musical sounds; Computer and video game system devices, namely, electronic sensor devices, cameras, projectors and microphones, all for the entertainment industry and all for use in capturing gesture, facial, and voice recognition; Computer software for mobile and electronic games, Internet data security, improving the scalability of interactive web sites; Computer software for building community of registered users for social networking on Internet, audio and visual experiences with 3D; Children's educational computer programs; Computer entertainment software for film, internet entertainment, outdoor and indoor interactive experiences, namely, operating software; Interactive computer and video game software for use on electronic devices in the nature of mobile phones; Interactive computer and video software for mobile and electronic games, internet security, interactive experiences on internet, Augmented Reality experiences, namely, operating software; Interactive multimedia software programs for concert events, live performance, art events, seminars, community building activities online and via mobile phones, namely, operating software; Interactive educational and entertainment software namely, operating software for therapeutic and counseling through the use of alternate reality-games; Interactive computer graphics software, namely, computer aided design (CAD) software for animation in films, computer games graphics and portal design; Computer programs for the creation and manipulation of photographic, graphic and motion graphic images; Computer software to allow users to upload, post, retrieve, share and display data, information, messages, images and other digital media over the Internet or other communications networks; Computer telecommunications software to allow users to participate in electronic discussions, chat, give and receive feedback, form virtual communities, and otherwise engage in social networking; Social networking-related software applications namely, operating software; Computer aided design software programs for the three-dimensional representation of virtual or

augmented reality or for generating 3D and virtual or augmented reality renderings; Computer hardware and computer software programs for the integration of text, audio, graphics, still images, motion graphics, animation and moving pictures into an interactive delivery file for use with other multimedia applications and across multiple media platforms; Software for 3D animation of images; Software for 3D animation process technology, namely, software for creation, production, recording, transmission or reproduction of sound, video, movies, films, animated content, other software programs, graphics and images; Computer software for use in creating digital animation and special effects of images; Software for processing images, graphics and text; Computer software for graphical applications, namely, for the creation, delivery, editing and viewing of digital media in the nature of video, sound, animation, graphics, text, music, 3D images, augmented reality renderings and virtual reality renderings; Interactive multimedia production system comprised of computer hardware adapted for use with television receivers and digital electronic multi-media devices and software to display interactive multimedia of virtual reality renderings and augmented reality renderings; Computer system for playing video games comprised of video game software, operating sensor devices, computer hardware, and computer peripherals; Computer software for controlling personal computing and entertainment devices, namely, operating software; Computer software for controlling, viewing, accessing, browsing and utilizing global computer and telecommunication networks; Computer game programs; Electronic game equipment adapted for use with an external or mobile display screen or monitor; Electronically delivered game programs in the nature of downloaded game programs; Downloadable interactive electronic game programs; Electronic games and game-related applications and development tools in the nature of computer aided design software, that may be downloaded via the Internet, computers, mobile computers, wireless devices or telecommunications networks; Computer software to allow users access to the Internet for the purpose of playing interactive games, computer games, video games, electronic games and multiplayer games and to interact with other users in connection with playing interactive, computer, video, electronic and multiplayer games via the Internet, computers, mobile computers, wireless devices or telecommunications networks; Interactive video game systems comprised of computer hardware and software in the field of virtual reality and augmented reality games; Virtual reality and augmented reality game software; Downloadable electronic publications, namely, magazines, newsletters, graphic novels, storybooks, novels, all in the field of the interests and issues of interest to young people 13-29 years old; Electronic publications, namely, reports featuring information from commercial databases; Downloadable and pre-recorded multimedia publications namely, magazines, newsletters, graphic novels, storybooks, novels, featuring topics of interest and issues of young people 13-29 years old; Electronic publications namely, magazines, newsletters, graphic novels, storybooks, and novels, featuring topics of interest to and issues of young people 13-29 years old; Electronic publications namely, magazines, newsletters, journals pamphlets featuring testimonials and reports featuring commercial database information, all in the fields of therapy, psychology and counseling; Pre-recorded motion pictures, cinematographic, video and television movies, interactive sound and/or visual recordings in 2 dimensional, 3 dimensional and stereoscopic three dimensional (S3D) format in the field of motion pictures, animated films, operas, musicals, television shows, theater, dance, concerts, multimedia events, namely, performance arts or live concerts mixed with electronic media; Interactive telecommunication software for the electronic transmission of data, images, information, voices and web messaging services via telecommunications networks, wireless communication networks, the Internet, information services networks and data networks; Computer software for providing multiple-user access to the Internet via cable and telephone networks; Computer software for transmission of interactive audio and video via the Internet; Telecommunication computer software for transmission of music, films, interactive programs in the nature of computer software, videos, electronic computer games, data, digital media files via the Internet; Telecommunication computer software for transmission of information on a wide range of topics online and over a global computer network; Telecommunication computer software for transmission and communication in the nature of broadcasting of digital gaming data and digital content over a global computer network in a 3-D or virtual reality and augmented reality environments; Telecommunication computer software for webcasting; Telecommunication computer software for netcasting, namely, Internet broadcasting; Telecommunication computer software for wireless audio broadcasting; Telecommunication computer software for broadcasting of programs by radio, television or satellite; Telecommunication computer software for music broadcasting, namely, radio broadcasting; Telecommunication computer software for Telecommunication computer software for audio and video broadcasting services over the Internet or other communications network, namely, electronic transmission services featuring the uploaded and posted, information, audio, and video clips of others; Telecommunication computer software for delivery, in the nature of transmission of digital music and content, video, games or books by telecommunications in the nature of electronic transmission; Telecommunication computer software for providing multiple-user access to the Internet; Telecommunication computer software for providing multiple-user access to the Internet for the purpose of accessing chat rooms; Telecommunication computer software for providing multiple-user access to the In-

