

ESTTA Tracking number: **ESTTA300630**

Filing date: **08/12/2009**

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	08/12/2009
Address	680 North Lake Shore Drive Chicago, IL 60611 UNITED STATES

Attorney information	G. Roxanne Elings Greenberg Traurig, LLP 200 Park Ave New York, NY 10166 UNITED STATES NYTMDKT@gtlaw.com, elingsr@gtlaw.com, saenzd@gtlaw.com, falbyo@gtlaw.com, biancoc@gtlaw.com, dallavala@gtlaw.com Phone: 212.801.2148
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**Applicant Information**

Application No	77627226	Publication date	04/14/2009
Opposition Filing Date	08/12/2009	Opposition Period Ends	08/12/2009
Applicant	Playgirl Key Club, Inc. 801 Second Avenue New York, NY 100175621 UNITED STATES		

**Goods/Services Affected by Opposition**

<p>Class 035. All goods and services in the class are opposed, namely: Retail store services, mail order services, and electronic catalogue services in the field of videotapes and DVDs featuring television programs in the field of adult entertainment</p>
<p>Class 038. All goods and services in the class are opposed, namely: Television broadcasting, cable television broadcasting, digital cable television transmission, and satellite transmission services in the field of adult entertainment</p>
<p>Class 041. All goods and services in the class are opposed, namely: Production of television programs in the field of adult entertainment; distribution of television programs in the field of adult entertainment to cable television systems, television broadcast networks, and satellite broadcast networks; entertainment, namely, providing a television program in the field of adult entertainment via cable television systems, digital cable systems, broadcast television networks, and satellite broadcast networks; entertainment services, namely, providing television, cable television, digital cable television and satellite television programs, features, series, shows, and movies in the field of adult</p>

entertainment
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## Applicant Information

Application No	77626856	Publication date	04/14/2009
Opposition Filing Date	08/12/2009	Opposition Period Ends	
Applicant	Playgirl Key Club, Inc. 801 Second Avenue New York, NY 10017 UNITED STATES		

## Goods/Services Affected by Opposition

Class 038.

All goods and services in the class are opposed, namely: Television broadcasting, cable television broadcasting, digital cable television transmission, and satellite transmission services in the field of adult entertainment television programs

Class 041.

All goods and services in the class are opposed, namely: Entertainment services, namely, production of television programs in the field of adult entertainment; distribution of television programs in the field of adult entertainment to cable television systems, television broadcast networks, and satellite broadcast networks; entertainment, namely, providing a television program in the field of adult entertainment via cable television systems, digital cable systems, broadcast television networks, and satellite broadcast networks

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3172072	Application Date	03/03/2004
Registration Date	11/14/2006	Foreign Priority Date	NONE
Word Mark	PLAYBOY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/05/23 First Use In Commerce: 2005/05/23 Retail store services featuring clothing, novelties, publications, lingerie, jewelry, CDs and videos, games and toys, paper goods, home accessories, sporting goods, electronics, house wares, candy, confections and smoker's articles		

U.S. Registration No.	3115167	Application Date	09/02/2004
Registration Date	07/11/2006	Foreign Priority Date	NONE
Word Mark	PLAYBOY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2005/10/12 First Use In Commerce: 2005/10/12 Entertainment services, namely providing adult programming via wireless services		

U.S. Registration No.	2190905	Application Date	08/21/1997
Registration Date	09/22/1998	Foreign Priority Date	NONE
Word Mark	PLAYBOY TV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1993/04/00 First Use In Commerce: 1993/04/00 production and distribution of television programs distributed by television and satellite television		

U.S. Registration No.	3269974	Application Date	10/05/2005
Registration Date	07/24/2007	Foreign Priority Date	NONE
Word Mark	PLAYBOY MOBILE		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2005/11/30 First Use In Commerce: 2005/11/30 Downloadable ring tones, graphics via a global computer network and wireless devices; Downloadable video recordings featuring adult entertainment Class 038. First use: First Use: 2005/11/30 First Use In Commerce: 2005/11/30 Text and numeric wireless digital messaging services; Transmission of sound, video and information; Video-on-demand transmission services; Wireless communications services, namely, transmission of graphics to mobile telephones

