

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	
i.am.symbolic, llc	
Serial No:	85/733,334
Filed:	September 19, 2012
Class:	41
Mark:	I AM STEAM

Examining Attorney
Kathryn E. Coward
Law Office: 115

**REQUEST FOR
RECONSIDERATION**

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

Dear Commissioner:

Applicant hereby responds to the final Office Action of October 29, 2014.

I. THERE IS NO NEED FOR A DISCLAIMER OF STEAM

The Examining Attorney has made final the requirement to disclaim STEAM apart from the mark as shown on the grounds that the word immediately conveys information about Applicant's services, namely, education services, namely, training educators in the fields of science, technology, engineering, art and math; camps for teaching science, technology, engineering, art and math; education review and consultation services through 360-degree review process, namely, offering assessments, surveys and academic performance evaluation in the field of educator training and performance for the purpose of improving academic success; education services, namely, providing mentoring in the fields of science, technology, engineering, art and math; providing education in the fields of science, technology, engineering, art and math through classes, seminars, workshops, correspondence courses, conferences, video conferences, and web conferences, entertainment services in the nature of live performances by speakers, actors,



musicians, dancers, singers, vocalists, acrobats, jugglers, pantomime artists, contortionists, aerialists and magicians, and lecture for hire in the field of science, technology, engineering, art and math by an individual; hosting of entertainment and education events, namely, live musical concerts, classes, seminars, workshops, correspondence courses, conferences, video conferences, and web conferences in the fields of science, technology, engineering, art and math in Class 41.

The question of whether a particular designation is merely descriptive must be determined not in the abstract, but in relation to the goods or services for which registration is sought, the context in which the designation is being used on or in connection with said goods or services, and the possible significance that it would have, because of such manner of use, to the average purchaser of the goods or services. *In re Bright-Crest, Ltd.*, 204 USPQ 591, 592 (TTAB 1979); *Q-Tips, Inc. v. Johnson & Johnson*, 95 USPQ 264, 277 (D.N.J. 1952), *aff'd*, 98 USPQ 86 (3d Cir. 1953), *cert. denied*, 346 U.S. 867 (1953).

The Office bears the burden of demonstrating that Applicant's mark is merely descriptive from the vantage point of Applicant's consumers. *In re Merrill Lynch, Pierce, Fenner, and Smith, Inc.*, 828 F.2d 1567, 4 USPQ.2d 1141, 1144 (Fed. Cir. 1987). Moreover, where doubt exists as to whether a term is descriptive, such doubt should be resolved in favor of the applicant. *Id.*; *see also In re The Rank Org. Ltd.*, 222 USPQ 324, 326 (TTAB 1984) ("[I]f there was any doubt about whether the term . . . is merely descriptive . . . that doubt should be resolved in favor of the applicant."); *In re Gourmet Bakers, Inc.*, 173 USPQ 565 (TTAB 1972) (any doubt in determining the registrability of THE LONG ONE for bread is resolved in favor of applicant "on the theory that any person who believes that he would be damaged by the registration will have an opportunity . . . to oppose the registration of the mark and to present evidence, usually not present in the ex parte application, to that effect."). Here, and respectfully, the Examining

Attorney has not met her burden of demonstrating that the word STEAM in Applicant's mark is merely descriptive.

A. The Word STEAM Is Not Descriptive Because It Has Multiple Meanings

A term is merely descriptive “if it *forthwith* conveys an *immediate* idea of the ingredients, qualities or characteristics of the goods.” *In re Stroh Brewery Co.*, 34 USPQ.2d 1796, 1797 (TTAB 1994) (emphasis added) (quoting *In re Abcor Development Corp.*, 588 F.2d 811, 814 (CCPA 1978) (VIRGIN not descriptive of non-alcoholic malt beverage). The primary criterion for distinguishing descriptive and suggestive marks is “the imaginativeness involved in the suggestion,’ . . . that is, how immediate and direct is the thought process from the mark to the particular product.” *AMF Inc. v. Sleekcraft Boats*, 599 F.2d 341, 349 (9th Cir. 1979).

Applicant's S.T.E.A.M. mark, when applied to Applicant's services, does not convey an “*immediate* idea of the ingredients, qualities or characteristics of the [services].” *In re Stroh Brewery Co.*, 34 USPQ.2d at 1797. Importantly, “the question as to whether a particular term is merely descriptive must be determined not in the abstract, but in relation to the goods or services for which registration is sought, the context in which the term is being used on or in connection with those goods or services, and the possible significance that it would have, because of such manner of use to the average purchaser of the goods or services.” *Holiday Inns, Inc. v. Monolith Enterprises*, 212 U.S.P.Q 949, 951 (TTAB 1981).

The word STEAM has various meanings, and not just the meaning ascribed by the Examining Attorney. Attached hereto as **Exhibit A** is a true and correct printout from the Collins Dictionary website showing the various definitions of “steam”. Attached hereto as **Exhibit B** is a true and correct printout from the acronym website <allacronyms.com> showing 16 meanings of the acronym STEAM, none of which, incidentally, include the meaning suggested by the Examining Attorney. Attached hereto as **Exhibit C** is a true and correct

printout from the encyclopedia website *Wikipedia* showing STEAM standing for “Serial time-encoded amplified microscopy”. Attached hereto as **Exhibit D** is a true and correct printout from the encyclopedia website *Wikipedia* showing the variant STEAMPUNK which refers to a subgenre of science fiction and fantasy inspired by 19th century industrial steam-powered machinery. Most significantly, attached hereto as **Exhibit E** are true and correct copies of at least **20** federal registrations of STEAM marks in Class 41 for education and entertainment-based services without disclaimers of STEAM and without the benefit of Section 2(f). These registrations show varying connotations of STEAM, and furthermore, the vast majority of these marks do not disclaim STEAM.

Applicant seeks registration of I AM STEAM for education services, namely, training educators in the fields of science, technology, engineering, art and math; camps for teaching science, technology, engineering, art and math; education review and consultation services through 360-degree review process, namely, offering assessments, surveys and academic performance evaluation in the field of educator training and performance for the purpose of improving academic success; education services, namely, providing mentoring in the fields of science, technology, engineering, art and math; providing education in the fields of science, technology, engineering, art and math through classes, seminars, workshops, correspondence courses, conferences, video conferences, and web conferences, entertainment services in the nature of live performances by speakers, actors, musicians, dancers, singers, vocalists, acrobats, jugglers, pantomime artists, contortionists, aerialists and magicians, and lecture for hire in the field of science, technology, engineering, art and math by an individual; hosting of entertainment and education events, namely, live musical concerts, classes, seminars, workshops,

correspondence courses, conferences, video conferences, and web conferences in the fields of science, technology, engineering, art and math.

The viewer must question what STEAM means or stands for, which may lead to different results for each viewer because STEAM has multiple definitions, both as a word and as an acronym. Then the viewer must question, “What is it about the services that relates to the word STEAM? Again, any number of thoughts potentially could come to mind. It is only after Applicant’s customers exercise some imagination that they appreciate the connection between Applicant’s mark and its services. This is one of the hallmarks of a suggestive mark. *In re Tennis in the Round, Inc.*, 199 USPQ 496, 498 (TTAB 1978) (“[I]f one must exercise mature thought or follow a multi-stage reasoning process in order to determine what product or service characteristics the term indicates, the term is suggestive rather than merely descriptive.”).

B. The Word STEAM is Too Vague to be Considered Descriptive

Marks that only vaguely suggest a product or service, or which suggest more than one particular product or service, will be held not to be descriptive. *See* 2 J. Thomas McCarthy, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION § 11.19 (4th Ed. 2010) (“If the information about the product or service given by the term used as a mark is indirect or vague, then this indicates that the term is being used in a ‘suggestive,’ and not descriptive, manner.”)

Courts have repeatedly held that general terms that do not provide consumers with direct information about a product are not descriptive. In *Application of Realistic Company*, 440 F.2d 1393 (CCPA 1971), for example, the court held that “CURV” was not merely descriptive of a permanent wave hair curling solution. “[T]he word ‘curve’,” reasoned the court, “is as suggestive of almost any article of manufacture (*i.e.*, anything having or producing any type of curved shape) as it is of permanent wave curling solutions and their intended use.” *Id.* at 1394; *see also In re Nalco Chemical Co.*, 228 USPQ 972 (TTAB 1986) (“[W]e are of the opinion that

the term 'VERI-CLEAN', as applied to applicant's chemical anti-fouling additives for use in refineries, is suggestive of the desired end result of the use of applicant's additives, but does not serve to describe the goods themselves."); *In re The House Store Ltd.*, 221 USPQ 92, 93 (TTAB 1983) (reversing refusal to register THE HOUSE STORE because the mark was "too broad to describe such services with immediacy and particularity"); *In re Recovery, Inc.*, 196 USPQ 830 (TTAB 1977) ("RECOVERY" not merely descriptive of services of, *inter alia*, providing group therapy in the form of self-help aftercare to follow psychiatric or other professional counseling and/or treatment, and training lay leaders to provide such therapy).

Furthermore, when marks are so general or vague that a purchaser would not know the nature of the specific goods or services at issue from viewing the mark, courts decline to deem such a mark merely descriptive. *In re Hutchinson Technology Inc.*, 852 F.2d 552 (Fed. Cir. 1988) is a case directly on point, in which the Federal Circuit found that the word TECHNOLOGY is "a very broad term which includes many categories of goods" and "does not convey an immediate idea of the ingredients, qualities, or characteristics of the goods listed in [Applicant's] application." *Id.* at 555. Applicant respectfully suggests that the same result be reached here. Simply put, STEAM, when applied to Applicant's services is such a broad term that it cannot be considered descriptive of Applicant's services.

II. CONCLUSION

Having fully responded to the Office Action, Applicant requests that the requirement for a disclaimer be withdrawn and that the application be passed to publication.

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Alternatively, Applicant has filed a Notice of Appeal to the Trademark Trial and Appeal Board herewith.

Respectfully submitted,

Dated: April 29, 2015

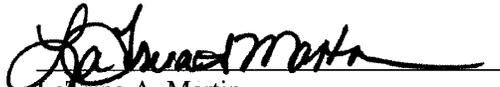


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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451, on this 29th day of April, 2015.



