

ESTTA Tracking number: **ESTTA402280**

Filing date: **04/06/2011**

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	04/06/2011
Address	680 North Lake Shore Drive Chicago, IL 60611 UNITED STATES

Attorney information	Michele McCoy Playboy Enterprises International, Inc. 680 North Lake Shore Drive Chicago, IL 60647 UNITED STATES uspto@playboy.com Phone:312-751-8000
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### Applicant Information

Application No	77909600	Publication date	12/07/2010
Opposition Filing Date	04/06/2011	Opposition Period Ends	04/06/2011

Applicants	<p>Braconi, William F P.O. Box 1018 Fairfax, CA 94978 UNITED STATES</p> <p>Foltz, Aaron A P.O. Box 1018 Fairfax, CA 94978 UNITED STATES</p> <p>Vance, Steven C P.O. Box 1018 Fairfax, CA 94978 UNITED STATES</p> <p>Bool, Herbert W P.O. Box 1018 Fairfax, CA 94978 UNITED STATES</p> <p>Kopke, Lael E P.O. Box 1018 Fairfax, CA 94978 UNITED STATES</p>
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## Goods/Services Affected by Opposition

Class 025.

All goods and services in the class are opposed, namely: Cycling specific jersey shirts with full or half front zipper and three horizontal pockets in the back made of polyester blend material, cycling specific shorts with padded seating insert made of polyester blend material, cycling specific arm warmer and Leg Warmers made of polyester material

## 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.	984548	Application Date	02/16/1966
Registration Date	05/21/1974	Foreign Priority Date	NONE
Word Mark	PLAYBOY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U039 (International Class 025). First use: First Use: 1959/04/03 First Use In Commerce: 1959/04/28 ARTICLES OF MEN'S AND WOMEN'S CLOTHING - NAMELY, SHIRTS, SLEEPWEAR, TIES, [ ASCOTS, ] SWEATERS, WARM-UP SHIRTS [ , BATH KILTS, AND HOSIERY ]		

U.S. Registration No.	1318244	Application Date	05/03/1983
Registration Date	02/05/1985	Foreign Priority Date	NONE
Word Mark	PLAYBOY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1979/11/20 First Use In Commerce: 1979/11/20 Footwear		

U.S. Registration	728889	Application Date	04/14/1961
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No.			
Registration Date	03/20/1962	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U039 (International Class 025). First use: First Use: 1959/04/03 First Use In Commerce: 1959/04/28 Ties and Men's and Women's Shirts		

U.S. Registration No.	3194099	Application Date	03/24/2006
Registration Date	01/02/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1959/04/03 First Use In Commerce: 1959/04/03 Bathrobes; Beachwear; Belts; Coats; Dresses; Footwear; Headwear; Hosiery; Jackets; Jogging suits; Lingerie; Loungewear; Neckwear; Pants; Shirts; Shorts; Skirts; Sleepwear; Socks; Stockings; Sweaters; Swim wear; T-shirts; Tops; Undergarments		

U.S. Registration No.	1192561	Application Date	06/02/1980
Registration Date	03/23/1982	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1979/11/20 First Use In Commerce: 1979/11/20 Footwear

U.S. Registration No.	3012203	Application Date	03/03/2004
Registration Date	11/01/2005	Foreign Priority Date	NONE
Word Mark	NONE		
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 variety stores featuring clothing, novelties, publications, lingerie, jewelry, CDs and videos, games and toys, paper goods, home accessories, sporting goods, electronics, housewares, candy and confections, smokers articles and similar goods		