Related Proceedings	91160636, 91164886, 91167983, and 91171457
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Attachments	78377854#TMSN.jpeg ( 1 page )( bytes ) 78478179#TMSN.jpeg ( 1 page )( bytes ) 78727406#TMSN.jpeg ( 1 page )( bytes ) PLAYBOY.pdf ( 45 pages )(1334270 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/GRE/
Name	G. Roxanne Elings
Date	08/12/2009

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

**In re:** U.S. Applications Serial Nos. 77/627,226 and 77/626,856  
**Marks:** PLAYGIRL TV THE FIRST ADULT NETWORK FOR WOMEN  
PLAYGIRL  
**Published:** April 14, 2009

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PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Opposer,

**NOTICE OF  
OPPOSITION**

-against-

PLAYGIRL KEY CLUB, INC.

Applicant.

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SIRS:

Playboy Enterprises International, Inc. (“Playboy” or “Opposer”) believes that it will be damaged by the registration of the above-identified trademarks and hereby opposes the registration thereof and alleges as follows:

**FACTS**

1. Upon information and belief, Applicant Playgirl Key Club, Inc. (“Applicant”) is a corporation organized and existing under the laws of the state of Delaware, having a place of business at 801 Second Avenue New York, NY 10017.

2. On or about March 12, 2008, Applicant filed following trademark applications, pursuant to Section 1(b) of the Trademark Act, 15 U.S.C. §1051(b) (the applied-for marks are collectively referred to hereinafter as “Applicant’s Marks”):

<b>TRADEMARK</b>	<b>SER. NO.</b>	<b>SERVICES</b>
PLAYGIRL TV THE FIRST ADULT	77/627,226	<b>Class 35:</b> Retail store services, mail order services, and electronic catalogue services

TRADEMARK	SER. NO.	SERVICES
NETWORK FOR WOMEN		<p>in the field of videotapes and DVDs featuring television programs in the field of adult entertainment</p> <p><b><u>Class 38:</u></b> Television broadcasting, cable television broadcasting, digital cable television transmission, and satellite transmission services in the field of adult entertainment</p> <p><b><u>Class 41:</u></b> Production of television programs in the field of adult entertainment; distribution of television programs in the field of adult entertainment to cable television systems, television broadcast networks, and satellite broadcast networks; entertainment, namely, providing a television program in the field of adult entertainment via cable television systems, digital cable systems, broadcast television networks, and satellite broadcast networks; entertainment services, namely, providing television, cable television, digital cable television and satellite television programs, features, series, shows, and movies in the field of adult entertainment</p>
PLAYGIRL	77/626,856	<p><b><u>Class 38.</u></b> Television broadcasting, cable television broadcasting, digital cable television transmission, and satellite transmission services in the field of adult entertainment television programs</p> <p><b><u>Class 41:</u></b> Entertainment services, namely, production of television programs in the field of adult entertainment; distribution of television programs in the field of adult entertainment to cable television systems, television broadcast networks, and satellite broadcast networks; entertainment, namely, providing a television program in the field of adult entertainment via cable television systems, digital cable systems, broadcast television networks, and satellite broadcast networks</p>

3. On or about April 14, 2009, Applicant's Marks were published in the Official Trademark Gazette for opposition.

4. Upon information and belief, Applicant has not commenced use of Applicant's Mark in commerce in connection with any of the services identified in the Applications.

5. Opposer is a corporation organized and existing under the laws of the state of Delaware, having a place of business at 103 680 North Lake Shore Drive, Chicago, Illinois 60611.

6. Opposer is an international multimedia entertainment company that publishes and distributes adult content in a wide variety of media, including, but not limited to, magazines, television, video tapes, DVD and the Internet, under its famous PLAYBOY trademark.