Larina A. Martin

SMRH:437085969.1

EXHIBIT A



- Dictionaries
- Thesaurus
- Translator
- Words & Language
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- English
- English for Learners
- French
- German
- Spanish
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English Dictionary

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British English American English

Search Search

[Browse the English Dictionary \(A-Z\)](#)

Your search found: [steam](#) [Usage examples](#) [Trends](#)

Word Frequency ●●●●●

steam (sti:m)

Definitions

noun

- the gas or vapour into which water is changed when boiled
- the mist formed when such gas or vapour condenses in the atmosphere
- any vaporous exhalation
- (*informal*) power, energy, or speed
- See [get up steam](#)
- See [let off steam](#)
- See [under one's own steam](#)
- (*Australian, slang*) cheap wine
- (*modifier*) driven, operated, heated, powered, etc, by steam ⇒ [a steam radiator](#)
- (*modifier*) treated by steam ⇒ [steam ironed](#), [steam cleaning](#)
- (*modifier*) (*humorous*) old-fashioned; outmoded ⇒ [steam radio](#)

verb

- to emit or be emitted as steam
- (*intransitive*) to generate steam, as a boiler, etc
- (*intransitive*) to move or travel by steam power, as a ship, etc
- (*intransitive*) (*informal*) to proceed quickly and sometimes forcefully
- to cook or be cooked in steam
- (*transitive*) to treat with steam or apply steam to, as in cleaning, pressing clothes, etc

Word Origin

Old English; related to Dutch *stoom* steam, perhaps to Old High German *stioban* to raise dust, Gothic *stubjus* dust

New Rule Has Drivers Furious



US drivers who drive less than 50 mi/day are in for a big surprise.. [continued here]



Gaga or Shakespeare?

Who said it?



Will in the Words

Shakespearean words in the English Language

What Do You Think?

Would you bother learning another language if perfect translation technology existed?

- Yes
- No
- I'm not sure

Latest New Word Submissions

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- [Milifandom](#)
- [courtsider](#)
- [supervoid](#)

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Synonyms

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= [vapour](#), [mist](#), [condensation](#), [moisture](#)

= [energy](#), [drive](#), [stamina](#), [go](#), [power](#), [strength](#), [pep](#), [zip](#), [vitality](#), [vigour](#), [zeal](#), [verve](#), [zest](#), [welly](#), [get-up-and-go](#), [élan](#), [vivacity](#), [liveliness](#), [vim](#), [forcefulness](#)

[Burst out laughing](#)

[social engineerin...](#)

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Translations for 'steam'

British English: [steam](#) ㄅㄨㄛː Steam is the hot mist that forms when water boils. Steam vehicles and machines are powered by steam.The heat converts water into steam.sti:m NOUN

[Show more](#)

Arabic: بخار ㄅㄨːˁ

Brazilian Portuguese: vapor ㄅㄨːˁ

Chinese: 蒸汽 ㄅㄨːˁ

Croatian: para ㄅㄨːˁ

Czech: pára ㄅㄨːˁ

Danish: damp ㄅㄨːˁ

Dutch: stoom ㄅㄨːˁ

European Spanish: vapor ㄅㄨːˁ

Finnish: höyry ㄅㄨːˁ

French: vapeur ㄅㄨːˁ

German: Dampf ㄅㄨːˁ Dampfe

Greek: ατμός ㄅㄨːˁ

Italian: vapore ㄅㄨːˁ

Japanese: 蒸気 ㄅㄨːˁ

Korean: 수증기 ㄅㄨːˁ

Norwegian: damp ㄅㄨːˁ

Polish: para ㄅㄨːˁ wodna

Portuguese: vapor ㄅㄨːˁ

Romanian: abur ㄅㄨːˁ aburi

Russian: nap ㄅㄨːˁ

Spanish: vapor ㄅㄨːˁ

Swedish: ånga ㄅㄨːˁ

Thai: ไอน้ำ ㄅㄨːˁ

Turkish: buhar ㄅㄨːˁ

Ukrainian: napa

Vietnamese: hơi nước ㄅㄨːˁ

Example Sentences Including 'steam'

Not the engine-room, of course, they want to take us under our own steam to Norway. Maclean, Alistair SAN ANDRÉAS

There was a strong sulphurous smell and steam drifted up from the water. Jack Higgins THE KEYS OF HELL (2002)

We can't go haring up to the back of beyond under our own steam. O'Connor, Joe DESPERADOES

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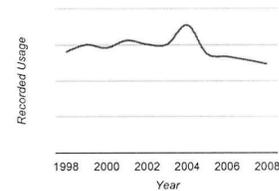
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"steam" photos from Flickr

Word usage trends for "steam"



View usage over:

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EXHIBIT B



What does STEAM (/STEAM) mean?

The list of 16 meanings of STEAM acronym or abbreviation

3 ways to **abbreviate steam** (/steam/abbreviated)

Pharmacy Tech
College

Start Your Healthcare Career
With A Charter College
Education, Call Now



Botswana Safari
Packages

Over 40 Exciting Safari
Options! Plan & Book Your
Botswana Safari



Steam (/Steam/Steam_System) Steam System

STEAM (/STEAM/Stimulated_Echo_Acquisition_Mode) Stimulated Echo Acquisition Mode
Science, Magnetic Resonance Imaging, Medical imaging

STEAM (/STEAM/Surface_Transportation_Efficiency_Analysis_Model)
Surface Transportation Efficiency Analysis Model
Science

STEAM (/STEAM/Segmented_Testcase_Execution_Administration_and_Management)
Segmented Testcase Execution Administration and
Management
Technology, Telecom, Telecommunications

STEAM (/STEAM/Serial_Time-Encoded_Amplified_Microscopy)
Serial Time-Encoded Amplified Microscopy

STEAM (/STEAM/Sport_Tourism_Economic_Assessment_Model)
Sport Tourism Economic Assessment Model

STEAM (/STEAM/Scarborough_Tourism_Economic_Activity_Monitor)
Scarborough Tourism Economic Activity Monitor (+1)

STEAM (/STEAM/Science_and_Technology_Enrichment_for_Appalachian_Middle-schoolers)
Science and Technology Enrichment for Appalachian
Middle-schoolers

STEAM (/STEAM/Save_Time%2C_Energy_And_Money) Save Time, Energy And Money

STEAM (/STEAM/Science_Technology_Engineering_Aerospace_Math)
Science Technology Engineering Aerospace Math
Arab Youth Venture Foundation AYVF Summer 2008-present Programs

STEAM (/STEAM/Seminar_To_Educate_And_Motivate) Seminar To Educate And Motivate

STEAM (/STEAM/Standard_Towing_Equipment_for_Aviation_Maintenance)
Standard Towing Equipment for Aviation Maintenance
Military

steam (/steam/streptonigrin%2C_thioguanine%2C_cyclophosphamide%2C_actinomycin%
2C_mitomycin)
streptonigrin, thioguanine, cyclophosphamide,
actinomycin, mitomycin
Medical

STEAM (/STEAM/Shipboard_Training%2C_Education%2C_Advancement_and_Morale)
Shipboard Training, Education, Advancement and Morale (+1)
Military

Sort by 

Filter by Categories

Medical (/_medical/STEAM)	1
Military (/_military/STEAM)	2
Science (/_science/STEAM)	2
Technology (/_technology/STEAM)	2
All (^)/STEAM)	7

Filter by Topics

Arab Youth Venture Foundation AYVF Summer 2008-present Programs (/STEAM/arab_youth_venture_foundation_ayvf_summer_2008-present_programs)	1
Magnetic Resonance Imaging (/STEAM/magnetic_resonance_imaging)	1
Medical imaging (/STEAM/medical_imaging)	1
Radiology (/STEAM/radiology)	1
Spectroscopic imaging (/STEAM/spectroscopic_imaging)	1
Spectroscopy (/STEAM/spectroscopy)	1
Telecom (/STEAM/telecom)	1
Telecommunications (/STEAM/telecommunications)	1

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EXHIBIT C

Serial time-encoded amplified microscopy

From Wikipedia, the free encyclopedia

Serial time-encoded amplified imaging/microscopy (STEAM) is a fast real-time optical imaging method that provides MHz frame rate, ~100 ps shutter speed, and ~30 dB ($\times 1000$) optical image gain. An example of time-stretch microscopy, STEAM holds world records for shutter speed and frame rate in continuous real-time imaging. STEAM employs the photonic time stretch along with optical image amplification to circumvent the fundamental trade-off between sensitivity and speed that affects virtually all optical imaging and sensing systems. This method employs a single-pixel photodetector, eliminating the need for the detector array and readout time limitations. Avoiding this problem and featuring the optical image amplification for dramatic improvement in sensitivity at high image acquisition rates, STEAM's shutter speed is at least 1000 times faster than the state-of-the-art CCD^[1] and CMOS^[2] cameras. Its frame rate is 1000 times faster than fastest CCD cameras and 10-100 times faster than fastest CMOS cameras.

Contents

- 1 History
- 2 Background
- 3 Principle of operation
 - 3.1 Amplified dispersive Fourier transformation
- 4 Applications
- 5 See also
- 6 References

History

In 2007, the concept was conceived by Keisuke Goda and co-workers at Photonics Laboratory directed by Bahram Jalali in the Electrical Engineering Department at University of California, Los Angeles. A few months later, a team that consists of Keisuke Goda, Kevin Tsia, and Bahram Jalali demonstrated the one-dimensional version.^[3] A year later, they also demonstrated the two-dimensional version.^[4] Recently, they have imaged rapidly vibrating objects such as loudspeaker cones by operating in an interferometric configuration.^[5]

Background

Fast real-time optical imaging technology is indispensable for studying dynamical events such as shockwaves, laser fusion, chemical dynamics in living cells, neural activity, laser surgery, microfluidics, and MEMS. The usual techniques of conventional CCD and CMOS cameras are inadequate for capturing fast dynamical processes with high sensitivity and speed; there are technological limitations—it takes time to read out the data from the sensor array and there's a fundamental trade-off between sensitivity and speed: at high frame rates, fewer photons are collected during each frame, a problem that affects nearly all optical imaging systems.

