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

Proceeding	91176791
Party	Defendant MATTEL, INC.
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Submission	Defendant's Notice of Reliance
Filer's Name	Chad R. Fitzgerald
Filer's e-mail	cfitzgerald@kwikalaw.com
Signature	/crf/
Date	06/16/2009
Attachments	Applicants Notice of Reliance re Produced Evicence Vol. 2.pdf (60 pages)(8310253 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Application Serial No. 78/751,105
Published for Opposition in the OFFICIAL GAZETTE on December 12, 2006

UMG RECORDINGS, INC. Opposition No.: 91176791

Opposer

v.

MATTEL, INC.

Applicant

APPLICANT'S NOTICE OF RELIANCE RE: PRODUCED EVIDENCE

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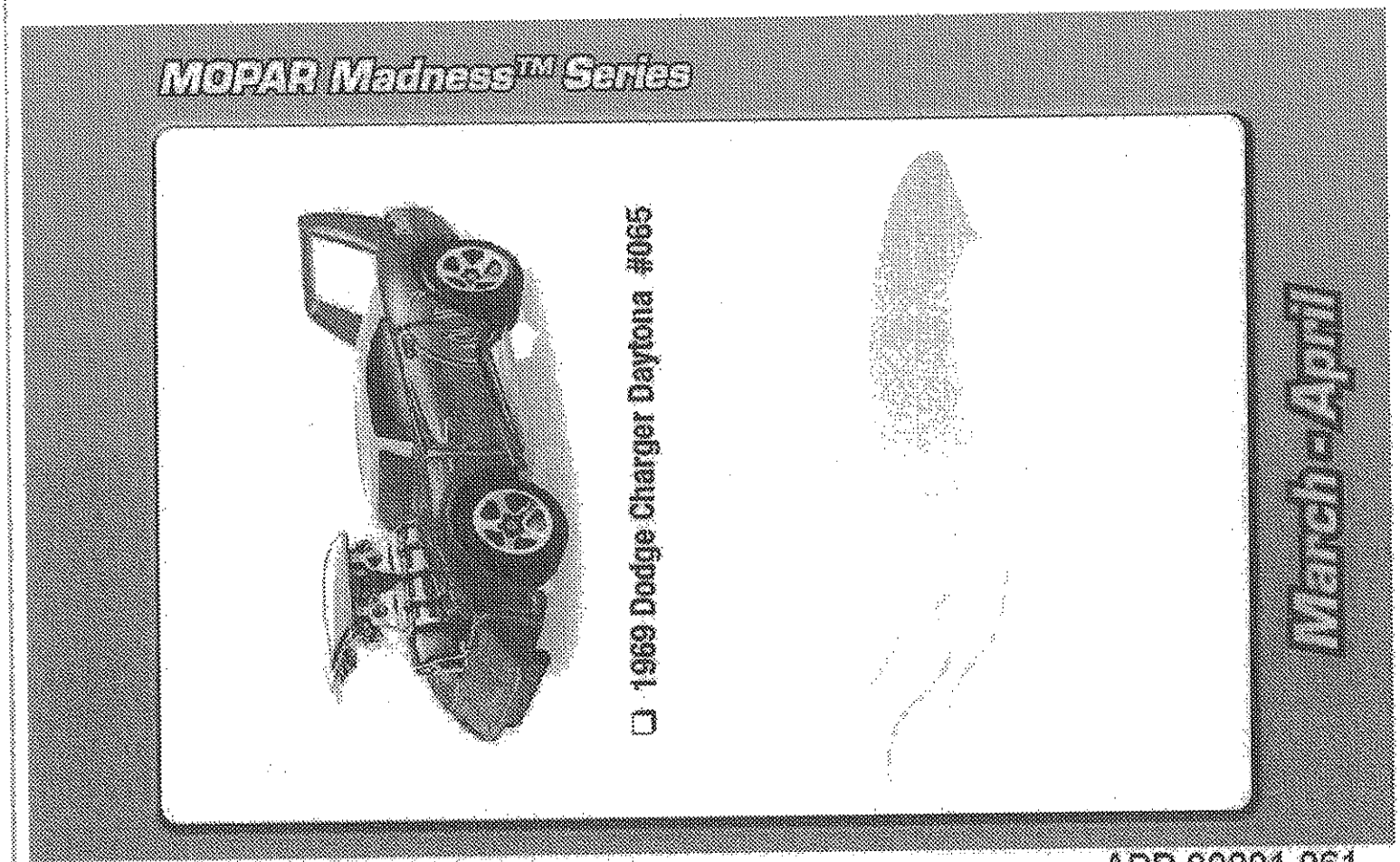
APP 00001.057

