

ESTTA Tracking number: **ESTTA523082**

Filing date: **02/22/2013**

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

Application Serial No.	85563655
Applicant	Playtika Ltd.

Notice of Appeal

Notice is hereby given that Playtika Ltd. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 85563655.

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 class of goods/services:

- Class 009. First Use: 2011/11/10 First Use In Commerce: 2011/11/10
All goods and services in the class are appealed, namely: Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable game programs and computer software platforms for social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing media or information in the fields of virtual communities, gaming, entertainment, and general interest via the internet or other communications networks with third parties; downloadable game software for cellular telephones; downloadable game software for wireless devices; and downloadable game software for use with social networking applications and on social networking websites

Respectfully submitted,
/jane e. tyler/
02/22/2013

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