

ESTTA Tracking number: **ESTTA66682**

Filing date: **02/15/2006**

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

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Playboy Enterprises International, Inc.
Granted to Date of previous extension	02/15/2006
Address	680 N. Lake Shore Drive Chicago, IL 60611 UNITED STATES

Attorney information	Michele McCoy Playboy Enterprises International, Inc. 680 N. Lake Shore Drive Chicago, IL 60611 UNITED STATES uspto@playboy.com Phone:312-373-2307
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### Applicant Information

Application No	76626343	Publication date	10/18/2005
Opposition Filing Date	02/15/2006	Opposition Period Ends	02/15/2006
Applicant	Balot, Steven 65 Winged Foot Drive Livingston, NJ 07039 UNITED STATES		

### Goods/Services Affected by Opposition

Class 043. All goods and services in the class are opposed, namely: restaurant and tavern services
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Attachments	BUNNY HOP Notice of Opposition.pdf ( 6 pages ) BUNNY HOP - EXHIBIT 1 Reg. Nos 810555, 2714218, 2794332.pdf ( 8 pages ) BUNNY HOP - EXHIBIT 2 App Nos 78417505, 78277230, 78516279, 78516156.pdf ( 13 pages ) BUNNY HOP - EXHIBIT 3.pdf ( 27 pages )
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Signature	/Michele McCoy/
Name	Michele McCoy
Date	02/15/2006

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

In the matter of trademark application Serial No. 76/626343  
Filed on December 30, 2004  
For the mark BUNNY HOP  
Published in the Official Gazette on October 18, 2005

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PLAYBOY ENTERPRISES INTERNATIONAL, INC.,

*Opposer,*

v.

STEVEN BALOT

*Applicant.*

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**NOTICE OF OPPOSITION**

Playboy Enterprises International, Inc. (“Opposer” or “Playboy”) hereby opposes application Serial No. 76/626343 seeking registration of the mark BUNNY HOP, filed by Steven Balot. Opposer believes it will be damaged by registration of the mark shown in the above-referenced application. The grounds for opposition are as follows:

1. Opposer Playboy Enterprises International, Inc. is a corporation organized and existing under the laws of the State of Delaware, with a business address of 680 North Lake Shore Drive, Chicago, Illinois 60611.

2. Opposer is a brand-driven, international multimedia entertainment company that publishes *Playboy* magazine in the United States and in 20 countries around the world; operates PLAYBOY and SPICE television networks and distributes programming

via home video and DVD globally; licenses the PLAYBOY, RABBIT HEAD DESIGN, BUNNY and BUNNY COSTUME trademarks in the United States and internationally for a range of entertainment services and consumer products; and operates PLAYBOY.com, a leading men's lifestyle and entertainment website on the Internet, as well as several other subscription websites.

3. Opposer Playboy's BUNNY dressed in the now-famous BUNNY COSTUME was introduced in 1960 in connection with the first Playboy Club in Chicago. The BUNNY trademark obtained worldwide recognition in connection with Opposer as Opposer opened entertainment clubs throughout the world.

4. For more than 45 years, Opposer has extensively marketed the Playboy BUNNY as a symbol for its quality entertainment services and BUNNY has received widespread media recognition as an icon for a variety of Opposer's goods and services. Playboy's BUNNY appears often in connection with Opposer's entertainment and product promotion events, advertising and in media coverage of Opposer and Opposer's goods and services.

5. Additionally, Opposer has capitalized on the valuable fame of its mark and expanded its use of the BUNNY trademark beyond entertainment services to include use with apparel, footwear, jewelry, figurines, handbags, magazines and stationary products.

6. Playboy has also expanded its use of BUNNY to include a family of BUNNY marks. These include GOLDEN BUNNY, ROCK BUNNY, LOVE BUNNY, SPORTY BUNNY, FLIRTY BUNNY and SEXY BUNNY.

7. As a result of extensive use, Playboy's BUNNY trademark has become famous.

8. In addition to its strong common law rights, Opposer is the owner of, among others, the following U.S. trademark registrations:

<b>Registered Mark</b>	<b>Registration No.</b>
BUNNY	810555
BETTING BUNNY	2714218
BUNNYPASS	2794332

Copies of printouts from the USPTO TARR database for the foregoing registrations are attached hereto as Exhibit 1.

9. Opposer is the owner of, among others, the following U.S. trademark applications with earlier filing dates than the filing date of Applicant's Mark:

<b>Applied-For Mark</b>	<b>Application No.</b>
BUNNY	78/417505
HEF'S SUPERBUNNIES	78/277230
PLAYBOY BUNNY	78/516279
PLAYBOY BUNNY	78/516156

Copies of printouts from the USPTO TARR database for the foregoing registrations are attached hereto as Exhibit 2.