APP 00001.058

APP 00001.059

APP 00001.060



APP 00001.061

APP 00001.062

APP 00001.063

APP 00001.064

Tag Rides™ Series

❑ Dairy Delivery™ (Blings™) #071

❑ 1964 Lincoln Continental #072

Maj-Jma

APP 00001.065

APP 00001.066

Tag Rides™ Series

☐ Hiway Hauler® #075

May-June

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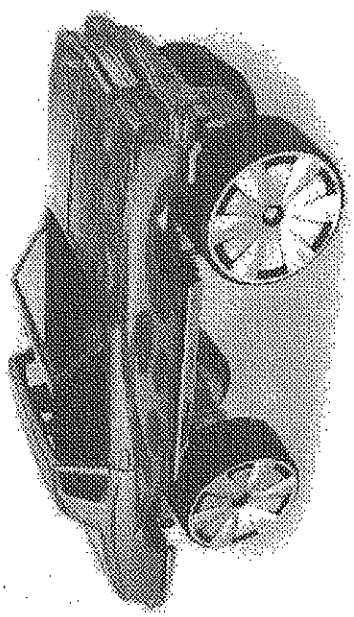
APP 00001.081

APP 00001.082

Hi Risers Series*



❑ Montezooma® #101

❑ '71 Buick® Riviera™ #102

November - December

APP 00001.083

November - December

Hi Risers Series*

❑ Monte Carlo™ #103

❑ Chevy® Impala™ #104

APP 00001.084

APP 00001.085

APP 00001.086

APP 00001.087

APP 00001.088

Track Aces™ Series

Track Aces™ series started in 2003 and it continues again in 2006. The Track Aces™ series features cars that were specially designed to be the best on Hot Wheels® track sets. Look for 12 new Track Aces™ cars in 2006 to collect, one for every month!