7. Opposer is also engaged in the manufacture and sale of a wide range of consumer products and services under the PLAYBOY trademark, including apparel, cosmetics, food and drink, and hotel and restaurant services ("Opposer's Goods").

8. Opposer is the owner of the numerous valid and subsisting United States Trademark registrations for its world famous PLAYBOY trademark (the "PLAYBOY Trademarks") Opposer's Goods. Copies of these registrations are attached hereto as Exhibit A.:

9. Opposer and its predecessors have continuously used the PLAYBOY Trademarks in commerce since at least as early as 1953.

10. Any alleged use of Applicant's Marks have occurred subsequent to Opposer's use of the PLAYBOY Trademarks.

11. Opposer has made a substantial investment in advertising and promoting Opposer's Goods in a wide variety of media.

12. Opposer's marketing efforts, combined with its attention to quality, design and construction of its products, have resulted in almost \$300 million in revenue in the in 2008 alone.

13. By virtue of a long history of use throughout the world and in the United States, and Opposer's sales and promotional activities, the PLAYBOY Trademarks have generated valuable goodwill and reputation and have become inherently distinctive of Opposer's Goods.

14. Through prolonged and continuous usage, the PLAYBOY Trademarks have come to be known amongst the consuming public as a symbol of ultimate quality and reliability.

**COUNT I**  
**LIKELIHOOD OF CONFUSION**

15. Opposer repeats and realleges each and every allegation set forth in paragraphs 1 through 14 herein.

16. The PLAYBOY Trademarks are famous in the United States and throughout the world.

17. Applicant's Marks are similar to PLAYBOY Trademarks in sight, sound, connotation and overall commercial impression.

18. The services identified in the Applications opposed herein are identical and or similar to the services with which Opposer is using the PLAYBOY Trademarks.

19. The services identified in the Applications opposed herein are identical and or similar to the services with which the PLAYBOY Trademarks are registered.

20. Registration of Applicant's Marks is likely to cause confusion, mistake, or deception as to the source of Applicant's services and is likely to falsely suggest a common association, sponsorship or origin of said services between Applicant and Opposer.

**COUNT II**  
**LIKELIHOOD OF DILUTION**

21. Opposer repeats and realleges each and every allegation set forth in paragraphs 1 through 20 herein.

22. Through Opposer's extensive advertisement and promotion and substantial sales, the PLAYBOY Trademarks have become famous.

23. Upon information and belief, any use by Applicant of Applicant's Marks have or will occur after the PLAYBOY Trademarks became famous.

24. Applicant's Marks are likely to blur and or tarnish the positive associations of the PLAYBOY Trademarks.

25. Thus, if Applicant is permitted to register and use Applicant's Marks, they are likely to cause dilution of the distinctive quality of the PLAYBOY Trademarks.

W H E R E F O R E, Opposer prays that, the Board sustain the Opposition and  
refuse the registration of Applicant's Marks.

Dated: New York, New York  
August 12, 2009

Respectfully submitted,

GREENBERG TRAURIG LLP

By:           /GRE/            
G. Roxanne Elings, Esq.  
Anna Dalla Val Esq.  
Attorneys for Opposer  
200 Park Avenue  
New York, New York 10166  
(212) 801-9200  
(212) 801-6400

**CERTIFICATE OF SERVICE**

I hereby certify that on this 12<sup>th</sup> day of August, 2009, the foregoing NOTICE OF OPPOSITION was served upon Applicant by delivering same to Applicant's counsel of record, via First Class Mail:

LAWRENCE E. ABELMAN  
ABELMAN, FRAYNE & SCHWAB  
666 THIRD AVENUE  
NEW YORK, NY 10017-5621

/OAF/  
Orrin A. Falby

# **Exhibit A**

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 3,464,514

Registered July 8, 2008

SERVICE MARK  
PRINCIPAL REGISTER

PLAYBOY U

PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (DELAWARE CORPORATION)  
680 N. LAKE SHORE DRIVE  
CHICAGO, IL 60611

FOR: PROVIDING ON-LINE FORUMS FOR  
TRANSMISSION OF MESSAGES, IMAGES, PHOTO-  
GRAPHS AND VIDEOS AMONG COMPUTER  
USERS FOR SOCIAL NETWORKING , IN CLASS 38  
(U.S. CLS. 100, 101 AND 104).