The streak camera, used for diagnostics in laser fusion, plasma radiation, and combustion, operates in burst mode only (providing just several frames) and requires synchronization of the camera with the event to be captured. It is therefore unable to capture random or transient events in biological systems. Stroboscopes have a complementary role: they can capture the dynamics of fast events—but only if the event is repetitive, such as rotations, vibrations, and oscillations. They are unable to capture non-repetitive random events that occur only once or do not occur at regular intervals.

Principle of operation

The basic principle involve two steps both performed optically. In the first step, the spectrum of a broadband optical pulse is converted by a spatial disperser into a rainbow that illuminates the target. Here the rainbow pulse consists of many subpulses of different colors (frequencies), indicating that the different frequency components (colors) of the rainbow pulse are incident onto different spatial coordinates on the object. Therefore, the spatial information (image) of the object is encoded into the spectrum of the resultant reflected or transmitted rainbow pulse. The image-encoded reflected or transmitted rainbow pulse returns to the same spatial disperser or enters another spatial disperser to combine the colors of the rainbow back into a single pulse. Here STEAM's shutter speed or exposure time corresponds to the temporal width of the rainbow pulse. In the second step, the spectrum is mapped into a serial temporal signal that is stretched in time using dispersive Fourier transform to slow it down such that it can be digitized in real-time. The time stretch happens inside a dispersive fiber that is pumped to create internal Raman amplification. Here the image is optically amplified by stimulated Raman scattering to overcome the thermal noise level of the detector. The amplified time stretched serial image stream is detected by a single-pixel photodetector and the image is reconstructed in the digital domain. Subsequent pulses capture repetitive frames hence the laser pulse repetition rate corresponds to the frame rate of STEAM. The second is known as the time stretch analog-to-digital converter, otherwise known as the Time Stretch Recording Scope (TiSER). The STEAM system can be designed with help of an online calculator (http://www.photonics.ucla.edu/media/interactive/steam_calc/STEAMCalculator/STEAM.html).

Amplified dispersive Fourier transformation

The simultaneous stretching and amplification is also known as amplified dispersive Fourier transformation.^{[6][7]} It is a process in which the spectrum of an optical pulse is mapped by large group-velocity dispersion into a slowed down temporal waveform and amplified simultaneously by the process of stimulated Raman scattering. Consequently, the optical spectrum can be captured with a single-pixel photodetector and digitized in real-time. Pulses are repeated for repetitive measurements of the optical spectrum. The amplified dispersive Fourier transformer consists of a dispersive fiber pumped by lasers and wavelength-division multiplexers that couple the lasers into and out of the dispersive fiber.

Amplified dispersive Fourier transformation was originally developed to enable ultra wideband analog to digital converters and has also been used for high throughput real-time spectroscopy. The resolution of STEAM imager is mainly determined by diffraction limit, sampling rate of the back-end digitizer, and spatial dispersers.^[8]

Applications

This method is useful for a broad range of scientific, industrial, and biomedical applications that require high shutter speeds and frame rates. The one-dimensional version can be employed for displacement sensing, barcode reading, and blood screening; the two-dimensional version for real-time observation, diagnosis, and evaluation of shockwaves, microfluidic flow,^[9] neural activity, MEMS,^[10] and laser ablation dynamics. The three-dimensional version is useful for range detection, dimensional metrology, surface vibrometry, and surface velocimetry.

See also

- Charge-coupled device
- Time-resolved spectroscopy
- Time stretch dispersive Fourier transform
- Time stretch analog-to-digital converter

References

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EXHIBIT D

Steampunk

From Wikipedia, the free encyclopedia

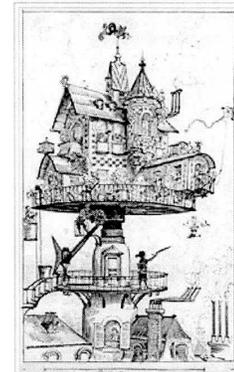
Steampunk refers to a subgenre of science fiction and sometimes fantasy—also in recent years a fashion and lifestyle movement—that incorporates technology and aesthetic designs inspired by 19th-century industrial steam-powered machinery.^{[1][2]} Although its literary origins are sometimes associated with the cyberpunk genre, steampunk works are often set in an alternative history of the 19th century's British Victorian era or American "Wild West", in a post-apocalyptic future during which steam power has maintained mainstream usage, or in a fantasy world that similarly employs steam power. Steampunk perhaps most recognisably features anachronistic technologies or retro-futuristic inventions as people in the 19th century might have envisioned them, and is likewise rooted in the era's perspective on fashion, culture, architectural style, and art. Such technology may include fictional machines like those found in the works of H. G. Wells and Jules Verne, or the modern authors Philip Pullman, Scott Westerfeld, Stephen Hunt and China Miéville. Other examples of steampunk contain alternative history-style presentations of such technology as lighter-than-air airships, analogue computers, or such digital mechanical computers as Charles Babbage's Analytical Engine.

Steampunk may also incorporate additional elements from the genres of fantasy, horror, historical fiction, alternate history, or other branches of speculative fiction, making it often a hybrid genre. The term *steampunk* 's first known appearance was in 1987, though it now retroactively refers to many works of fiction created even as far back as the 1950s or 1960s.

Steampunk also refers to any of the artistic styles, clothing fashions, or subcultures, that have developed from the aesthetics of steampunk fiction, Victorian-era fiction, art nouveau design, and films from the mid-20th century.^[3] Various modern utilitarian objects have been modded by individual artisans into a pseudo-Victorian mechanical "steampunk" style, and a number of visual and musical artists have been described as steampunk.



A steampunk-themed photo



"Maison tournante aérienne" (aerial rotating house) by Albert Robida for his book *Le Vingtième Siècle*, a 19th-century conception of life in the 20th century

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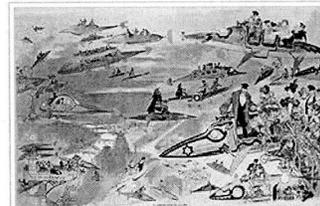
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History

Precursors

Steampunk is influenced by and often adopts the style of the 19th-century scientific romances of Jules Verne, H.G. Wells, and Mary Shelley.^[4] Several works of art and fiction significant to the development of the genre were produced before the genre had a name. Perhaps the first steampunk short story is "The Aerial Burglar" (1844) by Percival Leigh.^[5] The oldest precursor of this genre in film, Fritz Lang's masterpiece, *Metropolis* (1927), may be the single most important early film to represent steampunk as an emerging stylistic genre. *Titus Alone* (1959), by Mervyn Peake, anticipated many of the tropes of steampunk,^[6] and the film *Brazil* (1985) was an important early cinematic influence toward creating the genre.^{[7][8]}

In fine art, Remedios Varo's paintings combine elements of Victorian dress, fantasy, and technofantasy imagery.^[9] In television, one of the earliest mainstream manifestations of the steampunk ethos was the original CBS television series *The Wild Wild West* (1965–69), which inspired the film *Wild Wild West* (1999).^{[4][10]} In print, the *A Nomad of the Time Streams* trilogy by Michael Moorcock, which began in 1971 with *The Warlord of the Air*, was also an influential precursor.^[11]



Print (c. 1902) by Albert Robida showing a futuristic view of air travel over Paris in the year 2000 as people leave the opera.

Origin of the term

Although many works now considered seminal to the genre were published in the 1960s and 1970s, the term *steampunk* originated in the late 1980s as a tongue in cheek variant of *cyberpunk*. It was coined by science fiction author K. W. Jeter, who was trying to find a general term for works by Tim Powers (*The Anubis Gates*, 1983); James Blaylock (*Homunculus*, 1986); and himself (*Morlock Night*, 1979, and *Infernal Devices*, 1987)—all of which took place in a 19th-century (usually Victorian) setting and imitated conventions of such actual Victorian speculative fiction as H. G. Wells' *The Time Machine*. In a letter to science fiction magazine *Locus*, printed in the April 1987 issue, Jeter wrote:

Dear Locus,

Enclosed is a copy of my 1979 novel *Morlock Night*; I'd appreciate your being so good as to route it Faren Miller, as it's a prime piece of evidence in the great debate as to who in "the Powers/Blaylock/Jeter fantasy triumvirate" was writing in the "gonzo-historical manner" first. Though of course, I did find her review in the March Locus to be quite flattering.

Personally, I think Victorian fantasies are going to be the next big thing, as long as we can come up with a fitting collective term for Powers, Blaylock and myself. Something based on the appropriate technology of the era; like 'steam-punks', perhaps.

—K.W. Jeter^[12]

Modern steampunk

While Jeter's *Morlock Night* and *Infernal Devices*, Powers' *The Anubis Gates*, and Blaylock's *Lord Kelvin's Machine* were the first novels to which Jeter's neologism would be applied, the three authors gave the term little thought at the time.^[13] They were far from the first modern science fiction writers to speculate on the development of steam-based technology or alternative histories. Keith Laumer's *Worlds of the Imperium* (1962) and Ronald W. Clark's *Queen Victoria's Bomb* (1967) apply modern speculation to past-age technology and society.^[14] Michael Moorcock's *Warlord of the Air* (1971)^[15] is another early example. Harry Harrison's novel *A Transatlantic Tunnel, Hurrah!* (1973) portrays a British Empire of an alternative year 1973, full of atomic locomotives, coal-powered flying boats, ornate submarines, and Victorian dialogue. In February 1980 Richard A. Lupoff and Steve Stiles published the first "chapter" of their 10-part comic strip *The Adventures of Professor Thintwhistle and His Incredible Aether Flyer*.^[16]

The first use of the word in a title was in Paul Di Filippo's 1995 *Steampunk Trilogy*,^[17] consisting of three short novels: "Victoria", "Hottentots", and "Walt and Emily", which, respectively, imagine the replacement of Queen Victoria by a human/newt clone, an invasion of Massachusetts by Lovecraftian monsters, and a love affair between Walt Whitman and Emily Dickinson.