ternet for providing on-line discussion forums in the field of topics of issues and issues to young people 13-29 years old, therapy, psychology and counseling; Telecommunication computer software for providing chat rooms in the field of varied interests and issues of young people 13-29 years old for purpose of receiving therapy, psychology and counseling; Telecommunication computer software for providing multiple-user access to the Internet for the purpose of using chat rooms; Communications by computer terminals; Telecommunication computer software for communication services for the electronic transmission of data, images, information, voices and web messaging services via telecommunications networks, wireless communication networks

- Class 038. First Use: 0 First Use In Commerce: 0

All goods and services in the class are appealed, namely: Streaming media in the nature of audio, video, audiovisual, motion graphics, movies and animated content on the Internet; Online delivery of multimedia content by electronic transmission to computers, portable media players and other apparatus; Providing multiple-user access to the Internet featuring media in the nature of audio matter, audio-visual matter, texts, images, multimedia works and electronic games; Internet service provider, namely, providing multiple-user access to the Internet for the purpose of accessing the portals of others; Web portal services, namely providing multiple-user access to a global computer network; Providing telecommunications connections via platforms and portals on the Internet for real time interaction among computer users via computer networks; Internet service provider of access to the Internet for the purpose of managing and distributing games; Internet service provider, namely, providing access to databases for the purpose of retrieving information, audio, video, listservs and online forums in the field of varied interests and issues of young people 13-29 years old, therapy, psychology and counseling; Providing Internet chat rooms in the field of social networking, text messaging, online counseling; Providing multiple-user access to a global computer network and access to websites containing information on a wide range of topics; Providing access to electronic databases and computer networks, for the purpose of allowing the user to send, receive and interact with audio, text, digital images, videos, electronic game applications, and social media over a network; Providing information, consultancy and advisory services in relation to the field of telecommunications; Educational text messaging services for the transmission of educational content, namely, on varied interests and issues of young people 13-29 years old, therapy, psychology and counseling; Online transmission of entertainment, namely, movies, documentaries, games, concerts, multimedia events, internet programs, talk shows and TV programs; Providing Internet access to an on-line portal for gaming; Providing multiple-player Internet access for the purpose of online interactive real time online gaming; Providing Internet access for the purpose of providing gaming services to enhance social networking experiences; Providing multiple-player Internet access for the purpose of providing online computer games and video games that may be accessed and played via computers, mobile computers, mobile telephones and via other wireless devices; Providing multiple-player Internet access for the purpose of providing online computer and video games that may be accessed and played via electronic networks, other wireless networks and computer networks; Providing multiple-player Internet access for the purpose of providing online interactive entertainment, in the fields of providing mobile and electronic games, interactive experiences on Internet, Augmented Reality experiences, concerts, multimedia events, Internet programs and alternate reality games; Providing multiple-player Internet access for the purpose of providing online entertainment by means of 3-D user interfaces and interfaces where users interact via gestures, facial expressions and voices; Providing Internet access for the purpose of providing multimedia production; Providing Internet access for the purpose of providing film and animation production services; Providing Internet access for the purpose of providing production of game shows, radio and television programs