FIRST USE 4-27-2007; IN COMMERCE 4-27-2007.

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

OWNER OF U.S. REG. NOS. 2,822,730, 3,115,167,  
AND OTHERS.

SN 78-945,205, FILED 8-4-2006.

AISHA SALEM, EXAMINING ATTORNEY

**Int. Cl.: 41**

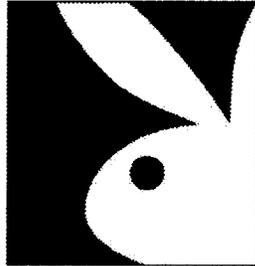
**Prior U.S. Cls.: 100, 101 and 107**

**United States Patent and Trademark Office**

**Reg. No. 3,264,641**

**Registered July 17, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**



**PLAYBOY TV  
NETWORKS**

PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (DELAWARE CORPORATION)  
680 N. LAKE SHORE DR.  
CHICAGO, IL 60611

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

FOR: DISTRIBUTION OF TELEVISION PRO-  
GRAMMING TO CABLE TELEVISION SYSTEMS;  
ENTERTAINMENT NAMELY, PRODUCTION OF  
TELEVISION AND CABLE TELEVISION PRO-  
GRAMS , IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

THE MARK CONSISTS OF CROPPED RABBIT  
HEAD DESIGN WITH WORDS PLAYBOY TV NET-  
WORKS AT THE BOTTOM.

FIRST USE 6-1-2004; IN COMMERCE 6-1-2004.

SER. NO. 78-882,091, FILED 5-12-2006.

OWNER OF U.S. REG. NOS. 2,190,905, 3,076,053  
AND OTHERS.

ZACHARY BELLO, EXAMINING ATTORNEY

Int. Cl.: 41

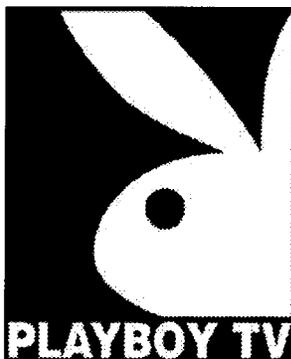
Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,264,595

Registered July 17, 2007

**SERVICE MARK  
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (ILLINOIS CORPORATION)  
680 N. LAKE SHORE DR.  
CHICAGO, IL 60611

FOR: DISTRIBUTION OF TELEVISION PROGRAMMING TO CABLE TELEVISION SYSTEMS; ENTERTAINMENT IN THE NATURE OF ONGOING TELEVISION PROGRAMS IN THE FIELD OF ADULT ENTERTAINMENT; PRODUCTION OF CABLE TELEVISION PROGRAMS; TELEVISION SCHEDULING ; TELEVISION SHOW PRODUCTION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

OWNER OF U.S. REG. NOS. 2,482,255, 2,839,937 AND OTHERS.

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

THE MARK CONSISTS OF CROPPED RABBIT HEAD DESIGN WITH PLAYBOY TV AT THE BOTTOM.

SER. NO. 78-849,241, FILED 3-29-2006.

ZACHARY BELLO, EXAMINING ATTORNEY

**Int. Cl.: 41**

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

**United States Patent and Trademark Office**

**Reg. No. 3,314,131**

**Registered Oct. 16, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**

**PLAYBOY MOBILE TV**

PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (DELAWARE CORPORATION)  
680 NORTH LAKE SHORE DRIVE  
CHICAGO, IL 60611

OWNER OF U.S. REG. NOS. 2,190,905, 2,894,179,  
AND OTHERS.

FOR: PRODUCTION AND DISTRIBUTION OF  
TELEVISION PROGRAMS AND VIDEO CLIPS IN  
THE FIELD OF ADULT ENTERTAINMENT, IN  
CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

FIRST USE 10-31-2006; IN COMMERCE 10-31-2006.

