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UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Date: 10 December, 2008
Opposition No. 91183936
Serial No. 78597638

HOLLYWOOD MOBILE INC

C/O CORPAMERICA, INC 2711 CENTERVILLE RD
WILMINGTON, DE 19808
thomasundhagen@yahoo.com
Hollywood Chamber of Commerce

v.

Hollywood Mobile, Inc.

Jeffrey C. Briggs
Briggs Law
6381 Hollywood Boulevard Suite 530
Hollywood, CA 90028
jbriggs@briggslaw.com

ESTTA209689

Certificate of Mailing

I hereby certify that a true and complete copy of our answer to United States Patent And Trademark Office Order that was mailed September 30, 2008 regarding Opposition No. 91183936 is being deposited with the United States Postal Service with sufficient postage as First-class mail in an envelope addressed to: UNITED STATES PATENT AND TRADEMARK OFFICE Trademark Trial and Appeal Board P.O. Box 1451 Alexandria, VA 22313-1451

on 10 December, 2008 Thomas Undhagen

Thomas Undhagen, CEO Hollywood Mobile Inc.



12-12-2008

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Certificate of Service

I hereby certify that a true and complete copy of our answer to United States Patent And Trademark Office Order that was mailed September 30, 2008 regarding Opposition No. 91183936 has been served on Jeffrey C. Briggs of Briggs Law (representing the Hollywood Chamber of Commerce) by mailing said copy on the 10 of December, 2008, via First Class Mail, postage prepaid to: Jeffrey C. Briggs, Briggs Law 6381 Hollywood Boulevard Suite 530, Hollywood, CA 90028.

Best regards,



Thomas Undhagen, CEO Hollywood Mobile Inc.

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Declaration

I Thomas Undhagen, CEO Hollywood Mobile, hereby declare that the substitute specimen for the Hollywood Mobile Inc. logo (shown below and on a separate sheet) is in use in commerce.

Best regards,



CEO Hollywood Mobile
Thomas Undhagen





The Hollywood Entertainment News sales presentation

"The Hollywood Entertainment News" is a weekly half-hour TV show that covers the hottest entertainment news and events in Hollywood, in areas such as **film, TV, music, fashion, art**, with many of the biggest stars in the world. The content from the show will be used for mobile outlets such as operators or carriers as well for viewing on mobile devices.

Some of the major celebrities that have appeared in our TV productions are: **Johnny Depp, Tom Cruise, Arnold Schwarzenegger, Hugh Grant, Drew Barrymore, Slash, Carmen Electra, Gwen Stefani, Hugh Hefner and Edward Norton**

"The Hollywood Entertainment News" does not only cover the hottest entertainment events in Hollywood such as **movie premiers, fashion shows like Victoria's Secret, big awards show parties, concerts, parties at the Playboy Mansion** etc, but we go **backstage and behind-the-scenes** to give the viewers an **unique and exclusive look** at what really goes on in Hollywood and Los Angeles the way only somebody who personally know and have access to the Hollywood scene can do.

That could include **personal interviews with celebrities in their private homes, exclusive private mansion parties with major celebrities, a guide to the hottest restaurants and clubs at the moment in and special life-styles segments covering the latest trends.**

Format

The format for **"The Hollywood Entertainment News"** consists of an initial vignette showing fast clips of famous landmarks like the Hollywood sign, the stars on "The Walk of Fame", The Beverly Hills sign, footage of majors stars etc.

After that our TV host gives a quick presentation of the exciting events and celebrities will be included in that weeks segment. Our TV host will make this short "teaser" from an interesting location to give the viewer the feeling of being right there where it happens (rather than from an anonymous TV studio)

Then we will run through the different segments of the show (approximately 5-8 segments per show of about 3-5 minutes each. This could for example include **a major movie premiere, a wild party at the Playboy Mansion, a fashion show, a concert** and coverage from a **big awards show party.**

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Color drawing of the amended Hollywood Mobile Inc. mark