APP 00001.090

APP 00001.091

APP 00001.092

APP 00001.093

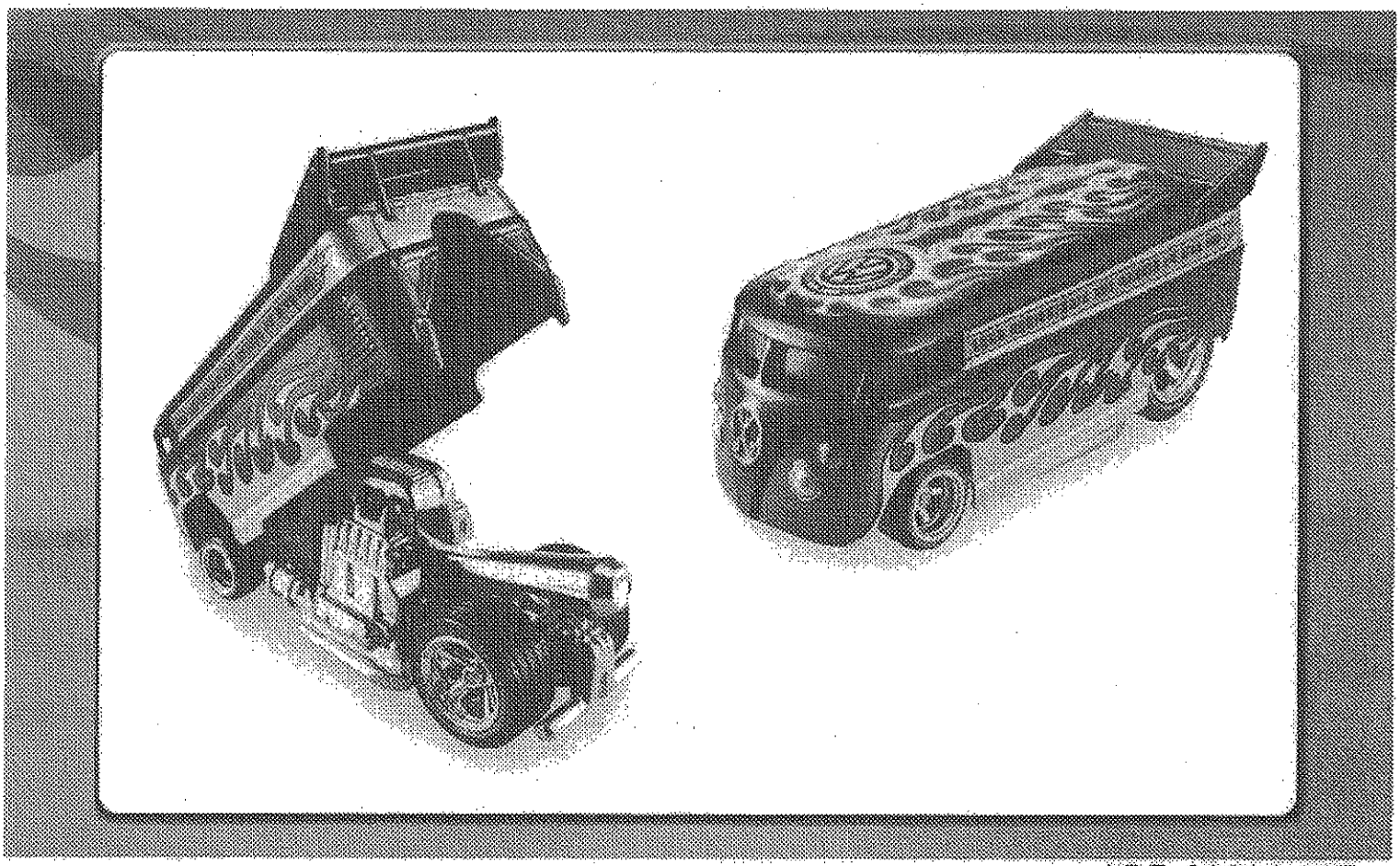
APP 00001.094

APP 00001.095

"Mystery" Car

Calling all collectors! To help celebrate the 10th anniversary of one of the most popular vehicles ever made, the Customized VW Drag Bus, we've created a special version of the Bus that you can get for free! Here's how you can get yours - simply buy 20 Hot Wheels® basic cars at select retailers during each quarter and receive a special mystery car plus a voucher each time. Collect all four mystery cars and vouchers during the year, and mail in your vouchers to get your free Bus!

Check www.HotWheels.com/Mystery for the official rules!



APP 00001.097

Collector Tips

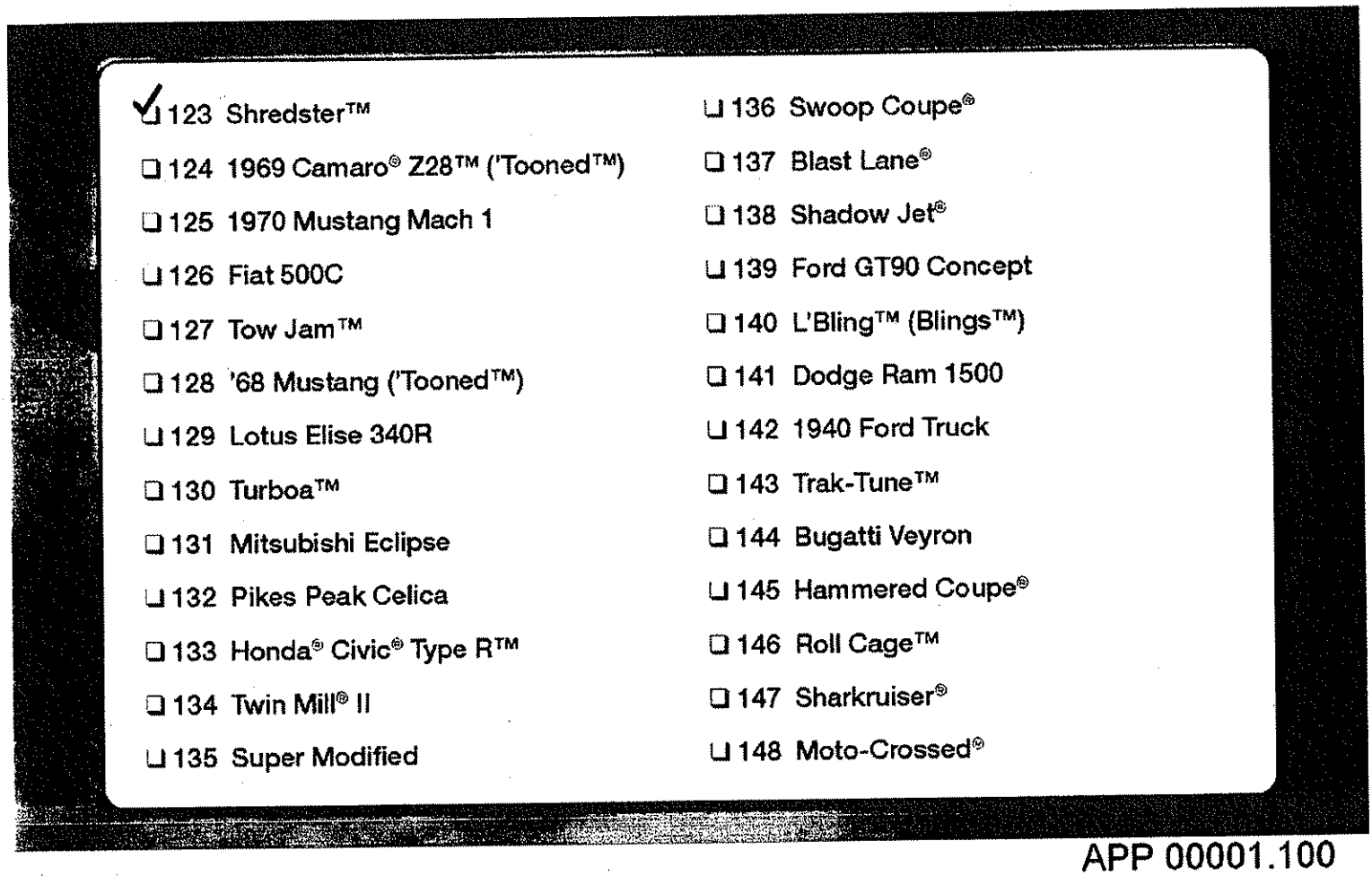
Hot Wheels® cars can be highly valuable and collectible! There are over 100,000 estimated Hot Wheels® collectors around the world! As you start your 2006 collection, here are some tips to help you find that next treasure!