Relationship to Retrofuturism

Superficially, steampunk may resemble retrofuturism. Indeed, both sensibilities recall "the older but still modern eras in which technological change seemed to anticipate a better world, one remembered as relatively innocent of industrial decline."^[2] But, where retrofuturism is primarily backward looking and relies on stylistic pastiche, steampunk embraces a broader lifestyle and creative vision. One of steampunk's most significant contributions is the way in which it mixes the digital with the handmade. As scholars Rachel Bowser and Brian Croxall put it, "the tinkering and tinker-able technologies within steampunk invite us to roll up our sleeves and get to work re-shaping our contemporary world."^[18] In this respect, steampunk bears more in common with DIY craft and making.^[19]



Truth Coffee, a steampunk café in Cape Town

Art, entertainment, and media

Art and design

Many of the visualisations of steampunk have their origins with, among others, Walt Disney's film *20,000 Leagues Under the Sea* (1954),^[20] including the design of the story's submarine the *Nautilus*, its interiors, and the crew's underwater gear; and George Pal's film *The Time Machine* (1960), with the design of the time machine itself. This theme is also carried over to Disney's theme parks in the designs of The Mysterious Island section of Tokyo DisneySea theme park and Disneyland Paris' Discoveryland area.

Aspects of steampunk design emphasise a balance between the form and function.^[21] So too is it like the Arts and Crafts Movement. But John Ruskin, William Morris, and the other reformers in the late nineteenth century rejected machines and industrial production. On the other hand, steampunk enthusiasts present a "non-luddite critique of technology."^[22]



Paris metro station "Arts et Métiers"

Various modern utilitarian objects have been modified by enthusiasts into a pseudo-Victorian mechanical "steampunk" style.^{[8][23]} Example objects include computer keyboards and electric guitars.^[24] The goal of such redesigns is to employ appropriate materials (such as polished brass, iron, wood, and leather) with design elements and craftsmanship consistent with the Victorian era,^{[15][25]} rejecting the aesthetic of industrial design.^[21]



A screenshot of *Riven*, showing one of the islands powered by steam mechanisms.

In 1994, the Paris Metro station at Arts et Métiers was redesigned by Belgian artist Francois Schuiten in steampunk style to honor the works of Jules Verne. The station is reminiscent of a submarine, sheathed in brass with giant cogs in the ceiling and portholes that look out onto fanciful scenes.^{[26][27]}

The artist group *Kinetic Steam Works*^[28] brought a working steam engine to the Burning Man festival in 2006 and 2007.^[29] The group's founding member, Sean Orlando, created a Steampunk Tree House (in association with a group of people who would later form the *Five Ton Crane Arts Group*^[30]) that has been displayed at a number of festivals.^{[31][32]} The Steampunk Tree House is now permanently installed at the Dogfish Head Brewery in Milton, Delaware.^{[33][34]}



Paul St George's *Telectroscope* installation at London City Hall (May 24, 2008)

In May–June 2008, multimedia artist and sculptor Paul St George exhibited outdoor interactive video installations linking London and Brooklyn, New York, in a Victorian era-styled telectroscope.^{[35][36]} Utilising this device, New York promoter Evelyn Kriete organised a transatlantic wave between steampunk enthusiasts from both cities,^[37] briefly prior to White Mischief's *Around the World in 80 Days* steampunk-themed event.^[38]

In 2009, artist Tim Wetherell created a large wall piece for Questacon representing the concept of the clockwork universe. This steel artwork contains moving gears, a working clock, and a movie of the moon's terminator in action. The 3D moon movie was created by Antony Williams.

From October 2009 through February 2010, the Museum of the History of Science, Oxford hosted the first major exhibition of steampunk art objects, curated and developed by New York artist and designer, Art Donovan

(http://news.bbc.co.uk/local/oxford/hi/people_and_places/arts_and_culture/newsid_8325000/8325994.stm) who also exhibited his own "electro-futuristic" lighting sculptures and presented by Dr. Jim Bennett, museum director.^[39] From redesigned practical items to fantastical

contraptions, this exhibition showcased the work of eighteen steampunk artists from across the globe. The exhibition proved to be the most successful and highly attended in the museum's history and attracted more than eighty thousand visitors. The event was detailed in the official artist's journal, "The Art of Steampunk" by curator Donovan.^[40]

In November 2010, The Libratory Steampunk Art Gallery^[41] was opened by Damien McNamara in Oamaru, New Zealand. Created from papier-mâché to resemble a large subterranean cave and filled with industrial equipment from yesteryear, rayguns and general steampunk quirks. Its purpose is to provide a place for steampunkers in the region to display artwork for sale all year long. A year later, a more permanent gallery, Steampunk HQ, was opened in the former Meeks Grain Elevator Building across the road from The Woolstore, and has since become a notable tourist attraction for Oamaru.^[42]

In 2012, the *Mobilis in Mobili: An Exhibition of Steampunk Art and Appliance* art exhibit made its debut. Originally located at New York City's Wooster Street Social Club (itself the subject of the television series *NY Ink*), the exhibit featured working steampunk tattoo systems designed, respectively, by Bruce Rosenbaum of ModVic (<http://www.modvic.com/>) and owner of the Steampunk House,^[43] Joey "Dr. Grymm" Marsocci,^[24] and Christopher Conte^[44] showing very different approaches.^[20] "bicycles, cell phones, guitars, timepieces and entertainment systems"^[44] rounded out the display.^[24] The opening night exhibition featured a live performance by steampunk band Frenchy and the Punk.^[45]

In November 2014, Sky Harbor Airport in Phoenix, AZ opened a museum exhibit entitled "Steampunk: The Exquisite Adventure", featuring both local and nationally known Steampunk artisans. The displays were originally part of an exhibit at Scottsdale Public Library.^[46]

Fashion



Model Ulorin Vex wearing post-apocalyptic steampunk attire designed by Kato.

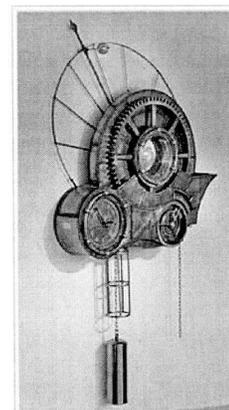
Steampunk fashion has no set guidelines but tends to synthesize modern styles with influences from the Victorian era. This may include bustles, corsets, gowns, and petticoats; suits with waistcoats, coats, top hats,^[47] tailcoats and spats; or military-inspired garments. Steampunk-influenced outfits are usually accented with several technological and "period" accessories: timepieces, parasols, flying/driving goggles, and ray guns. Modern accessories like cell phones or music players can be found in steampunk outfits, after being modified to give them the appearance of Victorian-made objects. Post-apocalyptic elements, such as gas masks, ragged clothing and tribal motifs, can also be included. Aspects of steampunk fashion have been anticipated by mainstream high fashion, the Lolita fashion and aristocrat styles, neo-Victorianism, and the romantic goth subculture.^{[7][48][49]}

In 2005, Kate Lambert, known as "Kato", founded the first steampunk clothing company, "Steampunk Couture",^[50] mixing Victorian and post-apocalyptic influences. In 2013, IBM predicted, based on an analysis of more than a half million public posts on message boards, blogs, social media sites and news sources, "that 'steampunk,' a subgenre inspired by the clothing,

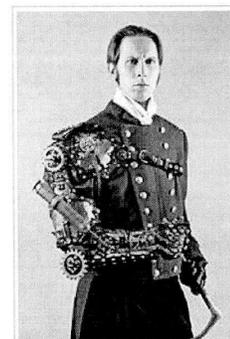
technology and social mores of Victorian society, will be a major trend to bubble up and take hold of the retail industry".^{[51][52]} Indeed, high fashion lines such as Prada,^[53] Dolce & Gabbana, Versace, Chanel^[54] and Christian Dior^[51] had already been introducing steampunk styles on the fashion runways. And in episode 7 of *Lifetime's* "Project Runway: Under the Gunn" reality series, contestants were challenged to create *avant-garde* "steampunk chic" looks.^[55]

Literature

The educational book, *Elementary BASIC - Learning to Program Your Computer in BASIC with Sherlock Holmes* (1981) by Henry Singer and Andrew Ledger, may have been the first fictional work to depict the use of Charles Babbage's Analytical Engine in an adventure story. The instructional book, aimed at young programming students, depicts Holmes using the engine as an aid in his investigations, and offer program listings to perform simple data processing tasks required to solve the fictional cases. The book even describes a possible enhancement to Babbage's machine; a device that allows the engine to be used remotely, through telegraph lines. Companion volumes, *Elementary Pascal - Learning to Program Your Computer in Pascal with Sherlock Holmes* and *From Baker Street to Binary - An Introduction to Computers and Computer Programming with Sherlock Holmes*, were also written.



Tim Wetherell's *Clockwork Universe* sculpture at Questacon, Canberra, Australia (September 24, 2009)



Author G. D. Falksen, wearing a steampunk-styled arm prosthesis (created by Thomas Willeford), exemplifying one take on steampunk fashion.



Cover of Issue 3 of *Steampunk Magazine*

In 1988, the first version of the science fiction roleplaying game *Space: 1889* was published. It is set in an alternative history in which certain discredited Victorian scientific theories were probable, thus leading to new technologies. Contributing authors included Frank Chadwick, Loren Wiseman, and Marcus Rowland.^[56]

William Gibson and Bruce Sterling's novel *The Difference Engine* (1990) is often credited with bringing widespread awareness of steampunk.^{[10][57]} This novel applies the principles of Gibson and Sterling's cyberpunk writings to an alternative Victorian era where Ada Lovelace and Charles Babbage's proposed steam-powered mechanical computer, which Babbage called a difference engine (a later, more general-purpose version was known as an analytical engine), was actually built, and led to the dawn of the information age more than a century "ahead of schedule". This setting was different from most steampunk settings in that it takes a dim and dark view of this future rather than the more prevalent utopian versions.

Nick Gevers's original anthology *Extraordinary Engines* (2008) features newer steampunk stories by some of the genre's writers, as well as other science fiction and fantasy writers experimenting with neo-Victorian conventions. A retrospective reprint anthology of steampunk fiction was released, also in 2008, by Tachyon Publications; edited by Ann and Jeff VanderMeer and appropriately entitled *Steampunk*, it is a collection of stories by James Blaylock, whose "Narbondo" trilogy is typically considered steampunk; Jay Lake, author of the novel *Mainspring*, sometimes labeled "clockpunk",^[58] the aforementioned Michael Moorcock; as well as Jess Nevins, known for his annotations to *The League of Extraordinary Gentlemen* (first published in 1999).