10. Opposer is the owner of, among others, the following US trademark applications with earlier filing dates than the filing date of Applicant's Mark:

<b>Applied-For Mark</b>	<b>Application No.</b>
BUNNY COSTUME	78/513390
BUNNY COSTUME	78/511556
BUNNY COSTUME	78/511532

BUNNY COSTUME	78/511508
BUNNY COSTUME	78/513383
BUNNY COSTUME	78/511512
BUNNY COSTUME	78/511471
BUNNY COSTUME	78/513368
BUNNY COSTUME	78/513396

Copies of printouts from the USPTO TARR database for the foregoing registrations are attached hereto as Exhibit 3.

11. As a result of the exceedingly valuable reputation and tremendous goodwill Opposer has developed in connection with the Playboy BUNNY mark and its strong family of BUNNY marks, BUNNY is now famous under Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c) in connection with Opposer's entertainment services and in connection with as a variety of Opposer's goods and services.

12. On information and belief, Applicant is an individual with United States citizenship whose address is 65 Winged Foot Drive, Livingston, New Jersey 07039.

13. On December 30, 2004, Applicant filed intent-to-use application Serial No. 76/626343 ("Applicant's Mark"), to register the term BUNNY HOP for "restaurant and tavern services" ("Applicant's Services").

14. Applicant's Mark, when used on or in connection with Applicant's Services, is likely to cause confusion, mistake or deception as to the origin of Applicant's Services under Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d). Among other things, use and registration by Applicant of Applicant's Mark in connection with Applicant's Services is likely to (i) give rise to the mistaken belief by members of the public that

Applicant's Services originate from or are in some way associated with Opposer, Opposer's Marks and/or the goods and services that Opposer offers under Opposer's Marks; and (ii) cause members of the public to be confused and deceived as to source, origin, affiliation and sponsorship of Applicant's Services offered in connection with Applicant's Mark. Applicant seeks registration for services in the field of entertainment, the same field of services from which Opposer's fame originated and continues to expand within and beyond. Accordingly, if Applicant is permitted to register BUNNY HOP for the "restaurant and tavern services" specified in Applicant's application, Opposer will be damaged.

15. Additionally, Applicant's use and registration of Applicant's Mark in commerce will cause dilution of Opposer Playboy's famous BUNNY marks under 15 U.S.C. § 1125(c). Accordingly, if Applicant is permitted to register the mark BUNNY HOP, Opposer will be damaged.

16. Applicant's Mark should be refused registration under Sections 2(d) and 43(c) of the Trademark Act, 15 U.S.C. §§ 1052(d) and 1125(c) respectively.

WHEREFORE, Opposer respectfully prays that the Trademark Trial and Appeal Board sustain its Notice of Opposition and refuse registration of Applicant's Mark.

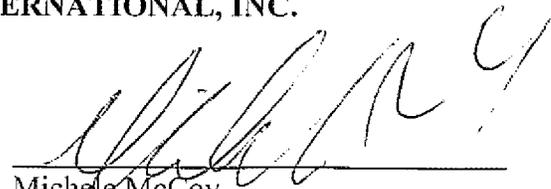
Please charge the required fee for this Notice of Opposition to Deposit Account No. 16-2117.

Dated: February 15, 2006

Respectfully submitted,

**PLAYBOY ENTERPRISES  
INTERNATIONAL, INC.**

By:



Michele McCoy  
Trademark Counsel  
Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, Illinois 60611  
Tel: (312) 373-2307  
Fax: (312) 266-2042  
[mmccoy@playboy.com](mailto:mmccoy@playboy.com)

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 11:41:41 ET**

**Serial Number:** 72233496 Assignment Information

**Registration Number:** 810555 Assignment Information

**Mark (words only):** BUNNY

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 1986-10-06

**Filing Date:** 1965-11-29

**Transformed into a National Application:** No

**Registration Date:** 1966-06-28

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 1986-12-18

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. PLAYBOY ENTERPRISES, INC.

**Address:**

PLAYBOY ENTERPRISES, INC.

919 N. MICHIGAN AVE.

CHICAGO, IL 60611

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

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**GOODS AND/OR SERVICES**

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**U.S. Class:** 100 (International Class 042)

OPERATING ESTABLISHMENTS WHICH FEATURE FOOD, DRINK, AND ENTERTAINMENT

**First Use Date:** 1960-02-29

**First Use in Commerce Date:** 1960-07-01

**Basis:** 1(a)

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**ADDITIONAL INFORMATION**

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**Prior Registration Number(s):**

738386

743134

762884

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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1986-06-28 - First renewal

1986-09-02 - Post Registration action mailed - Section 9

1986-05-30 - Section 9 filed/check record for Section 8

1986-05-30 - Section 9 filed/check record for Section 8

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**CORRESPONDENCE INFORMATION**

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**Correspondent**

CHARLOTTE SHAPIRO, STAFF ATTORNEY

PLAYBOY ENTERPRISES, INC.