- Sometimes cars switch colors during their production. A color change alone can make a huge difference in the rarity and value of a Hot Wheels® car!
- Hot Wheels® cars have many different wheel styles. Once in a while, the wheels will switch on a car which can increase the value and collectibility of that car!
- There's a lot of other information about Hot Wheels® collecting in magazines and all over the internet, including HotWheelsCollectors.com, a site dedicated to the serious adult collector.
- To help aid you along in collecting, we've put fun facts on the backs of our 2006 Hot Wheels® cars, so be sure to check 'em out!

Secret Segments

In addition to our 2006 First Editions™, Segment Series, Track Aces™ and T-Hunt® models, there are also 8 other cars to collect every month. Check out the entire list to collect for 2006!

APP 00001.099



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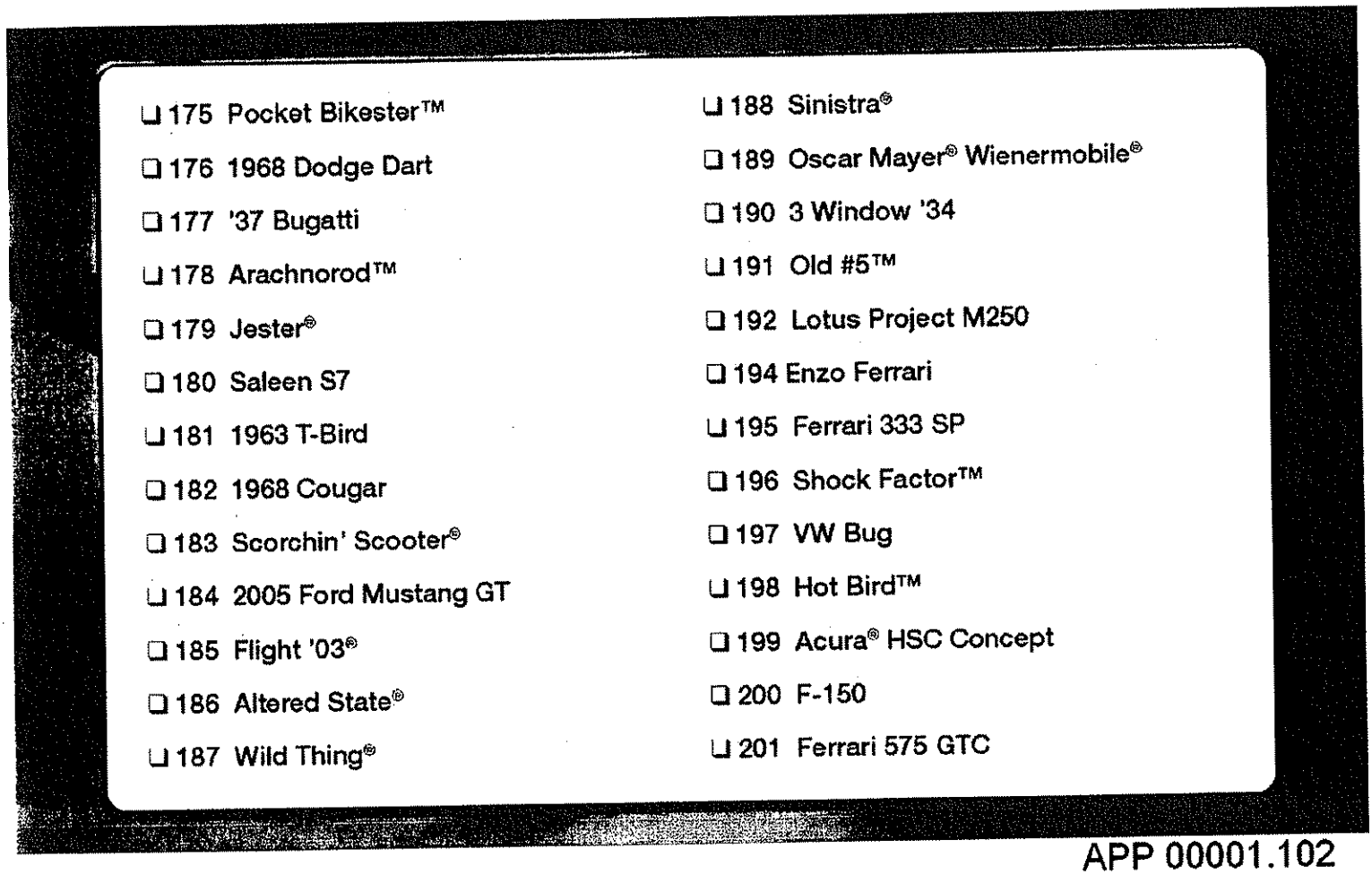
- ❑ 149 Ferrari 360 Modena ('Tooned™)
- ❑ 150 Deuce Roadster
- ❑ 151 Radio Flyer® Wagon
- ❑ 152 Way 2 Fast®
- ❑ 153 Vampyra®
- ❑ 154 Corvette® C6™
- ❑ 155 1969 Pontiac® GTO® ('Tooned™)
- ❑ 156 Vairy 8
- ❑ 157 1964 Buick® Riviera™
- ❑ 158 Fore Wheeler™
- ❑ 159 1947 Chevy® Fleetline
- ❑ 160 Itso-Skeenie™ (Torpedoes™)
- ❑ 161 Rocket Box™ (Blings™)
- ❑ 162 Torpedo Jones®
- ❑ 163 Toyota Celica
- ❑ 164 Airy 8™
- ❑ 165 Morris Cooper
- ❑ 166 Pikes Peak Tacoma
- ❑ 167 Mega-Duty®
- ❑ 168 Tor-Speedo™ (Torpedoes™)
- ❑ 169 Talbot Lago
- ❑ 170 1941 Willys® Coupe
- ❑ 171 Monoposto®
- ❑ 172 1969 El Camino™
- ❑ 173 HUMMER® H3T™
- ❑ 174 Sweet 16® II