Younger readers have also been targeted with steampunk themes by authors such as Philip Reeve and Scott Westerfeld.^[59] Reeve's quartet *Mortal Engines* is set far in Earth's future where giant moving cities consume each other in a battle for resources, a concept Reeve coined as *Municipal Darwinism*. Westerfeld's *Leviathan* trilogy is set during the First World War, fought between the "clankers" (Central Powers), who use steam technology, and "darwinists" (Allied Powers), who use genetically engineered creatures instead of machines.

While most of the original steampunk works had a historical setting, later works often place steampunk elements in a fantasy world with little relation to any specific historical era. Historical steampunk tends to be science fiction that presents an alternative history; it also contains real locales and persons from history with alternative fantasy technology. "Fantasy-world steampunk", such as China Miéville's *Perdido Street Station*, Alan Campbell's *Scar Night*, and Stephen Hunt's Jackelian novels, on the other hand, presents steampunk in a completely imaginary fantasy realm, often populated by legendary creatures coexisting with steam-era and other anachronistic technologies. However, the works of China Miéville and similar authors are sometimes referred to as belonging to the 'New Weird' rather than steampunk.

Self-described author of "far-fetched fiction" Robert Rankin has increasingly incorporated elements of steampunk into narrative worlds, both Victorian and re-imagined contemporary. In 2009, he was made a Fellow of the Victorian Steampunk Society.^[60]

The comic book series *Hellboy* created by Mike Mignola, and the two *Hellboy* films featuring Ron Perlman and directed by Guillermo del Toro, all have steampunk elements. In the comic book and the first (2004) film, Karl Ruprecht Kroenen is a Nazi SS scientist who has an addiction to surgery and many mechanical prostheses, including a clockwork heart. The character Johann Krauss features in the comic and in the second film, *Hellboy II: The Golden Army* (2008), as an ectoplasmic medium (a gaseous form in a partly mechanical suit). This second film also features the Golden Army itself, which is a collection of 4,900 mechanical steampunk warriors.

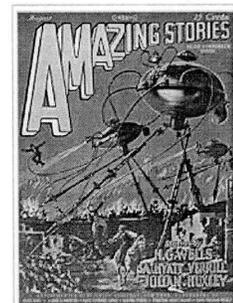
Steampunk settings

Alternative world

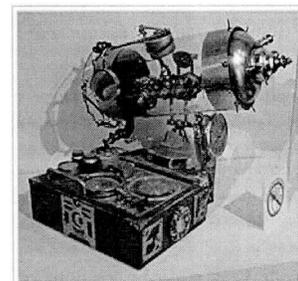
Since the 1990s, the application of the steampunk label has expanded beyond works set in recognisable historical periods, to works set in fantasy worlds that rely heavily on steam- or spring-powered technology.^[10] One of the earliest short stories relying on steam-powered flying machines is "The Aerial Burglar" of 1844.^[61] An example from juvenile fiction is *The Edge Chronicles* by Paul Stewart and Chris Riddell.

Fantasy steampunk settings abound in tabletop and computer role-playing games. Notable examples include *Skies of Arcadia*,^[62] *Rise of Nations: Rise of Legends*,^[63] and *Arcanum: Of Steamworks and Magick Obscura*.^[4]

The gnomes and goblins in *World of Warcraft* also have technological societies that could be described as steampunk^[64] as they are vastly ahead of the technologies of men, but are not magical like those of the Elves.



The August 1927 issue of *Amazing Stories* featuring work by H. G. Wells



Steampunk-style composite apparatus

The Dwarves of the Elder Scrolls series, described therein as a race of Elves called the Dwemer, also use steam powered machinery, with gigantic brass like gears throughout their underground cities. However, magical means are used to keep ancient devices in motion despite the Dwemer's ancient disappearance.^[65]

Amidst the historical and fantasy subgenres of steampunk is a type which takes place in a hypothetical future or a fantasy equivalent of our future, involving the domination of steampunk-style technology and aesthetics. Examples include Jean-Pierre Jeunet & Marc Caro's *The City of Lost Children* (1995), *Turn A Gundam* (1999–2000), *Trigun*^[66] and Disney's film *Treasure Planet* (2002). In 2011, musician Thomas Dolby heralded his return to music after a 20-year hiatus with an online steampunk alternate fantasy world called the Floating City, to promote his album, *A Map of the Floating City*.^[4]

American West

Another setting is "Western" steampunk, which overlaps with both the Weird West and Science fiction Western subgenres. Several other categories have arisen, sharing similar names, including dieselpunk, clockworkpunk, and others. Most of these terms were coined as supplements to the GURPS role playing game, and are not used in other contexts.^[67]

Fantasy and horror

Kaja Foglio introduced the term "Gaslight Romance",^[68] gaslamp fantasy, which John Clute and John Grant define as "steampunk stories ... most commonly set in a romanticised, smoky, 19th-century London, as are Gaslight Romances. But the latter category focuses nostalgically on icons from the late years of that century and the early years of the 20th century--on Dracula, Jekyll and Hyde, Jack the Ripper, Sherlock Holmes and even Tarzan--and can normally be understood as combining supernatural fiction and recursive fantasy, though some gaslight romances can be read as fantasies of history."^[69] Some, such as author/artist James Richardson-Brown^[70] use the term *steamgoth* to refer to steampunk expressions of fantasy and horror with a "darker" bent.

Post-apocalyptic

Mary Shelley's *The Last Man*, set near the end of the 21st century after a plague had brought down civilization, was probably the ancestor of post-apocalyptic steampunk literature. Post-apocalyptic steampunk is set in a world where some cataclysm has precipitated the fall of civilization and steam power once again gains ascendancy, such as in Hayao Miyazaki's post-apocalyptic anime *Future Boy Conan* (1978),^[66] where a war fought with superweapons has devastated the planet. Robert Brown's novel, "The Wrath of Fate" (as well as much of Abney Park's music) is set in a Victorianesque world where an apocalypse was set into motion by a time-traveling mishap. Cherie Priest's *Boneshaker* series is set in a world where a zombie apocalypse happened during the Civil War era. The *Peshawar Lancers* by S.M. Stirling is set in a post-apocalyptic future in which a meteor shower in 1878 caused the collapse of Industrialized civilization. The movie *9* (which might be better classified as "stitchpunk" but had a large influence on steampunk)^[71] is also set in a post-apocalyptic world after a self-aware war machine ran amok. Steampunk Magazine even published a book called "A Steampunk's Guide to the Apocalypse", about how steampunks could survive should such a thing actually happen.

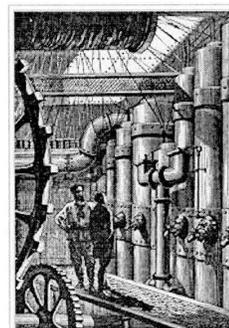
Victorian

In general, the category includes any recent science fiction that takes place in a recognizable historical period (sometimes an alternate history version of an actual historical period) in which the Industrial Revolution has already begun, but electricity is not yet widespread. It places an emphasis on steam- or spring-propelled gadgets. The most common historical steampunk settings are the Victorian and Edwardian eras, though some in this "Victorian steampunk" category can go as early as the beginning of the Industrial Revolution and as late as the end of World War I.

Some examples of this type include the novel *The Difference Engine*,^[72] the comic book series *League of Extraordinary Gentlemen*, the Disney animated film *Atlantis: The Lost Empire*,^[4] Scott Westerfeld's *Leviathan* trilogy,^[73] and the roleplaying game *Space: 1889*.^[4] The anime film *Steamboy* (2004) is another good example of Victorian steampunk, taking place in an alternate 1866 where steam technology is *far* more advanced than it ever was in real life.^[74] Some, such as the comic series *Girl Genius*,^[4] have their own unique times and places despite partaking heavily of the flavor of historic times and settings.



A steampunk horror costume



Original illustration of Jules Verne's *Nautilus* engine room

Karel Zeman's film *The Fabulous World of Jules Verne* (1958) is a very early example of cinematic steampunk. Based on Jules Verne novels, Zeman's film imagines a past based on those novels which never was.^[75] Another early example of historical steampunk in cinema includes Hayao Miyazaki's anime films such as *Laputa: Castle in the Sky* (1986) and *Howl's Moving Castle* (2004), containing many archetypal anachronisms characteristic of the steampunk genre.^{[76][77]}

"Historical" steampunk usually leans more towards science fiction than fantasy, but a number of historical steampunk stories have incorporated magical elements as well. For example, *Morlock Night*, written by K. W. Jeter, revolves around an attempt by the wizard Merlin to raise King Arthur to save the Britain in 1892 from an invasion of Morlocks from the future.^[10]

Paul Guinan's *Boilerplate*, a 'biography' of a robot in the late 19th century, began as a website that garnered international press coverage when people began believing that Photoshop images of the robot with historic personages were real.^[78] The site was adapted into an illustrated hardbound book *Boilerplate: History's Mechanical Marvel*, and published by Abrams in October 2009.^[79] Because the story was not set in an alternative history, and in fact contained accurate information about the Victorian era,^[80] some booksellers referred to the tome as "historical steampunk."

Music

Steampunk music is very broadly defined, as Caroline Sullivan says in *The Guardian*: "Internet debates rage about exactly what constitutes the steampunk sound."^[36] Abney Park's lead singer, Robert Brown, very loosely defined it as, "mixing Victorian elements and modern elements."^[81]

Joshua Pfeiffer (of Vernian Process) is quoted as saying, "As for Paul Roland, if anyone deserves credit for spearheading Steampunk music, it is him. He was one of the inspirations I had in starting my project. He was writing songs about the first attempt at manned flight, and an Edwardian airship raid in the mid-80's long before almost anyone else..."^[82] Thomas Dolby is also considered one of the early pioneers of retro-futurist (i.e., steampunk and dieselpunk) music.^{[81][83]} Amanda Palmer was once quoted as saying, "Thomas Dolby is to Steampunk what Iggy Pop was to Punk!"^[84]



Singers in steampunk attire

Since there is little consensus on the *sound* steampunk music should take, there is a broad range of musical styles and interpretations among steampunk musical acts, from industrial dance and world music^[49] to folk rock, Punk cabaret to straightforward punk,^{[85][86]} Carnatic^[87] to industrial, hip-hop to opera (and even industrial hip-hop opera),^{[88][89]} darkwave to progressive rock, barbershop to big band.