THE PLAYBOY BUILDING

919 NORTH MICHIGAN AVENUE

CHICAGO, IL 60611

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 11:52:55 ET**

**Serial Number:** 76189206 Assignment Information

**Registration Number:** 2714218 Assignment Information

**Mark (words only):** BETTING BUNNY

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-05-06

**Filing Date:** 2001-01-03

**Transformed into a National Application:** No

**Registration Date:** 2003-05-06

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 113

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-05-12

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 North Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

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**GOODS AND/OR SERVICES**

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**International Class:** 036

providing wagering services via online and television mediums

**First Use Date:** 2001-08-08

**First Use in Commerce Date:** 2001-08-08

**Basis:** 1(a)

**International Class:** 041

Providing casino services via online and television mediums

**First Use Date:** 2001-08-08

**First Use in Commerce Date:** 2001-08-08

**Basis:** 1(a)

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "BETTING"

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2003-05-06 - Registered - Principal Register

2003-03-06 - Allowed for Registration - Principal Register (SOU accepted)

2003-03-06 - Case file assigned to examining attorney

2003-02-28 - Statement of use processing complete

2002-12-02 - Amendment to Use filed

2002-12-05 - PAPER RECEIVED

2002-06-19 - Extension 1 granted

2002-05-30 - Extension 1 filed  
2001-12-04 - Notice of allowance - mailed  
2001-09-11 - Published for opposition  
2001-08-22 - Notice of publication  
2001-06-09 - Approved for Pub - Principal Register (Initial exam)  
2001-06-04 - Examiner's amendment mailed  
2001-06-01 - Case file assigned to examining attorney  
2001-04-23 - Non-final action mailed  
2001-04-13 - Case file assigned to examining attorney

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**CORRESPONDENCE INFORMATION**

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**Correspondent**  
PLAYBOY ENTERPRISES INTERNATIONAL INC  
680 N LAKE SHORE DR  
CHICAGO IL 60611-4402

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**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 11:54:10 ET**

**Serial Number:** 76485195 Assignment Information

**Registration Number:** 2794332 Assignment Information

**Mark (words only):** BUNNYPASS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-12-16

**Filing Date:** 2003-01-27

**Transformed into a National Application:** No

**Registration Date:** 2003-12-16

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 108

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-12-24

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 North Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312 751-8000

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**GOODS AND/OR SERVICES**

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**International Class:** 041

Entertainment services, namely providing a subscription website featuring-- images, articles and video footage relating to female models; online reviews of movies, books, restaurants, music, television and computer games; articles featuring current events; short stories; celebrity interviews and advice columns

**First Use Date:** 2002-11-04

**First Use in Commerce Date:** 2002-11-04

**Basis:** 1(a)

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2003-12-16 - Registered - Principal Register

2003-09-23 - Published for opposition

2003-09-03 - Notice of publication

2003-07-22 - Approved for Pub - Principal Register (Initial exam)

2003-07-21 - Case file assigned to examining attorney

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**CORRESPONDENCE INFORMATION**

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**Correspondent**

Julie Brown (Attorney of record)

JULIE BROWN

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 NORTH LAKE SHORE DRIVE  
CHICAGO, IL 60611

**Phone Number:** 312/751-8000

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**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:15:12 ET**

**Serial Number:** 78417505

**Registration Number:** (NOT AVAILABLE)

**Mark**

**BUNNY**

**(words only):** BUNNY

**Standard Character claim:** Yes

**Current Status:** Application has been published for opposition.

**Date of Status:** 2006-01-17

**Filing Date:** 2004-05-12

**The Information will be/was published in the Official Gazette on** 2006-01-17

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**Attorney Assigned:** WILLIS PAMELA Y Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2005-12-06

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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**GOODS AND/OR SERVICES**

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**International Class:** 043

Resort hotels, restaurants, bars, lounges; providing convention facilities

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

**International Class:** 044

health spa services, namely, providing cosmetic body care services and services for health and wellness of the body and spirit; beauty salons

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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**ADDITIONAL INFORMATION**

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**Prior Registration Number(s):**

810555

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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## PROSECUTION HISTORY