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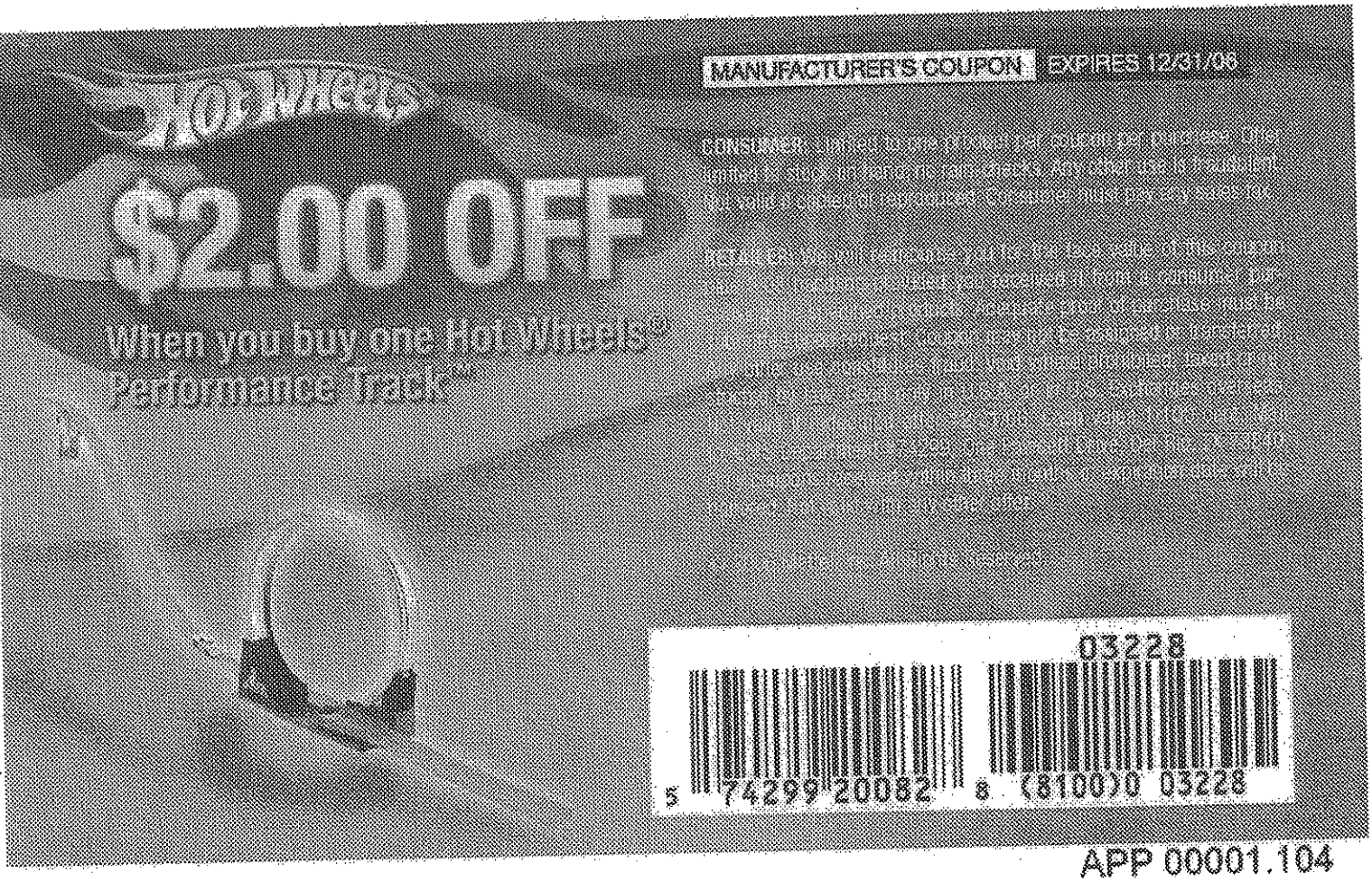
- ❑ 202 I Candy®
- ❑ 203 Ground FX®
- ❑ 204 Hyper Mite™
- ❑ 205 Vulture Roadster®
- ❑ 206 Ford Shelby® GR-1 Concept
- ❑ 207 Batmobile™
- ❑ 208 GMC® Motorhome
- ❑ 209 MS-T Suzuka®
- ❑ 210 8 Crate®
- ❑ 211 Nomadder What®
- ❑ 212 Shelby® Cobra 427 S/C™
- ❑ 213 Greased Lightnin'®
- ❑ 214 Jet Threat™ 3.0
- ❑ 215 Double Vision®
- ❑ 216 Overbored 454
- ❑ 217 Slideout®
- ❑ 218 Mercy Breaker™ ('Tooned™)
- ❑ 219 Mystery Car #1
- ❑ 220 Mystery Car #2
- ❑ 221 Mystery Car #3
- ❑ 222 Mystery Car #4
- ❑ 223 Customized VW Drag Bus