Steampunk has also appeared in the work of musicians who do not specifically identify as steampunk. For example, the music video of "Turn Me On", by David Guetta and featuring Nicki Minaj, takes place in a steampunk universe where Guetta creates human droids. In addition, the album *Clockwork Angels* (2012) and its supporting tour by progressive rock band Rush contain lyrics, themes, and imagery based around steampunk. Similarly, Thomas Dolby headlined the first "Steamstock" outdoor steampunk music festival in Richmond, California, which also featured Steampunk bands Abney Park, Frenchy and the Punk, Lee Presson and the Nails, Vernian Process, and others.^[83]

Television and films

The 1965 television series *The Wild Wild West*, as well as the eponymous 1999 film, featured many of the elements of advanced steam-powered technology set in the Wild West time period of the United States.

The 1979 film *Time After Time* has Herbert George "H.G." Wells following a surgeon named John Leslie Stevenson into the future, as John is suspected of being Jack the Ripper. Both use Wells' time machine separately to travel.

The 1982 American TV series *Q.E.D.*, set in Edwardian England, starred Sam Waterston as Professor Quentin Everett Deverill (the series title is the character's initials, as well as the Latin phrase *quod erat demonstrandum*, which translates as "which was to be demonstrated"). The Professor was an inventor and scientific detective, in the mold of Sherlock Holmes. In the show, the lead character was known primarily by his initials, Q.E.D.

The 1986 Japanese film by Hayao Miyazaki *Castle in the Sky*, was heavily influenced by steampunk culture, featuring various air ships and steam-powered contraptions as well as the story line centering around a mysterious island which floats through the sky. This is accomplished not through magic as most stories would resort to but instead relies on massive propellers as is fitting for the Victorian motif.^[90]

The Adventures of Brisco County, Jr., a Fox Network 1993 TV science fiction-western set in the 1890s, featured elements of steampunk as represented by the character Professor Wickwire, whose inventions were described as "the coming thing".^[91]



Arliss Loveless character in steampunk wheelchair costume from the film *Wild Wild West*

The short-lived 1995 TV show *Legend* on UPN, set in 1876 Arizona, featured such classic inventions as a steam-driven "quadrovelocipede" and night-vision goggles, and starred John de Lancie as a thinly disguised Nikola Tesla. Alan Moore's and Kevin O'Neill's 1999 *The League of Extraordinary Gentlemen* graphic novel series (and the subsequent 2003 film adaption) greatly popularised the steampunk genre.^[48]

The 2007 Syfy miniseries *Tin Man* incorporates a considerable amount of steampunk-inspired themes into a re-imagining of L. Frank Baum's *The Wonderful Wizard of Oz*.

The Syfy series *Warehouse 13* (which premiered July 7, 2009) features many steampunk-inspired objects and artifacts, including computer designs created by steampunk artisan Richard Nagy, aka "Datamancer".^[92]

The BBC series *Doctor Who* (which premiered in 1963) also incorporates steampunk elements. During season 14 of the show (in 1976), the formerly futuristic looking interior set was replaced with a Victorian-styled wood panel and brass affair.^[93] In the 1996 American co-production, the TARDIS interior was re-designed to resemble an almost Victorian library with the central control console made up of eclectic and anachronistic objects. Modified and streamlined for the 2005 revival of the series, the TARDIS console continued to incorporate steampunk elements, including a Victorian typewriter and gramophone. Several storylines can be classed as steampunk, for example: "The Evil of the Daleks" (1966), wherein Victorian scientists invent a time travel device.^[94]

Steampunk has begun to attract notice from "mainstream" American sources as well. For example, the episode of the TV series *Castle* entitled "Punked" (which aired on October 11, 2010) prominently featured the steampunk subculture and used Los Angeles-area steampunks (such as the League of STEAM) as extras^[95]

Video games

A variety of styles of video games have used Steampunk settings. *The Chaos Engine* is a run and gun video game inspired by the Gibson/Sterling novel *The Difference Engine* (1990), set in a Victorian steampunk age. Developed by the Bitmap Brothers, it was first released on the Amiga in 1993; a sequel was released in 1996.^[96] Other steampunk-styled video games include the first-person shooter *BioShock Infinite* (2013), the *Dishonored* (2012) stealth game, the role-playing games *Final Fantasy VI* (1994), *Final Fantasy IX* (2000), *Dark Chronicle* (2002) and the late Middle Ages/Victorian age styled *Thief* series (1998). The graphic adventure puzzle video games *Myst* (1993), *Riven* (1997), and *Myst III: Exile* (2001) (all produced by Cyan Worlds) take place in an alternate steampunk universe, where elaborate infrastructures have been built to run on steam power. Many steampunk themes can be found within World of Warcraft particularly the 'Gnome' race within the game. Many of the items which can be created via the Engineering profession are of a steampunk nature and also named in a similar fashion.

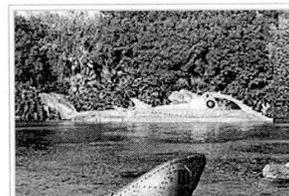
Culture and community

Because of the popularity of steampunk, there is a growing movement of adults that want to establish steampunk as a culture and lifestyle.^[97] Some fans of the genre adopt a steampunk aesthetic through fashion,^[98] home decor, music, and film. This may be described as neo-Victorianism, which is the amalgamation of Victorian aesthetic principles with modern sensibilities and technologies.^[7]

In September 2012, a panel was held at Stan Lee's Comikaze Expo, chaired by steampunk entertainer Veronique Chevalier and with panelists including magician Pop Hadyn and members of the steampunk performance group The League of STEAM, which suggested that because steampunk was inclusive of and incorporated ideas from various other subcultures such as goth, neo-Victorian, and cyberpunk as well as a growing number of fandoms, it was fast becoming a *super-culture* rather than a mere subculture.^[99] Other steampunk notables such as Professor Elemental have expressed similar views about steampunk's inclusive diversity.^[100]

Some have proposed a steampunk philosophy, sometimes with punk-inspired anti-establishment sentiments, and typically bolstered by optimism about human potential.^[101]

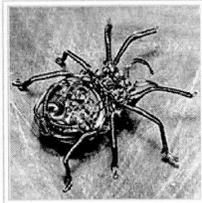
Steampunk became a common descriptor for homemade objects on the craft network Etsy between 2009 and 2011, though many of the objects and fashions bear little resemblance to earlier established steampunk descriptions. Thus the craft network may not strike observers as 'sufficiently steampunk' to warrant the description. Comedienne April Winchell, author of the book, *Regretsy: Where DIY meets WTF*, cataloged some of the most egregious and humorous examples on her website, "Regretsy".^[102] The blog was popular among steampunks and even inspired a music video that went viral in the community and was acclaimed by steampunk "notables."^[103]



"20,000 Leagues Under the Sea: Submarine Voyage" ride at Walt Disney World (1971-1994)



A steampunk couple at Carnevale 2012 in Boise, Idaho



Spider sculpture by Daniel Proulx

Social events

2006 saw the first "SalonCon", a neo-Victorian/steampunk convention. It ran for three consecutive years and featured artists, musicians (Voltaire and Abney Park), authors (Catherynne M. Valente, Ekaterina Sedia, and G. D. Falksen), salons led by people prominent in their respective fields, workshops and panels on steampunk—as well as a seance, ballroom dance instruction, and the Chrononauts' Parade. The event was covered by MTV^[104] and *The New York Times*.^[7] Since then a number of popular steampunk conventions have sprung up the world over, with names like Steamcon (Seattle, WA), the Steampunk World's Fair (Piscataway, NJ) and Up in the Aether: The Steampunk Convention (Dearborn, MI).^[105]

Steampunk has also become a regular feature at San Diego Comic-Con International in recent years, with the Saturday of the four-day event being generally known among steampunks as "Steampunk Day", and culminating with a photo-shoot for the local press.^{[106][107]} In 2010 this was recorded in the Guinness Book of World Records as the world's largest steampunk photo shoot.^[108] In 2013, Comic-Con announced four official 2013 T-shirts: one of them featured the official Rick Geary Comic-Con toucan mascot in steampunk attire.

^[109] The Saturday steampunk "after-party" has also become a major event on the steampunk social calendar; in 2010 the headliners included The Slow Poisoner, Unextraordinary Gentlemen and Voltaire, with Veronique Chevalier as Mistress of Ceremonies and special appearance by the League of STEAM,^{[110][111]} and in 2011 UXG returned with Abney Park.^[112]

Steampunk also has sprung up recently at Renaissance Festivals and Renaissance Faires, nationwide. Some have organised events or a "Steampunk Day", while other Fests simply support an open environment for donning Steampunk attire. The Bristol Renaissance Faire in Kenosha, Wisconsin, on the Wisconsin/Illinois border, featured a Steampunk costume contest during the 2012 season. The previous two seasons featured increasing participation in the phenomenon.^[113]

Steampunk also has a growing following in the UK and Europe. The largest European event is "Weekend at the Asylum", held at The Lawn, Lincoln every September since 2009. Organised as a not-for-profit event by the Victorian Steampunk Society, the Asylum is a dedicated steampunk event which takes over much of the historical quarter of Lincoln, England, along with Lincoln Castle. In 2011 there were over 1000 steampunks in attendance. The event features the Empire Ball, Majors Review, Bazaar Eclectica and the international Tea Duelling final.^{[114] [115]}

See also

- Retrotronics
- Tik-Tok (Oz)

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"Wave Gotik Treffen" Leipzig/Germany Alexander Schlesier

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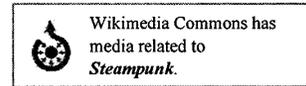
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Further reading

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External links

- Off Book: Steampunk (<http://video.pbs.org/video/2112504568>) Documentary produced by Off Book (web series)
- Steampunk Junkies (<http://steampunkjunkies.net/>) An online shopping portal, dedicated to artists selling their steampunk goods to consumers.



Retrieved from "http://en.wikipedia.org/w/index.php?title=Steampunk&oldid=658264843"

Categories: Steampunk | Cyberpunk subgenres | Subcultures | Fantasy genres | History of fashion | Science fantasy | Science fiction culture | Science fiction genres | Science fiction themes

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EXHIBIT E

Int. Cl.: 41

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

Reg. No. 2,324,101

United States Patent and Trademark Office

Registered Feb. 29, 2000

**SERVICE MARK
PRINCIPAL REGISTER**

STEAMTOWN MARATHON

SMA, INC. (PENNSYLVANIA CORPORATION),
DBA STEAMTOWN MARATHON
1173 CLAY AVE.
SCRANTON, PA 18510

FIRST USE 1-0-1996; IN COMMERCE
2-0-1996.