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2006-01-17 - Published for opposition  
2005-12-28 - Notice of publication  
2005-12-02 - Law Office Publication Review Completed  
2005-11-07 - Approved for Pub - Principal Register (Initial exam)  
2005-11-07 - Teas/Email Correspondence Entered  
2005-11-03 - Communication received from applicant  
2005-11-03 - TEAS Response to Office Action Received  
2005-07-01 - Final refusal e-mailed  
2005-07-01 - Final Refusal Written  
2005-06-14 - Teas/Email Correspondence Entered  
2005-06-08 - Communication received from applicant  
2005-06-14 - Assigned To LIE  
2005-06-08 - TEAS Response to Office Action Received  
2004-12-10 - Non-final action e-mailed  
2004-12-10 - Non-Final Action Written  
2004-12-10 - Case file assigned to examining attorney  
2004-05-19 - New Application Entered In Tram

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## CORRESPONDENCE INFORMATION

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### **Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL INC  
680 N LAKE SHORE DR  
CHICAGO IL 60611

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:16:40 ET**

**Serial Number:** 78277230

**Registration Number:** (NOT AVAILABLE)

**Mark (words only):** HEF'S SUPERBUNNIES

**Standard Character claim:** No

**Current Status:** A request for the third extension of time to file a statement of use has been granted.

**Date of Status:** 2006-01-21

**Filing Date:** 2003-07-22

**The Notice of Allowance Date is:** 2004-07-13

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

**Attorney Assigned:** FRENCH CURTIS W Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2006-01-21

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.

680 North Lake Shore Drive

Chicago, IL 60611

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

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**GOODS AND/OR SERVICES**

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**International Class:** 041

Entertainment service in the nature of on-going television programs featuring animated characters

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2006-01-21 - Extension 3 granted

2005-12-30 - Extension 3 filed

2005-12-30 - TEAS Extension Received

2005-07-12 - Extension 2 granted

2005-07-12 - Extension 2 filed

2005-07-12 - TEAS Extension Received

2005-02-01 - Extension 1 granted

2005-01-10 - Extension 1 filed

2005-01-11 - TEAS Extension Received

2004-07-13 - Notice of allowance - mailed

2004-04-20 - Published for opposition

2004-03-31 - Notice of publication

2004-03-31 - Notice of publication

2004-02-04 - Approved for Pub - Principal Register (Initial exam)

2004-02-04 - Case file assigned to examining attorney

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**CORRESPONDENCE INFORMATION**

---

**Correspondent**

Playboy Enterprises International, Inc.  
680 North Lake Shore Drive  
Chicago, IL 60611

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**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 11:45:56 ET**

**Serial Number:** 78516279

**Registration Number:** (NOT AVAILABLE)

**Mark**

**PLAYBOY BUNNY**

**(words only):** PLAYBOY BUNNY

**Standard Character claim:** Yes

**Current Status:** Application has been published for opposition.

**Date of Status:** 2006-01-10

**Filing Date:** 2004-11-12

**The Information will be/was published in the Official Gazette on 2006-01-10**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:** PAPPAS MATTHEW JAMES Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2005-11-29

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Delaware  
**Phone Number:** 312-751-8000  
**Fax Number:** 312-751-2818

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**GOODS AND/OR SERVICES**

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**International Class:** 041  
Casino and night club services  
**First Use Date:** (DATE NOT AVAILABLE)  
**First Use in Commerce Date:** (DATE NOT AVAILABLE)  
**Basis:** 1(b)

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**ADDITIONAL INFORMATION**

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**Prior Registration Number(s):**  
1733661  
2631654  
2743525

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2006-01-10 - Published for opposition  
2005-12-21 - Notice of publication

2005-11-22 - Law Office Publication Review Completed  
2005-11-18 - Assigned To LIE  
2005-11-11 - Approved for Pub - Principal Register (Initial exam)  
2005-10-28 - Teas/Email Correspondence Entered  
2005-10-24 - Communication received from applicant  
2005-10-24 - TEAS Response to Office Action Received  
2005-05-20 - Non-final action e-mailed  
2005-05-20 - Non-Final Action Written  
2005-05-12 - Case file assigned to examining attorney  
2004-11-18 - New Application Entered In Tram

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**CORRESPONDENCE INFORMATION**

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**Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:18:50 ET**

**Serial Number:** 78516156

**Registration Number:** (NOT AVAILABLE)

**Mark**

**PLAYBOY BUNNY**

**(words only):** PLAYBOY BUNNY

**Standard Character claim:** Yes

**Current Status:** Application has been published for opposition.

**Date of Status:** 2006-01-10

**Filing Date:** 2004-11-12

**The Information will be/was published in the Official Gazette on 2006-01-10**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:** PAPPAS MATTHEW JAMES Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2005-11-29

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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**GOODS AND/OR SERVICES**

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**International Class:** 009

Gaming equipment, namely, slot machines

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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**ADDITIONAL INFORMATION**

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**Prior Registration Number(s):**

2605118

2631654

2635849

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2006-01-10 - Published for opposition