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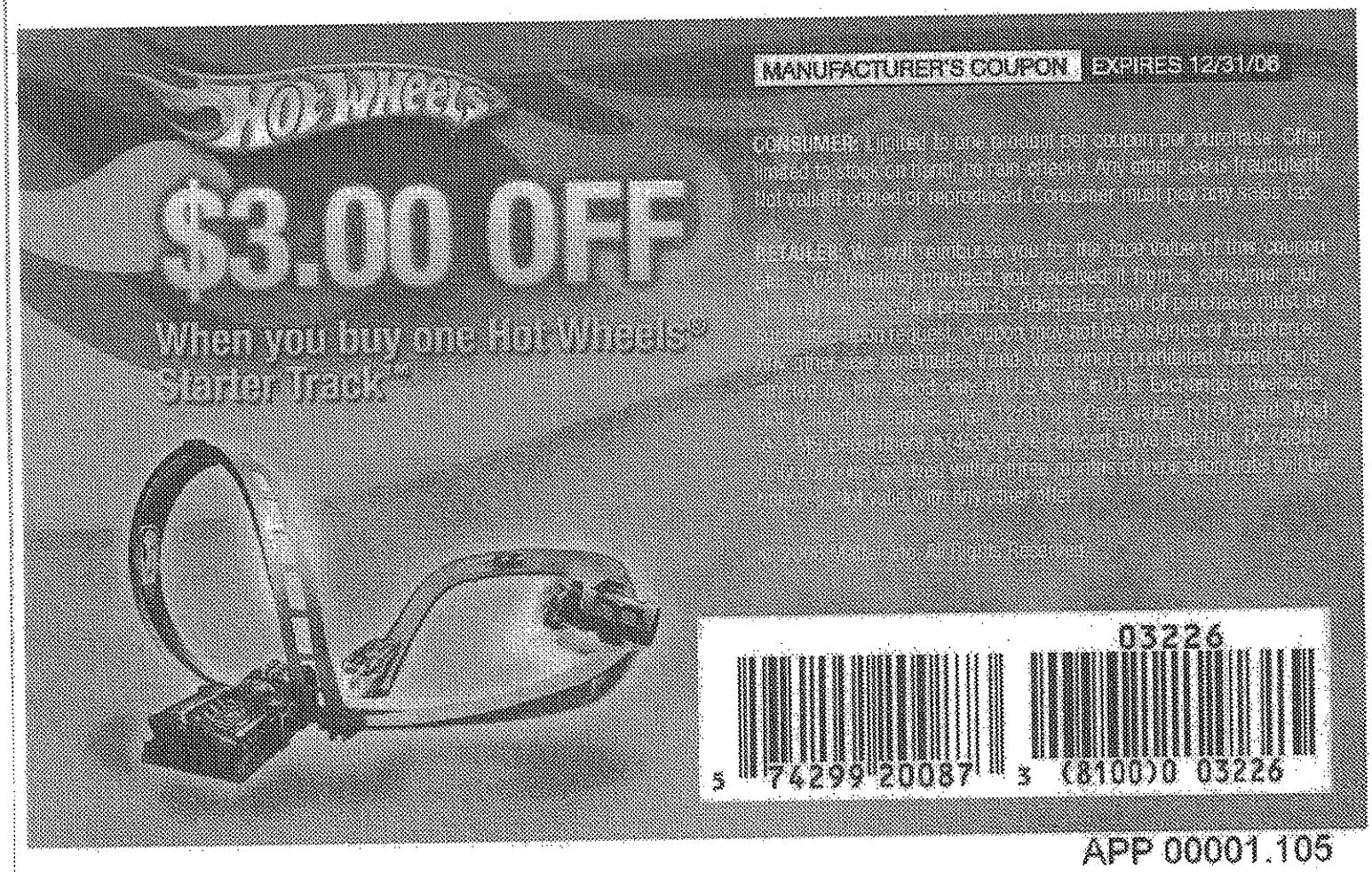