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

FOR: ENTERTAINMENT SERVICE,
NAMELY, STAGING MARATHON RACES, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).

SER. NO. 75-646,963, FILED 2-23-1999.

LINDA POWELL, EXAMINING ATTORNEY

Int. Cl.: 41

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

Reg. No. 2,329,030

United States Patent and Trademark Office

Registered Mar. 14, 2000

**SERVICE MARK
PRINCIPAL REGISTER**

STEAMTOWN MARATHON

SMA, INC. (PENNSYLVANIA CORPORATION),
DBA STEAMTOWN MARATHON
1173 CLAY AVE.
SCRANTON, PA 18510

FOR: ENTERTAINMENT SERVICE,
NAMELY STAGING MARATHON RACES, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).
FIRST USE 1-0-1996; IN COMMERCE
2-0-1996.

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

THE LINING AND STIPPLING ON THE
DRAWING ARE FEATURES OF THE MARK
AND DO NOT INDICATE COLOR.

SER. NO. 75-646,962, FILED 2-23-1999.

LINDA POWELL, EXAMINING ATTORNEY

Int. Cls.: 38, 41 and 42

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

Reg. No. 2,546,121

United States Patent and Trademark Office Registered Mar. 12, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MOMSTEAM.COM

MOMSTEAM.COM, INC. (DELAWARE CORPORATION)
60 THOREAU STREET, SUITE 288
CONCORD, MA 01742

FOR: PROVIDING ON-LINE ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING YOUTH SPORTS TO WOMEN, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-23-2000; IN COMMERCE 8-23-2000.

FOR: PROVIDING AN ON-LINE COMPUTER DATABASE IN THE FIELD OF INFORMATION AND ADVICE OF INTEREST TO WOMEN, CHILDREN AND FAMILIES FROM OTHER WOMEN, EXPERTS AND PROFESSIONALS IN THE FIELD

OF YOUTH SPORTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-23-2000; IN COMMERCE 8-23-2000.

FOR: COMPUTER SERVICES, NAMELY PROVIDING ON-LINE ARTICLES AND NEWSLETTERS IN THE FIELD OF YOUTH SPORTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-23-2000; IN COMMERCE 8-23-2000.

SER. NO. 76-028,578, FILED 4-19-2000.

CHRISTOPHER ADKINS, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 3,984,705

Registered June 28, 2011

Int. Cls.: 35 and 41

SERVICE MARK

PRINCIPAL REGISTER

DICKENS, STEVEN (UNITED STATES INDIVIDUAL)
70 S. MUNN AVE. APT. 912
EAST ORANGE, CA 07018

FOR: ADVERTISING SERVICES, NAMELY, PROMOTION OF PARTIES AND EVENTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-1-2000; IN COMMERCE 5-5-2005.

FOR: RECORD AND MUSIC PRODUCTION; AUDIO RECORDING AND PRODUCTION; MUSIC COMPOSITION AND TRANSCRIPTION FOR OTHERS; SONG WRITING SERVICES; MUSIC PUBLISHING SERVICES; ENTERTAINMENT IN THE NATURE OF LIVE PERFORMANCES BY MUSICAL ARTISTS OR A MUSICAL GROUP; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELD OF MUSIC AND MUSICAL ENTERTAINMENT AND FEATURING NON-DOWNLOADABLE MUSICAL PERFORMANCES, MUSIC VIDEOS, MUSIC RELATED FILM CLIPS, MUSIC RELATED PHOTOGRAPHS AND OTHER MUSIC RELATED MULTIMEDIA MATERIALS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-1-2000; IN COMMERCE 5-5-2005.

THE MARK CONSISTS OF A KETTLE POT OVER FLAMES EMANATING FROM LOGS OR FIREWOOD. WRITTEN ON THE POT APPEARS THE LITERAL TERM "ESTEAMZ". THE POT CONTAINS BOILING BUBBLING LIQUID. ABOVE THE POT APPEAR 4 MUSICAL NOTES, AND A PHONOGRAPH RECORD DRIPPING LIQUID INTO THE POT, A CD/DVD DRIPPING LIQUID INTO THE POT, AND A FILM ROLL DRIPPING LIQUID INTO THE POT.

SER. NO. 85-152,270, FILED 10-14-2010.

HANNO RITTNER, EXAMINING ATTORNEY



David J. Kyppes

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

Steamtown Hot Yoga

Reg. No. 4,059,117

Registered Nov. 22, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

STEAMTOWN YOGA, LLC (PENNSYLVANIA LIMITED LIABILITY COMPANY)
1130 MOOSIC STREET
SCRANTON, PA 18505

FOR: PROVIDING INSTRUCTION IN THE FIELDS OF YOGA AND QIGONG, IN CLASS 41
(U.S. CLS. 100, 101 AND 107).

FIRST USE 10-1-2007; IN COMMERCE 11-1-2007.

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 "HOT YOGA", APART FROM THE MARK AS SHOWN.

SER. NO. 85-244,963, FILED 2-17-2011.

CURTIS FRENCH, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

STEAMGIRL

Reg. No. 4,376,047

Registered July 30, 2013

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

STEAMGIRL LLC (OREGON LIMITED LIABILITY COMPANY)
1904
17570 WOLF DR
SANDY, OR 97055

FOR: PROVIDING A WEBSITE FOR ENTERTAINMENT PURPOSES FEATURING PHOTOS ABOUT EROTICA, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-2011; IN COMMERCE 4-1-2012.

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

SER. NO. 85-805,025, FILED 12-18-2012.

ALEX KEAM, EXAMINING ATTORNEY



Susan Stewart Keam
Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

GARY DECARLO & STEAM

Reg. No. 4,424,570

Registered Oct. 29, 2013

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

DECARLO, GARY (UNITED STATES INDIVIDUAL)
14 GRISTMILL LANE
SHELTON, CT 06484

FOR: PRE-RECORDED VIDEO CASSETTES, DVDS, AND DIGITAL MEDIA FEATURING VISUAL AND AUDIO PERFORMANCES BY A MUSICAL GROUP, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-1-1969; IN COMMERCE 9-1-1969.

FOR: ENTERTAINMENT RENDERED BY A MUSICAL GROUP, NAMELY, ENTERTAINMENT IN THE NATURE OF LIVE VISUAL AND AUDIO PERFORMANCES BY A MUSICAL GROUP; LIVE PERFORMANCES BY A MUSICAL GROUP; PROVIDING AN INTERNET WEBSITE PORTAL IN THE FIELD OF MUSIC; ENTERTAINMENT SERVICES, NAMELY, LIVE, TELEVISED AND MOVIE APPEARANCES BY A MUSICAL GROUP; ENTERTAINMENT SERVICES, NAMELY, PERSONAL APPEARANCES BY A MUSICAL GROUP, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-1969; IN COMMERCE 9-1-1969.

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

SER. NO. 85-843,112, FILED 2-7-2013.

CHRISTOPHER LAW, EXAMINING ATTORNEY



Sean Starnes
Deputy Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

STEAM

Reg. No. 4,453,494

Registered Dec. 24, 2013

Int. Cls.: 41 and 42

SERVICE MARK

PRINCIPAL REGISTER

VALVE CORPORATION (WASHINGTON CORPORATION)
10900 NE 4TH STREET, SUITE 500
BELLEVUE, WA 98004

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE GAMES AND IN MOBILE WIRELESS FORM; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE COMPUTER GAMES; PRODUCTION OF VIDEO AND COMPUTER SOFTWARE; PROVIDING A WEB SITE THROUGH WHICH PEOPLE LOCATE INFORMATION ABOUT TOURNAMENTS, EVENTS, AND COMPETITIONS IN THE VIDEO AND COMPUTER GAME FIELD, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-21-2002; IN COMMERCE 3-21-2002.

FOR: PROVIDING A WEBSITE FEATURING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE FOR MANAGEMENT OF PERSONAL COMPUTER GAME SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-21-2002; IN COMMERCE 3-21-2002.

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

OWNER OF U.S. REG. NO. 3,087,900.

SER. NO. 85-765,417, FILED 10-27-2012.

BERNICE MIDDLETON, EXAMINING ATTORNEY



Deborah S. Cohen

Commissioner for Trademarks of the
United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,507,481

Registered Apr. 1, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

LOS PRODUCTIONS LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
1841 N. AVE 52
LOS ANGELES, CA 90042

FOR: ENTERTAINMENT SERVICES IN THE NATURE OF DEVELOPMENT, CREATION, PRODUCTION AND POST-PRODUCTION SERVICES OF MULTIMEDIA ENTERTAINMENT CONTENT; ENTERTAINMENT SERVICES, NAMELY, A MULTIMEDIA PROGRAM SERIES FEATURING COMEDY, ACTION AND ADVENTURE DISTRIBUTED VIA VARIOUS PLATFORMS ACROSS MULTIPLE FORMS OF TRANSMISSION MEDIA; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PODCASTS IN THE FIELD OF NERD INTERESTS, SUCH AS REVIEWING MOVIES, GAMES, FOOD AND DISCUSSING HOBBY AND PROFESSIONAL MODEL, PROP AND COSTUME MAKING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-2009; IN COMMERCE 9-1-2009.

THE MARK CONSISTS OF A COG WITH 13 TEETH SURROUNDING A HAND GIVING THE THUMBS UP SIGN. IN THE BORDER OF THE COG ARE THE WORDS "THE LEAGUE OF" AT THE TOP AND "S.T.E.A.M." AT THE BOTTOM.

SN 85-844,172, FILED 2-7-2013.

KELLY BOULTON, EXAMINING ATTORNEY



Nichelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

STEAM POWERED GIRAFFE

Reg. No. 4,525,971

Registered May 6, 2014

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

STEAM POWERED GIRAFFE, LLC. (CALIFORNIA LIMITED LIABILITY COMPANY)
5711 WATER ST. APT. 10
LA MESA, CA 91942

FOR: CD, DVD AND DOWNLOADABLE MUSICAL VIDEO AND MUSICAL SOUND RECORDINGS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2009; IN COMMERCE 10-31-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, LIVE MUSICAL AND THEATRICAL PERFORMANCES AND PROVIDING A WEB SITE FEATURING NONDOWNLOADABLE MUSICAL AND THEATRICAL PERFORMANCES, BY A MUSICAL GROUP, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-22-2008; IN COMMERCE 1-22-2008.