2005-12-21 - Notice of publication

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2005-11-22 - Law Office Publication Review Completed  
2005-11-18 - Assigned To LIE  
2005-11-11 - Approved for Pub - Principal Register (Initial exam)  
2005-10-28 - Teas/Email Correspondence Entered  
2005-10-24 - Communication received from applicant  
2005-10-24 - TEAS Response to Office Action Received  
2005-05-20 - Non-final action e-mailed  
2005-05-20 - Non-Final Action Written  
2005-05-12 - Case file assigned to examining attorney  
2004-11-18 - New Application Entered In Tram

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**CORRESPONDENCE INFORMATION**

---

**Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N. LAKE SHORE DRIVE  
CHICAGO, IL 60611

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:03:07 ET**

**Serial Number:** 78513390

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-02-10

**Filing Date:** 2004-11-08

**The Information will be/was published in the Official Gazette on 2006-03-21**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 112

**Attorney Assigned:** TAYLOR DAVID T Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-02-10

## LAST APPLICANT(S)/OWNER(S) OF RECORD

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1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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## GOODS AND/OR SERVICES

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**International Class:** 041

Entertainment services, namely, providing an on-line service featuring images and video clips of female models, and news related to art, fashion, restaurants, entertainment, television, movies, sports, music, health, lifestyle, sex, relationships, politics and other areas of general interest; providing on-line commentary and articles on the subjects of art, entertainment, television entertainment, adult entertainment, movies, sports, and music

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.24** - Women, stylized, including women depicted in caricature form

**03.13.25** - Ears, animal; Eyes, animal; Other parts of four-footed mammals or primates (excluding humans); Snouts; Tails; Teeth, animal; Tusks

**09.03.08** - Ascots; Bandannas; Neckerchief; Neckties; Neckwear; Scarves; Ties, neck

**09.03.16** - Collars (clothing); Cuffs (clothing); Pockets; Sleeves (clothing); Waistband (clothing)

**09.03.25** - Bath robes; Costumes (Halloween or masquerade); Jump suits; Kimonos; Robes; Surgical gowns; Suspenders (clothing); Uniforms; Vestments

**24.07.07** - Prize ribbons; Ribbons, prize

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

- 2006-02-08 - Law Office Publication Review Completed
  - 2006-02-08 - Assigned To LIE
  - 2006-01-27 - Approved for Pub - Principal Register (Initial exam)
  - 2006-01-04 - Teas/Email Correspondence Entered
  - 2005-12-22 - Communication received from applicant
  - 2005-12-22 - TEAS Response to Office Action Received
  - 2005-06-24 - Non-final action e-mailed
  - 2005-06-24 - Non-Final Action Written
  - 2005-06-12 - Case file assigned to examining attorney
  - 2004-11-15 - New Application Entered In Tram
- 

**CORRESPONDENCE INFORMATION**

---

**Correspondent**  
PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000  
**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:10:18 ET**

**Serial Number:** 78511556

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-01-19

**Filing Date:** 2004-11-04

**The Information will be/was published in the Official Gazette on 2006-02-28**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 108

**Attorney Assigned:** GEORGE DAHLIA AMELIA Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-01-19

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

## GOODS AND/OR SERVICES

---

**International Class:** 043

Bar, restaurant and hotel services; cocktail lounge services; coffee-house and snack-bar services; resort lodging services

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.14** - Bonnets (women wearing); Women wearing bonnets

**02.03.19** - Bathing suits (women wearing); Lingerie (women wearing); Nude women, women wearing underclothes, bathing suits or brief attire; Underclothes (women wearing); Underwear (women wearing)

**02.03.24** - Women, stylized, including women depicted in caricature form

**03.09.01** - Bunnies; Rabbits; Rabbits, hares

**03.13.25** - Ears, animal; Eyes, animal; Other parts of four-footed mammals or primates (excluding humans); Snouts; Tails; Teeth, animal; Tusks

**09.03.08** - Ascots; Bandannas; Neckerchief; Neckties; Neckwear; Scarves; Ties, neck

**09.03.16** - Collars (clothing); Cuffs (clothing); Pockets; Sleeves (clothing); Waistband (clothing)

**09.03.25** - Bath robes; Costumes (Halloween or masquerade); Jump suits; Kimonos; Robes; Surgical

gowns; Suspenders (clothing); Uniforms; Vestments

**17.03.25** - Brooches; Cuff-links; Earrings; Locket; Necktie clasps and fasteners; Pins, jewelry; Tie tacks

**24.07.07** - Prize ribbons; Ribbons, prize

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2006-02-08 - Notice of publication

2006-01-18 - Law Office Publication Review Completed

2006-01-13 - Assigned To LIE

2006-01-09 - Approved for Pub - Principal Register (Initial exam)

2005-12-27 - Teas/Email Correspondence Entered

2005-12-15 - Communication received from applicant

2005-12-15 - TEAS Response to Office Action Received

2005-06-17 - Non-final action e-mailed

2005-06-17 - Non-Final Action Written

2005-06-08 - Case file assigned to examining attorney

2004-11-15 - New Application Entered In Tram

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### CORRESPONDENCE INFORMATION

---

#### Correspondent

PLAYBOY ENTERPRISES INTERNATIONAL, INC.