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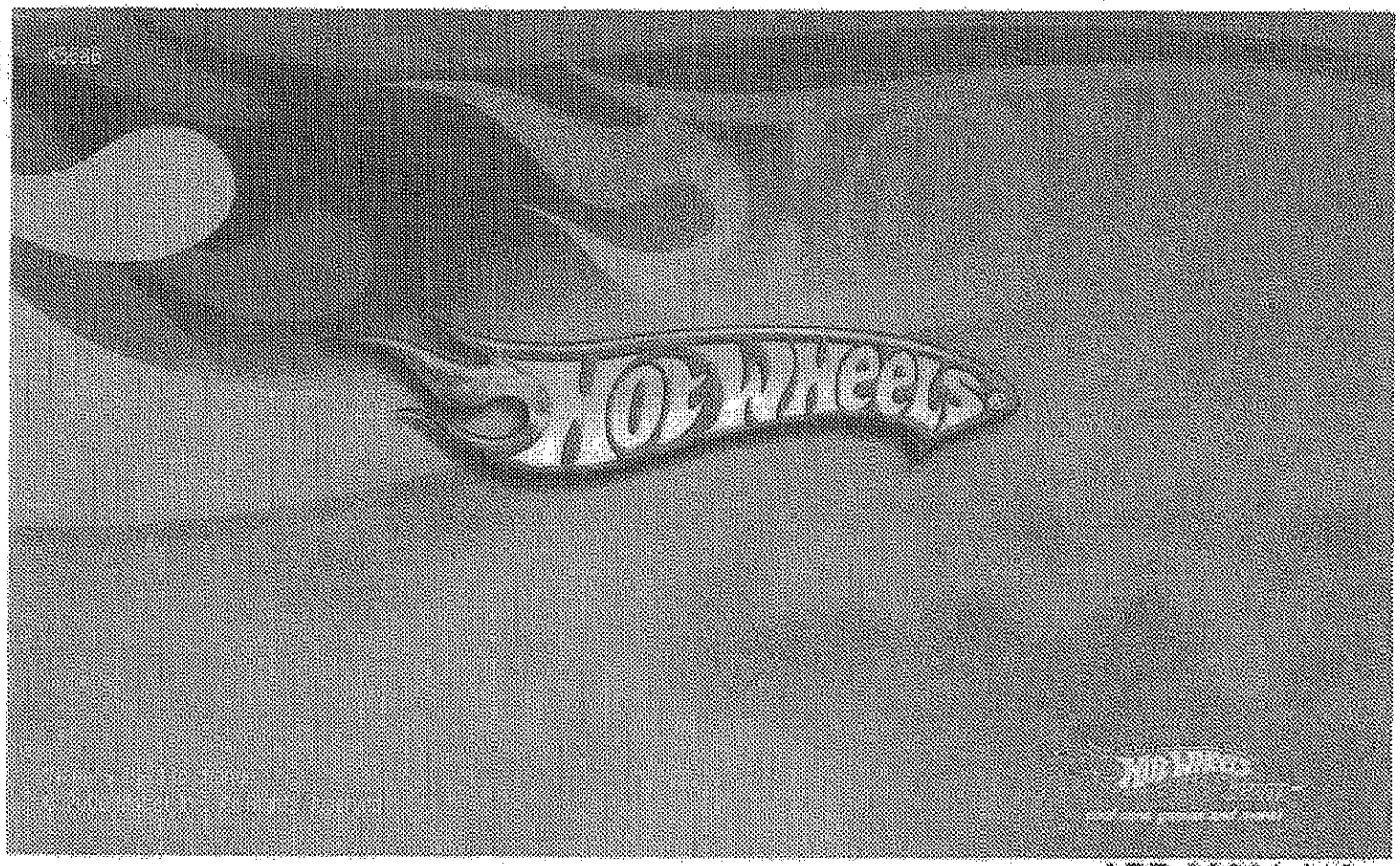

