

ESTTA Tracking number: **ESTTA626747**

Filing date: **09/12/2014**

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

Application Serial No.	85904828
Applicant	Strange Matter Ventures, LLC

## Notice of Appeal

Notice is hereby given that Strange Matter Ventures, LLC appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 85904828.

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 035. First Use: 2013/01/31 First Use In Commerce: 2013/01/31  
All goods and services in the class are appealed, namely: Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via print and electronic media; arranging and conducting marketing promotional events for others; Providing marketing and organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and special events of others; Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, companies; Promotional advertising using content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and projects that raise awareness and funds for charitable and for profit projects, products or/and services; Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely, the bringing together for the benefit of others
- Class 036. First Use: 2013/02/07 First Use In Commerce: 2013/02/07  
All goods and services in the class are appealed, namely: Charitable fundraising services by means of organizing and conducting special events; charitable fundraising services for the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services; global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values; collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the ocean; Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, consumer products, analog and digital games, projects, media and marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects
- Class 041. First Use: 2013/02/07 First Use In Commerce: 2013/02/07  
All goods and services in the class are appealed, namely: Entertainment services in the nature of exhibitions and installations, namely, education, art, film, music, design, architecture, technology, activism, namely, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants and resources; Entertain-

ment in the nature of concerts, art and documentary installations, performances, namely, dance, music, singing, live performances by a vocal and instrumental groups, talks between individuals, companies, and organizations in art, music, fashion, film, design, on sustainable product and urban design, science, technology, activism, collaboration, co-creation and environmental protection, talk shows, debates, fundraisers to benefit conservation of the oceans and environmental protection, collaboration workshops to foster collaboration between individuals, companies and organizations to benefit conservation of the oceans and environmental protection; Entertainment services, namely, the provision of continuing tv shows, documentaries, movies, audio books, podcasts featuring individuals in art, music, fashion, film, technology, science and activism discussing conservation of the oceans and environmental protection and collaborations therefor; magazine publishing; multimedia publishing of books, magazines, journals, software, games, music and electronic publications; organization of events for cultural purposes; organizing cultural and arts events; providing current event news via a global computer network in the field of conservation of the oceans and environmental protection; providing information, news and commentary in the field of current events relating to concerts, installations, performances, talks, talk shows, debates, fundraisers, collaborations workshops; providing on-line magazines in the field of collaboration between individuals, organizations and companies for the benefit of environmental protection and conservation of the oceans, art, film, music, fashion, design, innovation, architecture, technology, activism, science; providing on-line non-downloadable general feature magazines; publication of books, magazines, almanacs, and journals; publication of electronic magazines

- Class 042. First Use: 2013/02/07 First Use In Commerce: 2013/02/07  
All goods and services in the class are appealed, namely: Creating an on-line community for individuals, companies and organizations for the purpose of fostering and managing collaboration projects to benefit conservation of the oceans and environmental protection, co-creation and development of products and services benefiting conservation of the oceans and environmental protection, news and information, exchange of knowledge, matchmaking between interested parties for the purpose of environmental protection and conservation of the oceans and sharing information for the purpose of creating awareness for the beauty and fragility of our planet, raising funding to support projects and organizations in order to protect and conserve and develop the oceans and the environment

Respectfully submitted,

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09/12/2014

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