680 N LAKE SHORE DR STE 1500

CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:11:29 ET**

**Serial Number:** 78511532

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-01-20

**Filing Date:** 2004-11-04

**The Information will be/was published in the Official Gazette on 2006-02-28**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:** FISHER HANNAH M Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-01-20

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

## GOODS AND/OR SERVICES

---

**International Class:** 041

casino and night club services; providing swimming pools

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.14** - Bonnets (women wearing); Women wearing bonnets

**02.03.19** - Bathing suits (women wearing); Lingerie (women wearing); Nude women, women wearing underclothes, bathing suits or brief attire; Underclothes (women wearing); Underwear (women wearing)

**02.03.24** - Women, stylized, including women depicted in caricature form

**09.03.08** - Ascots; Bandannas; Neckkerchief; Neckties; Neckwear; Scarves; Ties, neck

**17.03.25** - Brooches; Cuff-links; Earrings; Locket; Necktie clasps and fasteners; Pins, jewelry; Tie tacks

**24.07.07** - Prize ribbons; Ribbons, prize

---

## MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2006-02-08 - Notice of publication

2006-01-19 - Law Office Publication Review Completed

2006-01-13 - Assigned To LIE

2005-12-29 - Approved for Pub - Principal Register (Initial exam)

2005-12-28 - Teas/Email Correspondence Entered

2005-12-15 - Communication received from applicant

2005-12-15 - TEAS Response to Office Action Received

2005-06-15 - Non-final action e-mailed

2005-06-15 - Non-Final Action Written

2005-06-08 - Case file assigned to examining attorney

2004-11-15 - New Application Entered In Tram

---

### CORRESPONDENCE INFORMATION

---

**Correspondent**  
PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000  
**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:13:11 ET**

**Serial Number:** 78511508

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-02-13

**Filing Date:** 2004-11-04

**The Information will be/was published in the Official Gazette on 2006-03-28**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 110

**Attorney Assigned:** SMITH REBECCA A Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-02-13

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

## GOODS AND/OR SERVICES

---

**International Class:** 028

gaming equipment, namely, roulette wheels, poker chips and dart boards

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman used as a point of sale display. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.14** - Bonnets (women wearing); Women wearing bonnets

**02.03.19** - Bathing suits (women wearing); Lingerie (women wearing); Nude women, women wearing underclothes, bathing suits or brief attire; Underclothes (women wearing); Underwear (women wearing)

**02.03.24** - Women, stylized, including women depicted in caricature form

**09.03.08** - Ascots; Bandannas; Neckerchief; Neckties; Neckwear; Scarves; Ties, neck

**24.07.07** - Prize ribbons; Ribbons, prize

---

## MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2006-02-09 - Law Office Publication Review Completed

2006-02-03 - Assigned To LIE

2006-01-26 - Approved for Pub - Principal Register (Initial exam)

2005-12-23 - Teas/Email Correspondence Entered

2005-12-14 - Communication received from applicant

2005-12-14 - TEAS Response to Office Action Received

2005-06-14 - Non-final action e-mailed

2005-06-14 - Non-Final Action Written

2005-06-09 - Case file assigned to examining attorney

2004-11-15 - New Application Entered In Tram

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### CORRESPONDENCE INFORMATION

---

**Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:04:21 ET**

**Serial Number:** 78513383

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-02-13

**Filing Date:** 2004-11-08

**The Information will be/was published in the Official Gazette on 2006-03-28**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 110

**Attorney Assigned:** SMITH REBECCA A Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-02-13

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

## GOODS AND/OR SERVICES

---

**International Class:** 038

television broadcasting and transmission services, cable television broadcasting services, satellite transmission services, broadcasting television programs via a global computer network and video-on-demand transmission services

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.24** - Women, stylized, including women depicted in caricature form

**03.13.25** - Ears, animal; Eyes, animal; Other parts of four-footed mammals or primates (excluding humans); Snouts; Tails; Teeth, animal; Tusks

**09.03.08** - Ascots; Bandannas; Neckkerchief; Neckties; Neckwear; Scarves; Ties, neck

**09.03.16** - Collars (clothing); Cuffs (clothing); Pockets; Sleeves (clothing); Waistband (clothing)

**09.03.25** - Bath robes; Costumes (Halloween or masquerade); Jump suits; Kimonos; Robes; Surgical gowns; Suspenders (clothing); Uniforms; Vestments