- Class 041. First Use: 0 First Use In Commerce: 0

All goods and services in the class are appealed, namely: Production, presentation, distribution not being in the nature of transportation, and rental of motion picture films, animated motion picture films, motion graphics, television and radio programs, non-downloadable sound and video recordings, non-downloadable digital music and content, entertainment shows in the nature of operas, musicals, television shows, theater, dance, concerts, multimedia events, namely, performance arts or live concerts mixed with electronic media, performance arts, extreme sport events, interactive entertainment programs in the nature of singing competitions in which viewers may interact by voting for a particular singer, main character of film interact with users online and game show programs, all the aforesaid also in 3D and S3D (stereoscopic 3D format) via television, cable, satellite, and electronic means; Online production, presentation, distribution not being in the nature of transportation, and rental of motion picture films, animated motion picture films, motion graphics, television and radio programs, non-downloadable sound and video recordings, non-downloadable digital music and content, entertainment shows in the nature of operas, musicals, television shows, theater, dance, concerts, multimedia events, namely, performance arts or live concerts mixed with electronic media performance arts, extreme sport events, interactive entertainment

programs in the nature of singing competitions in which viewers may interact by voting for a particular singer, main character of film interact with users online and gaming programs, all the aforesaid also in 3D and S3D (stereoscopic 3D format) from a computer database; Writing of texts, other than publicity texts; Providing on-line non-downloadable electronic publications in the nature of magazines, newsletters, graphic novels, storybooks, and novels, all in the field of interests and issues of young people aged 13-29 years old; Providing on-line non-downloadable publications in the nature of comic books; Publishing multimedia material, music, electronic books and journals, non-downloadable comic books and graphic novels on-line; Arranging, organizing, hosting and conducting social events and athletic competitions for education or entertainment purposes; Arranging, conducting and provision of conferences, conventions, and congresses, all for education or entertainment purposes; Arranging, conducting and provision of seminars and training workshops in the field of youth counseling, therapy and psychology, youth culture and sports; Entertainment services, namely, providing recreation facilities for holiday celebrations and activities; Theme park services; Education and entertainment information services; Production and provision of entertainment, news and entertainment information and information in the field of education via communication and computer networks; Information, consultancy and advisory services in relation to the aforesaid services

- Class 042. First Use: 0 First Use In Commerce: 0

All goods and services in the class are appealed, namely: Scientific and technological services and research and design relating thereto, namely, new product research and engineering; Scientific and technological services and research and design relating thereto, namely, product design and development in the field of youth counseling, therapy and psychology, youth culture and entertainment; New product design and product development in the field of computer hardware and software; Application service provider featuring software and computer applications obtained from a computer database via the Internet or other electronic communications networks, namely game software, operating software, database management in the field of films, games, varied interest and issues of young people 13-29 years old, therapy, psychology and counseling; Application service provider featuring interactive software for computer games, interactive software for video games and interactive computer games via electronic global computer networks, other wireless communications networks and computer communications networks; Hosting computer software applications for others, namely, software to enable uploading, posting, showing, displaying, sharing electronic media content and information over the Internet or other communications network; Application service provider featuring interface software that provides personalized access to computer databases, the Internet or other electronic networks; Application service provider featuring web-based software, namely, applications and development tools for use in designing and accessing social networking websites that are for entertainment and education purposes in the nature of films, documentaries, games, concerts, multimedia events, celebrities' websites and Internet seminars; Design and development of computer programs for creating three-dimensional, virtual and edited images; New product design and product development of computer hardware and computer software programs for the integration of text, audio, graphics, still images, motion graphics, animation and moving pictures into an interactive combination computer and software package for multimedia applications and across multiple media platforms; Application service provider services, namely, hosting web portals in the nature of websites of others; Designing web portals in the nature of websites for others; Application service provider, namely, hosting the websites of others that feature non-downloadable software tools for use in accessing, playing and tracking performance regarding computer games provided via the Internet, computers, mobile computers, wireless devices or telecommunications networks, for communicating with other players of such games; Web portal computer services, namely, creating and hosting micro websites for others; Computer services, namely, hosting the websites of others to permit a community of registered users to engage in social networking; Computer services, namely, hosting the web sites of others featuring social networking opportunities, applications, computer games and links to other websites for the purpose of social networking; Graphic design services; Design of visual displays for others, namely, animation, motion graphics, comics, graphics, artwork relating to animated films and motion pictures; Computer-aided graphic design; Computer aided design services for creating and producing computer animations, motion graphics and generating 3-D, virtual and edited images; Design of games for others; Design and development of multimedia entertainment software for others; Providing information, consultancy and advisory services in relation to the aforesaid services

Respectfully submitted,

/Daniel M. Cislo/

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