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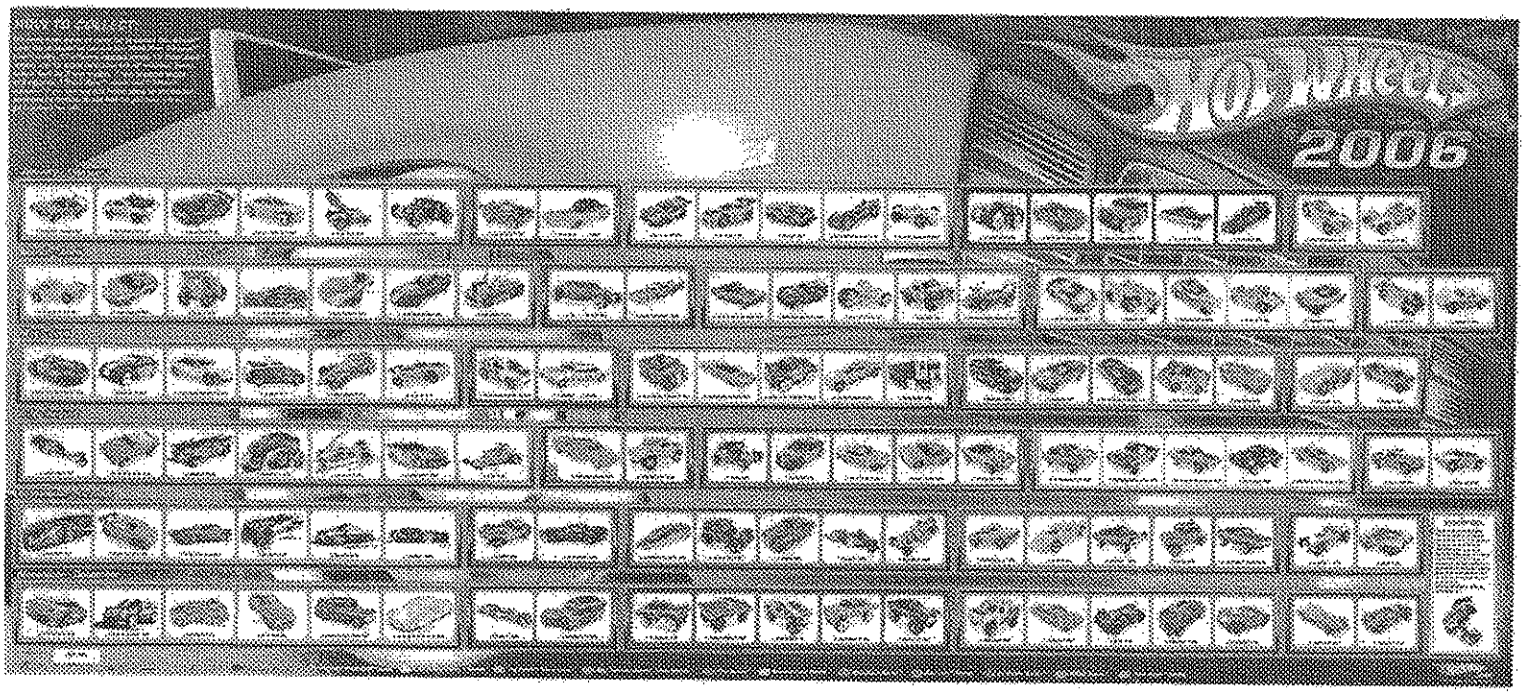
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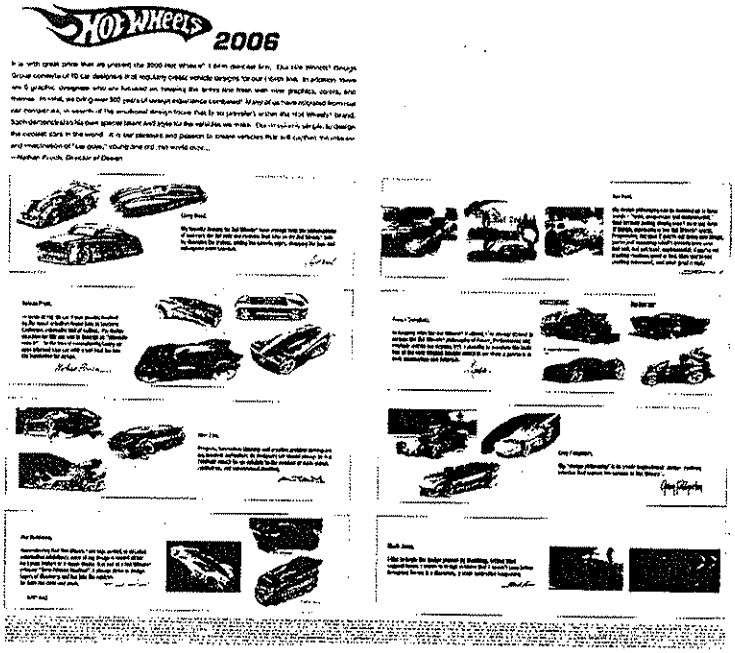

SECRET SEGMENTS

In addition to all of the series cars released each month, we'll be releasing some other "secret segment" cars every month! Look for about 8 new interiors on this list a month to complete your collection.

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing Notice of Reliance re Produced Evidence has been served on counsel for Opposer UMG Recordings, Inc. through ESTTA on June 16, 2009.

/crf/
Chad R. Fitzgerald