**24.07.07** - Prize ribbons; Ribbons, prize

---

## MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2006-02-09 - Law Office Publication Review Completed  
2006-02-03 - Assigned To LIE  
2006-01-26 - Approved for Pub - Principal Register (Initial exam)  
2005-12-23 - Teas/Email Correspondence Entered  
2005-12-14 - Communication received from applicant  
2005-12-14 - TEAS Response to Office Action Received  
2005-06-14 - Non-final action e-mailed  
2005-06-14 - Non-Final Action Written  
2005-06-09 - Case file assigned to examining attorney  
2004-11-15 - New Application Entered In Tram

---

### CORRESPONDENCE INFORMATION

---

**Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:12:10 ET**

**Serial Number:** 78511512

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-01-30

**Filing Date:** 2004-11-04

**The Information will be/was published in the Official Gazette on 2006-03-14**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:** JACKSON STEVEN W Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-01-30

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

## GOODS AND/OR SERVICES

---

**International Class:** 035

retail store services in the fields of clothing, clothing accessories, jewelry, books, magazines, stationary, videos, cd's, DVD's, home accessories, bed and bath accessories, smoker's articles, electronics, food and drinks, sporting goods, travel accessories, cosmetics, game equipment, nutritional supplements and sex toys

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.14** - Bonnets (women wearing); Women wearing bonnets

**02.03.19** - Bathing suits (women wearing); Lingerie (women wearing); Nude women, women wearing underclothes, bathing suits or brief attire; Underclothes (women wearing); Underwear (women wearing)

**02.03.24** - Women, stylized, including women depicted in caricature form

**09.03.08** - Ascots; Bandannas; Neckkerchief; Neckties; Neckwear; Scarves; Ties, neck

**17.03.25** - Brooches; Cuff-links; Earrings; Locket; Necktie clasps and fasteners; Pins, jewelry; Tie tacks

**24.07.07** - Prize ribbons; Ribbons, prize

---

## MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2006-01-26 - Law Office Publication Review Completed

2006-01-20 - Assigned To LIE

2006-01-17 - Approved for Pub - Principal Register (Initial exam)

2005-12-21 - Teas/Email Correspondence Entered

2005-12-15 - Communication received from applicant

2005-12-15 - TEAS Response to Office Action Received

2005-06-16 - Non-final action e-mailed

2005-06-16 - Non-Final Action Written

2005-06-09 - Case file assigned to examining attorney

2004-11-15 - New Application Entered In Tram

---

### CORRESPONDENCE INFORMATION

---

#### **Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:14:15 ET**

**Serial Number:** 78511471

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-01-19

**Filing Date:** 2004-11-04

**The Information will be/was published in the Official Gazette on 2006-02-28**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**Attorney Assigned:** FROMM MARTHA L Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-01-19

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

## GOODS AND/OR SERVICES

---

**International Class:** 009

video game software in the field of adult entertainment; and casino game equipment, namely, slot machines

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

## ADDITIONAL INFORMATION

---

**Description of Mark:** The mark consists of a costume of rabbit ears worn on the head, a rabbit tail, a leotard, a ribbon, wrist cuffs and a bow tie. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the mark.

**Design Search Code(s):**

**02.03.24** - Women, stylized, including women depicted in caricature form

**09.01.04** - Bows, decorative; Ribbons, giftwrap (gift wrap); Ribbons, hair

**09.03.08** - Ascots; Bandannas; Neckkerchief; Neckties; Neckwear; Scarves; Ties, neck

**14.11.09** - Ball and Chain (restraints); Handcuffs; Leg irons; Manacles; Restraints (ball and chain, handcuffs, leg irons, manacles)

**19.03.25** - Cages/pens, vivaria; Leotards; Terrariums; Vivaria

---

## MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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## PROSECUTION HISTORY

---

2006-02-08 - Notice of publication

2006-01-18 - Law Office Publication Review Completed

2005-12-23 - Assigned To LIE

2005-12-19 - Approved for Pub - Principal Register (Initial exam)

2005-12-16 - Teas/Email Correspondence Entered

2005-12-07 - Communication received from applicant

2005-12-07 - TEAS Response to Office Action Received

2005-06-09 - Non-final action e-mailed

2005-06-09 - Non-Final Action Written

2005-06-09 - Case file assigned to examining attorney

2004-11-12 - New Application Entered In Tram

---

## CORRESPONDENCE INFORMATION

---

### **Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:06:28 ET**

**Serial Number:** 78513368

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** An office action making FINAL a refusal to register the mark has been mailed.