SN 78-774,392, FILED 12-15-2005.

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

MICHELE SWAIN, EXAMINING ATTORNEY

**Int. Cl.: 38**

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

**United States Patent and Trademark Office**

**Reg. No. 3,314,130**

**Registered Oct. 16, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**

**PLAYBOY MOBILE TV**

PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (DELAWARE CORPORATION)

680 NORTH LAKE SHORE DRIVE

CHICAGO, IL 60611

FOR: WIRELESS COMMUNICATIONS SERVICES, NAMELY, TRANSMISSION OF GRAPHICS, VIDEOS AND TELEVISION PROGRAMS IN THE FIELD OF ADULT ENTERTAINMENT TO MOBILE TELEPHONES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 10-31-2006; IN COMMERCE 10-31-2006.

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

OWNER OF U.S. REG. NOS. 2,190,905, 2,894,179, AND OTHERS.

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

SN 78-774,375, FILED 12-15-2005.

MICHELE SWAIN, EXAMINING ATTORNEY

**Int. Cl.: 41**

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

**United States Patent and Trademark Office**

**Reg. No. 3,341,456**

**Registered Nov. 20, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**

**PLAYBOY'S CASTING CALLS**

PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (DELAWARE CORPORATION)

680 N. LAKE SHORE DRIVE

CHICAGO, IL 60611

FOR: PROVIDING ON-LINE VIDEOS, PHOTO-  
GRAPHS AND OTHER MULTIMEDIA MATERI-  
ALS, NAMELY, TEXT, GRAPHICS IN THE FIELD  
OF ADULT ENTERTAINMENT , IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

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

OWNER OF U.S. REG. NOS. 1,733,661, 2,822,730,  
AND OTHERS.

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

SN 78-755,568, FILED 11-16-2005.

SALLY SHIH, EXAMINING ATTORNEY



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# PLAYBOY MOBILE

<b>Word Mark</b>	PLAYBOY MOBILE
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Downloadable ring tones, graphics via a global computer network and wireless devices; Downloadable video recordings featuring adult entertainment. FIRST USE: 20051130. FIRST USE IN COMMERCE: 20051130  IC 038. US 100 101 104. G & S: Text and numeric wireless digital messaging services; Transmission of sound, video and information; Video-on-demand transmission services; Wireless communications services, namely, transmission of graphics to mobile telephones. FIRST USE: 20051130. FIRST USE IN COMMERCE: 20051130
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78727406
<b>Filing Date</b>	October 5, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	May 30, 2006
<b>Registration Number</b>	3269974

**International Registration Number** 0892104  
**Registration Date** July 24, 2007  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611  
**Prior Registrations** 1886578  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE MOBILE APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# PLAYBOY DIGITAL

<b>Word Mark</b>	PLAYBOY DIGITAL
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Downloadable electronic publications in the nature of magazines in the field of adult entertainment; Electronic publications, namely, magazines featuring adult entertainment recorded on computer media. FIRST USE: 20050831. FIRST USE IN COMMERCE: 20050831
	IC 041. US 100 101 107. G & S: On-line publication of magazines in the field of adult entertainment; Publication of electronic magazines. FIRST USE: 20050831. FIRST USE IN COMMERCE: 20050831
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78699772
<b>Filing Date</b>	August 24, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 13, 2006
<b>Registration Number</b>	3283687

**Registration Date** August 21, 2007  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611  
**Prior Registrations** 0600018;1886578;2632523;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIGITAL" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	PLAYBOY TV ON DEMAND
<b>Goods and Services</b>	IC 038. US 100 101 104. G & S: video-on-demand transmission services. FIRST USE: 20030531. FIRST USE IN COMMERCE: 20030531  IC 041. US 100 101 107. G & S: entertainment services, namely, video programming, production and distribution services. FIRST USE: 20030531. FIRST USE IN COMMERCE: 20030531
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	03.09.01 - Bunnies; Hares; Rabbits 03.09.24 - Stylized small mammals, rodents, kangaroos, wallabies 24.15.25 - Other arrows 26.05.21 - Triangles that are completely or partially shaded 26.11.02 - Plain single line rectangles; Rectangles (single line) 26.11.21 - Rectangles that are completely or partially shaded
<b>Serial Number</b>	78514097
<b>Filing Date</b>	November 9, 2004
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	January 10, 2006
<b>Registration Number</b>	3076053