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

SER. NO. 86-975,035, FILED 7-15-2013.

JAMES MACFARLANE, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,920,301

Registered Sep. 19, 1995

**SERVICE MARK
PRINCIPAL REGISTER**

TAKE THE MYSTERY OUT OF YOUR STEAM SYSTEM

STEAM ECONOMIES COMPANY, INC. (OHIO
CORPORATION)
9325 SUTTON PLACE
HAMILTON, OH 450119705

STEAM SYSTEM TECHNICAL TRAINING, IN
CLASS 41 (U.S. CL. 107).
FIRST USE 8-1-1990; IN COMMERCE
8-1-1990.

SER. NO. 74-530,788, FILED 5-31-1994.

FOR: EDUCATIONAL SERVICES, NAMELY
CONDUCTING CLASSES AND SEMINARS ON

JEFFREY R. COHEN, EXAMINING ATTORNEY

Int. Cl.: 41

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

Reg. No. 2,626,282

United States Patent and Trademark Office

Registered Sep. 24, 2002

**SERVICE MARK
PRINCIPAL REGISTER**



**MORESTEAM.COM LLC (OHIO LIMITED LIABILITY COMPANY)
1515 SHERBORNE LANE
POWELL, OH 43065**

IMPROVEMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-25-2001; IN COMMERCE 1-25-2001.

FOR: EDUCATIONAL SERVICES; NAMELY, CONDUCTING CLASSES IN THE FIELDS OF PRODUCT AND PROCESS QUALITY AND PROCESS

SN 76-171,778, FILED 11-17-2000.

DARRYL SPRUILL, EXAMINING ATTORNEY

Int. Cl.: 41

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

United States Patent and Trademark Office

Reg. No. 2,626,283

Registered Sep. 24, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MORESTEAM

**MORESTEAM.COM LLC (OHIO LIMITED LIABILITY COMPANY)
1515 SHERBORNE LANE
POWELL, OH 43065**

IMPROVEMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-25-2001; IN COMMERCE 1-25-2001.

FOR: EDUCATIONAL SERVICES; NAMELY, CONDUCTING CLASSES IN THE FIELDS OF PRODUCT AND PROCESS QUALITY AND PROCESS

SN 76-171,779, FILED 11-17-2000.

DARRYL SPRUILL, EXAMINING ATTORNEY

Int. Cl.: 41

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

United States Patent and Trademark Office

Reg. No. 3,645,225

Registered June 23, 2009

**SERVICE MARK
SUPPLEMENTAL REGISTER**

Live Steam Rail Camp

HOOK, JEFFREY G (UNITED STATES INDIVIDUAL)
520 OAKHILL ROAD
ELGIN, IL 60120

FOR: EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS AND WORKSHOPS IN THE FIELDS OF FULL SIZE RAILWAY AND MODEL RAILWAY ENGINEERING AND OPERATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-1-2009; IN COMMERCE 1-1-2009.

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

SER. NO. 77-670,947, FILED P.R. 2-15-2009; AM. S.R. 5-7-2009.

HANNO RITTNER, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

Steamcon

Reg. No. 3,733,741 STEAMPUNK CONVENTIONS INC. (WASHINGTON CORPORATION)
Registered Jan. 5, 2010 1111 10TH AVE EAST #32
SEATTLE, WA 98102

Int. Cl.: 41 FOR: ORGANIZING LIVE EXHIBITIONS AND CONFERENCES IN THE FIELDS OF EDUCATION, CULTURE, SPORTS AND ENTERTAINMENT FOR NON-BUSINESS AND NON-COMMERCIAL PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK
PRINCIPAL REGISTER FIRST USE 2-1-2009; IN COMMERCE 2-1-2009.

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

SER. NO. 77-730,272, FILED 5-6-2009.

RAUL CORDOVA, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

Steamwire

Reg. No. 4,537,139

Registered May 27, 2014

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

SPORTS DIRECT, INC. (CANADA CORPORATION)
211 HOESHOE LAKE DRIVE
HALIFAX, CANADA B3S-0B9

FOR: DOWNLOADABLE SOFTWARE IN THE NATURE OF A MOBILE APPLICATION FOR SPORTS HANDICAPPING, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-5-2012; IN COMMERCE 7-22-2013.

FOR: HANDICAPPING FOR SPORTING EVENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-5-2012; IN COMMERCE 7-22-2013.

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

SER. NO. 86-080,176, FILED 10-1-2013.

MICHAEL ENGEL, EXAMINING ATTORNEY

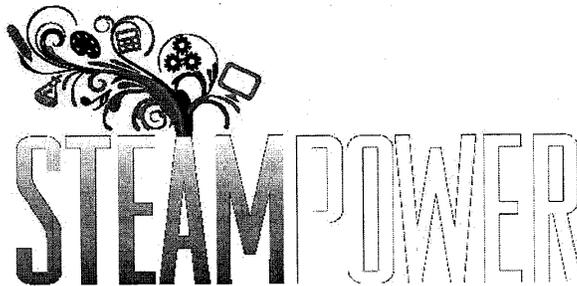


Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,541,560

Registered June 3, 2014

Corrected Mar. 10, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

MARY B. TALPAS (UNITED STATES INDIVIDUAL)
101 COOPER STREET
SANTA CRUZ, CA 95060

FOR: COMPUTER EDUCATION TRAINING SERVICES, NAMELY, THE PROVISION OF A TECHNOLOGY-BASED, AFTER SCHOOL, PROJECT BASED, KINDERGARTEN THROUGH 12TH GRADE PROGRAM IN SCIENCE, TECHNOLOGY, ENGINEERING, ART, AND MATH, BUT NOT INCLUDING THE DEVELOPMENT OR DISTRIBUTION OF ONLINE GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-29-2012; IN COMMERCE 10-29-2012.

THE COLOR(S) GREY, WHITE, LIGHT BLUE, DARK BLUE, PURPLE, GREEN, AND GREENISH BLUE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE FOLLOWING: THE WORDS "STEAM" AND "POWER" IN BLOCK LETTERING. "STEAM" IS GREY AND "POWER" IS WHITE. THE DESIGN ELEMENTS ARE LIGHT AND DARK BLUE, PURPLE AND GREEN STEAM COMING OUT OF THE LETTER "A" FROM THE WORD "STEAM". THE ICON ELEMENTS IN THE STEAM AREA A GREEN COMPUTER SCREEN, DARK BLUE COGS, GREENISH BLUE CALCULATOR, GREEN BEAKER, PURPLE PAINT PALLET, AND BLUE PENCIL. THE COLOR BLACK REPRESENTS BACKGROUND, OUTLINING, SHADING, AND/OR TRANSPARENT AREAS AND IS NOT PART OF THE MARK.

SER. NO. 85-771,000, FILED 11-4-2012.



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

The World of Steam

Reg. No. 4,582,951

Registered Aug. 12, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

DRAGON EGG ENTERTAINMENT, INC. (CALIFORNIA CORPORATION)
1920 CHEREMOYA AVENUE, #202
LOS ANGELES, CA 90068

FOR: ENTERTAINMENT SERVICES, NAMELY, AN ONGOING SERIES FEATURING FANTASY, ADVENTURE, DRAMA, COMEDY AND ACTION PROVIDED THROUGH ELECTRONIC NETWORKS, PODCASTING AND WEBCASTING, BROADCAST TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND ON-DEMAND TELEVISION, AND INTERNET, MOBILE, INFLIGHT ENTERTAINMENT NETWORKS, AND OTHER NETWORKS, NAMELY, ONLINE COMPUTER NETWORKS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-1-2012; IN COMMERCE 8-1-2012.

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

SER. NO. 85-972,349, FILED 6-27-2013.

BRIN ANDERSON, EXAMINING ATTORNEY



Nichelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,582,952

Registered Aug. 12, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

DRAGON EGG ENTERTAINMENT, INC. (CALIFORNIA CORPORATION)
1920 CHEREMOYA AVENUE, #202
LOS ANGELES, CA 90068

FOR: ENTERTAINMENT SERVICES, NAMELY, AN ONGOING SERIES FEATURING FANTASY, ADVENTURE, DRAMA, COMEDY AND ACTION PROVIDED THROUGH ELECTRONIC NETWORKS, PODCASTING AND WEBCASTING, BROADCAST TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND ON-DEMAND TELEVISION, AND INTERNET, MOBILE, INFLIGHT ENTERTAINMENT NETWORKS, AND OTHER NETWORKS, NAMELY, ONLINE COMPUTER NETWORKS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-1-2012; IN COMMERCE 8-1-2012.

THE MARK CONSISTS OF THE WORD "THE" ABOVE A BANNER WHICH READS "WORLD OF STEAM", SURROUNDED BY SPIRAL AND GEAR SHAPES.

SER. NO. 85-972,350, FILED 6-27-2013.

BRIN ANDERSON, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

STEAM GREENLIGHT

Reg. No. 4,585,144

Registered Aug. 12, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

VALVE CORPORATION (WASHINGTON CORPORATION)
10900 NE 4TH STREET, SUITE 500
BELLEVUE, WA 980044359

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING INFORMATION ABOUT VIDEO GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-30-2012; IN COMMERCE 8-30-2012.

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

SN 85-759,269, FILED 10-20-2012.

BERNICE MIDDLETON, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

STEAMPUNKINETICS

Reg. No. 4,604,096

Registered Sep. 16, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

MODVIC LLC (MASSACHUSETTS LIMITED LIABILITY COMPANY)
36 PLEASANT STREET
SHARON, MA 02067

FOR: CONDUCTING EDUCATIONAL PROGRAMS FEATURING INTERACTIVE GAMES
IN THE FIELDS OF HISTORY, ART, SCIENCE AND TECHNOLOGY, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 4-24-2012; IN COMMERCE 4-24-2012.

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

SER. NO. 85-959,775, FILED 6-14-2013.

NICHOLAS ALTREE, EXAMINING ATTORNEY



Nichelle K. Lee

Deputy Director of the United States
Patent and Trademark Office