**Date of Status:** 2006-01-03

**Filing Date:** 2004-11-08

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**Attorney Assigned:** FROMM MARTHA L Employee Location

**Current Location:** L6X -TMEG Law Office 106 - Examining Attorney Assigned

**Date In Location:** 2006-01-03

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009

pre-recorded video tapes, DVD's, CD-ROM's and laser discs featuring adult entertainment; and computer software in the field of adult entertainment

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

**ADDITIONAL INFORMATION**

---

**Description of Mark:** The mark consists of a costume of rabbit ears worn on the head, a rabbit tail, a leotard, a ribbon, wrist cuffs and a bow tie. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the mark.

**Design Search Code(s):**

**02.03.24** - Women, stylized, including women depicted in caricature form

**03.13.25** - Ears, animal; Eyes, animal; Other parts of four-footed mammals or primates (excluding humans); Snouts; Tails; Teeth, animal; Tusks

**09.03.08** - Ascots; Bandannas; Neckerchief; Neckties; Neckwear; Scarves; Ties, neck

**09.03.16** - Collars (clothing); Cuffs (clothing); Pockets; Sleeves (clothing); Waistband (clothing)

**09.03.25** - Bath robes; Costumes (Halloween or masquerade); Jump suits; Kimonos; Robes; Surgical gowns; Suspenders (clothing); Uniforms; Vestments

**24.07.07** - Prize ribbons; Ribbons, prize

---

**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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## PROSECUTION HISTORY

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2006-01-03 - Final refusal e-mailed  
2006-01-03 - Final Refusal Written  
2005-12-16 - Teas/Email Correspondence Entered  
2005-12-07 - Communication received from applicant  
2005-12-07 - TEAS Response to Office Action Received  
2005-06-09 - Non-final action e-mailed  
2005-06-09 - Non-Final Action Written  
2005-06-09 - Case file assigned to examining attorney  
2004-11-15 - New Application Entered In Tram

---

## CORRESPONDENCE INFORMATION

---

### **Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N. LAKE SHORE DRIVE  
CHICAGO, IL 60611

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2006-02-15 12:05:36 ET**

**Serial Number:** 78513396

**Registration Number:** (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2006-02-13

**Filing Date:** 2004-11-08

**The Information will be/was published in the Official Gazette on 2006-03-28**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 110

**Attorney Assigned:** SMITH REBECCA A Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-02-13

## LAST APPLICANT(S)/OWNER(S) OF RECORD

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1. Playboy Enterprises International, Inc.

**Address:**

Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, IL 60611  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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## GOODS AND/OR SERVICES

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**International Class:** 025

caps, hats, visors, slippers, boxer briefs, underwear, sleepwear, lingerie, robes, jackets, pullovers, shirts, t-shirts, shorts, pants, jeans, loungewear, neckwear, swimwear, socks and footwear

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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## ADDITIONAL INFORMATION

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**Description of Mark:** The mark consists of a three dimensional bunny costume worn by a woman used as a point of sale display. The costume includes a corseted bodice, bunny ears worn on the head, a bunny tail on the back of the bodice, a name tag on the front of the bodice, wrist cuffs and a bow tie collar. The dotted outline of a woman is not a part of the mark but is merely intended to show the position of the costume.

**Design Search Code(s):**

**02.03.24** - Women, stylized, including women depicted in caricature form

**03.13.25** - Ears, animal; Eyes, animal; Other parts of four-footed mammals or primates (excluding humans); Snouts; Tails; Teeth, animal; Tusks

**09.03.08** - Ascots; Bandannas; Neckerchief; Neckties; Neckwear; Scarves; Ties, neck

**09.03.16** - Collars (clothing); Cuffs (clothing); Pockets; Sleeves (clothing); Waistband (clothing)

**09.03.25** - Bath robes; Costumes (Halloween or masquerade); Jump suits; Kimonos; Robes; Surgical gowns; Suspenders (clothing); Uniforms; Vestments

**24.07.07** - Prize ribbons; Ribbons, prize

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## MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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2006-02-09 - Law Office Publication Review Completed

2006-02-03 - Assigned To LIE

2006-01-26 - Approved for Pub - Principal Register (Initial exam)

2005-12-23 - Teas/Email Correspondence Entered

2005-12-14 - Communication received from applicant

2005-12-14 - TEAS Response to Office Action Received

2005-06-14 - Non-final action e-mailed

2005-06-14 - Non-Final Action Written

2005-06-09 - Case file assigned to examining attorney

2004-11-15 - New Application Entered In Tram

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### CORRESPONDENCE INFORMATION

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#### **Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N LAKE SHORE DR STE 1500  
CHICAGO, IL 60611-3088

**Phone Number:** 312-751-8000

**Fax Number:** 312-751-2818

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