**Registration Date** April 4, 2006  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611  
**Prior Registrations** 2322800;2504457;2906287;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV ON DEMAND" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# PLAYBOY DAILY

**Word Mark** PLAYBOY DAILY  
**Goods and Services** IC 041. US 100 101 107. G & S: entertainment services, namely providing an on-line subscription service featuring adult-themed discussions, images and video clips of female models, jokes, cartoons and news related to art, fashion, sports, music and restaurants. FIRST USE: 20040914. FIRST USE IN COMMERCE: 20040914  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 03.09.01 - Bunnies; Hares; Rabbits  
 03.09.24 - Stylized small mammals, rodents, kangaroos, wallabies  
**Serial Number** 78491817  
**Filing Date** September 29, 2004  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** January 10, 2006  
**Registration Number** 3075930  
**Registration Date** April 4, 2006  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611

**Prior Registrations** 2593763;2842492;2906287;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DAILY" APART FROM THE MARK AS SHOWN  
**Description of Mark** The mark consists of a Rabbit Head Design between the words PLAYBOY and DAILY.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# PLAYBOY

**Word Mark** PLAYBOY  
**Goods and Services** IC 041. US 100 101 107. G & S: Entertainment services, namely providing adult programming via wireless services. FIRST USE: 20051012. FIRST USE IN COMMERCE: 20051012  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78478179  
**Filing Date** September 2, 2004  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** July 12, 2005  
**Registration Number** 3115167  
**Registration Date** July 11, 2006  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**PLAYBOY**

<b>Word Mark</b>	<b>PLAYBOY</b>
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Retail store services featuring clothing, novelties, publications, lingerie, jewelry, CDs and videos, games and toys, paper goods, home accessories, sporting goods, electronics, house wares, candy, confections and smoker's articles. FIRST USE: 20050523. FIRST USE IN COMMERCE: 20050523
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78377854
<b>Filing Date</b>	March 3, 2004
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 1, 2005
<b>Registration Number</b>	3172072
<b>Registration Date</b>	November 14, 2006

**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION NEW YORK 680 N. Lake Shore Drive Chicago ILLINOIS 60611

**Attorney of Record** Michelle McCoy

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Typed Drawing**

<b>Word Mark</b>	PLAYBOY TV JUKEBOX
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: Entertainment services, namely an online subscription service providing streaming video clips featuring adult entertainment. FIRST USE: 20030214. FIRST USE IN COMMERCE: 20030214
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78246602
<b>Filing Date</b>	May 7, 2003
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	September 7, 2004
<b>Registration Number</b>	2906287
<b>Registration Date</b>	November 30, 2004
<b>Owner</b>	(REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 North Lake Shore Drive Chicago ILLINOIS 60611
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV JUKEBOX" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**BOB WILLS' TEXAS PLAYBOYS**

**Word Mark** BOB WILLS' TEXAS PLAYBOYS

**Goods and Services** IC 041. US 100 101 107. G & S: Entertainment services, namely, the live rendition of musical performances by an instrumental and vocal group. FIRST USE: 19330915. FIRST USE IN COMMERCE: 19330915

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Trademark Search Facility Classification Code** NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks

**Serial Number** 77233402

**Filing Date** July 19, 2007

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** April 29, 2008

**Registration Number** 3519027

**Registration Date**      October 21, 2008

**Owner**                 (REGISTRANT) The Estate of Bob Wills, Inc. DBA The Bob Wills Estate CORPORATION TEXAS  
P. O. Box 448 C/O Twin Fiddle Ranch Alvarado TEXAS 760090448

**Attorney of Record**    Jeffrey W. Storie

**Disclaimer**             NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TEXAS" APART FROM THE MARK AS SHOWN

**Type of Mark**          SERVICE MARK

**Register**                PRINCIPAL

**Other Data**             "Bob Wills" does not identify a living individual.

**Live/Dead Indicator**    LIVE

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# PLAYBOY

**Word Mark** PLAYBOY  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Digital materials, namely, CD-ROMs and DVDs featuring adult entertainment. FIRST USE: 19970611. FIRST USE IN COMMERCE: 19970611  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77092211  
**Filing Date** January 26, 2007  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** July 1, 2008  
**Registration Number** 3500652  
**Registration Date** September 16, 2008  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611  
**Attorney of Record** Michele McCoy  
**Prior Registrations** 1393914;1886578;2260234;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL

**Live/Dead Indicator LIVE**

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# PLAYBOY CENTERFOLD

<b>Word Mark</b>	PLAYBOY CENTERFOLD
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: Providing an on-line service feature with images and text regarding female models for adult entertainment. FIRST USE: 19990301. FIRST USE IN COMMERCE: 19990301
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77092308
<b>Filing Date</b>	January 26, 2007
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	February 12, 2008
<b>Registration Number</b>	3416873
<b>Registration Date</b>	April 29, 2008
<b>Owner</b>	(REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611
<b>Attorney of Record</b>	Michele McCoy

**Prior Registrations** 2260234;2322825;2995430;AND OTHERS

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL-2(F)

**Live/Dead Indicator** LIVE

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# PLAYBOY PASSPORT

**Word Mark** PLAYBOY PASSPORT  
**Goods and Services** IC 035. US 100 101 102. G & S: Promoting the goods and services of others by means of a preferred customer program featuring concierge services, namely, making arrangements, reservations and bookings for parties, entertainment shows, entertainment events, travel, transportation, hotels, vacation packages, sporting events and restaurants. FIRST USE: 20061130. FIRST USE IN COMMERCE: 20061130  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77010748  
**Filing Date** September 29, 2006  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** February 27, 2007  
**Registration Number** 3392395  
**Registration Date** March 4, 2008

**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611

**Attorney of Record** Michele McCoy

**Prior Registrations** 0874451;2584757;2661622;AND OTHERS

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Word Mark** PLAYBOY COMEDY  
**Goods and Services** IC 041. US 100 101 107. G & S: Entertainment in the nature of live comedy performances. FIRST USE: 20060902. FIRST USE IN COMMERCE: 20060902  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 03.09.01 - Bunnies; Hares; Rabbits  
 03.09.26 - Costumed small mammals, rodents, kangaroos, wallabies  
 09.03.15 - Bow ties; Neckties; Ties, neckties or bow ties  
**Trademark Search Facility Classification Code** ART-09.01 Textiles other than clothing  
 GROT-ANI Exaggerated depiction of an animal  
**Serial Number** 77125829  
**Filing Date** March 8, 2007  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** July 10, 2007  
**Registration Number** 3297145

**Registration Date** September 25, 2007

**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 N. Lake Shore Drive Chicago ILLINOIS 60611

**Attorney of Record** Michele McCoy

**Prior Registrations** 2709639;2839937;3112931;AND OTHERS

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COMEDY" APART FROM THE MARK AS SHOWN

**Description of Mark** The mark consists of RABBIT HEAD DESIGN with untied bow tie with words PLAYBOY COMEDY.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Typed Drawing**

**Word Mark**      **PLAYBOY STORE**  
**Goods and Services**      IC 035. US 100 101 102. G & S: Online retail store services featuring men's and women's clothing, lingerie, magazines, books, [ posters, videos,] DVDs, CD-ROMs, jewelry, personal care products, [ musical instruments,] furniture, home accessories, sporting goods, collector's items, games and toys. FIRST USE: 19980800. FIRST USE IN COMMERCE: 19980800  
**Mark Drawing Code**      (1) TYPED DRAWING  
**Serial Number**      76158756  
**Filing Date**      November 2, 2000  
**Current Filing Basis**      1A  
**Original Filing Basis**      1A  
**Published for Opposition**      September 24, 2002  
**Registration Number**      2661622  
**Registration Date**      December 17, 2002  
**Owner**      (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 North Lake Shore Drive Chicago ILLINOIS 60611  
**Assignment Recorded**      ASSIGNMENT RECORDED  
**Attorney of Record**      Michele McCoy

**Prior Registrations** 0600018;0645386;0661391;0676726;0689431;0747259;0755301;0764820;0791734;  
0871552;0984548;1040491;1223879;1279832;1308905;1318244;1320822;1328611;  
1328616;1393914;1666709;1691469;1694327;1697592;1706665;1744466;1753861;  
1828099;1886578;1908471;2021099;2043936;2107167;2107294;2181438;2260234;  
2420042;AND OTHERS

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator** LIVE

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**Typed Drawing**

<b>Word Mark</b>	PLAYBOY SPECIAL EDITIONS
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed matter, namely, magazines featuring adult entertainment. FIRST USE: 20000501. FIRST USE IN COMMERCE: 20000501
	IC 041. US 100 101 107. G & S: entertainment services, namely, providing an online website featuring images of female models [ and news and information relating to art, fashion, entertainment, television, movies, music, books, health, sports, lifestyle, sex, relationships, gender politics and other areas of general interest ]. FIRST USE: 20000501. FIRST USE IN COMMERCE: 20000501
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	76095361
<b>Filing Date</b>	July 19, 2000
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	April 23, 2002
<b>Registration Number</b>	2593763
<b>Registration Date</b>	July 16, 2002
<b>Owner</b>	(REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 North Lake Shore Drive Chicago ILLINOIS 60611
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Michele McCoy

**Prior Registrations** 0600018;2361962;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SPECIAL EDITIONS" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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**Typed Drawing**

<b>Word Mark</b>	PLAYBOY EXPOSED
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Pre-recorded [ videos, ] DVD's, [ CD-ROM's and discs ] featuring adult entertainment. FIRST USE: 20011102. FIRST USE IN COMMERCE: 20011102
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	76349401
<b>Filing Date</b>	December 17, 2001
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 16, 2002
<b>Registration Number</b>	2631495
<b>Registration Date</b>	October 8, 2002
<b>Owner</b>	(REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 North Lake Shore Drive Chicago ILLINOIS 60611
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Michele McCoy
<b>Prior Registrations</b>	0600018;2538068;AND OTHERS
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR).

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**Typed Drawing**

<b>Word Mark</b>	PLAYBOY TV JUKEBOX
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: Entertainment services, namely providing a website featuring video clips of adult content. FIRST USE: 20030201. FIRST USE IN COMMERCE: 20030201
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	76505441
<b>Filing Date</b>	April 10, 2003
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	December 23, 2003
<b>Registration Number</b>	2822730
<b>Registration Date</b>	March 16, 2004
<b>Owner</b>	(REGISTRANT) PLAYBOY ENTERPRISES INTERNATIONAL, INC. CORPORATION DELAWARE 680 North Lake Shore Drive Chicago ILLINOIS 60611
<b>Attorney of Record</b>	Julie Brown
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV JUKEBOX" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE



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**Typed Drawing**

**Word Mark** PLAYBOYNET  
**Goods and Services** IC 041. US 100 101 107. G & S: 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: 20021104. FIRST USE IN COMMERCE: 20021104  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 76485197  
**Filing Date** January 27, 2003  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** February 24, 2004  
**Registration Number** 2842492  
**Registration Date** May 18, 2004  
**Owner** (REGISTRANT) Playboy Enterprises International, Inc. CORPORATION DELAWARE 680 North Lake Shore Drive Chicago ILLINOIS 60611  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Julie Brown  
**Prior Registrations** 2537924;2593763;2637350;2661622;AND OTHERS

Type of Mark SERVICE MARK  
Register PRINCIPAL  
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