U.S. Registration No.	3375883	Application Date	08/23/2007
Registration Date	01/29/2008	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of "Rabbit head" with bow tie facing left.
Goods/Services	Class 035. First use: First Use: 1997/11/30 First Use In Commerce: 1997/11/30 On-line ordering services featuring perfumes, colognes, toiletries, essential oils, cosmetics, personal care products, nutritional supplements, optical products, eyeglasses, sunglasses, spectacles, CDs, DVDs and videos, games and toys, audio equipment, jewelry, horological and chronometric instruments and apparatus, clocks, watches, books, magazines, posters, printed matter, publications, calendars, leather goods, wallets, handbags, purses, trunks and traveling bags, umbrellas, household or kitchen utensils and containers, barware, kitchenware, glassware, porcelain and earthenware, home accessories, textiles and textile goods, bed and table covers, bar accessories, sporting goods, electronics, candy and confections, musical instruments, footwear, headgear, fashion accessories, articles of clothing, lingerie, shoes, scarves, bed and bath accessories, sex toys, furniture, collectors items, energy drinks, smokers articles, tobacco, tobacco products, cigars, cigarettes and lighters

U.S. Registration No.	3607640	Application Date	11/02/2005
Registration Date	04/14/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a Rabbit Head design.		
Goods/Services	Class 028. First use: First Use: 2008/08/31 First Use In Commerce: 2008/08/31 Snow boards		

U.S. Registration No.	873370	Application Date	07/05/1968
Registration Date	07/22/1969	Foreign Priority	NONE

		Date	
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U022 (International Class 016, 018, 020, 022, 025, 028). First use: First Use: 1963/12/00 First Use In Commerce: 1963/12/00 [ GOLF PUTTERS, ] CLUB HEAD COVERS,[ GOLF BALLS, ] AND GOLF TEES		

U.S. Registration No.	2971924	Application Date	05/27/2003
Registration Date	07/19/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2003/08/31 First Use In Commerce: 2003/08/31 Golf equipment namely, divot repair tools, golf accessory pouches, golf clubs, head covers for golf clubs, golf putters, golf putter covers, golf bags, golf bag tags, golf balls, golf ball markers, golf tees, golf tee markers, golf flags, golf gloves		

U.S. Registration No.	3308321	Application Date	11/10/2004
Registration Date	10/09/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2004/12/15 First Use In Commerce: 2004/12/15 Ski goggles

U.S. Registration No.	1058294	Application Date	10/28/1975
Registration Date	02/08/1977	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1974/04/15 First Use In Commerce: 1974/04/15 SUNGLASSES		

U.S. Registration No.	3392414	Application Date	10/12/2006
Registration Date	03/04/2008	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of RABBIT HEAD DESIGN.
Goods/Services	Class 035. First use: First Use: 2006/11/30 First Use In Commerce: 2006/11/30 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

U.S. Registration No.	3282796	Application Date	03/23/2006
Registration Date	08/21/2007	Foreign Priority Date	NONE

Word Mark	GOLF
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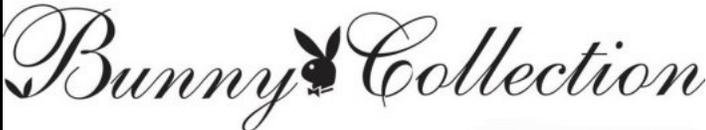
Design Mark	
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Description of Mark	The mark consists of word GOLF with rabbit head design as part of letter "O".
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Goods/Services	Class 041. First use: First Use: 2001/06/30 First Use In Commerce: 2001/06/30 Entertainment in the nature of competitions in the field of modeling; Entertainment in the nature of golf tournaments
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U.S. Application No.	77621949	Application Date	11/25/2008
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	BUNNY COLLECTION
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Design Mark	
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Description of Mark	The mark consists of the words "BUNNY COLLECTION" with Rabbit Head Design in the middle.
Goods/Services	Class 025. First use: Aprons; Bathrobes; Beachwear; Belts; Belts made of leather; Belts of textile; Blouses; Bras; Capri pants; Coats; Dresses; Footwear; Gloves; Headbands; Headwear; Hooded pullovers; Hooded sweat shirts; Jackets; Jeans; Jogging pants; Jogging suits; Jumpsuits; Knee-high stockings; Leg warmers; Leggings; Lingerie; Loungewear; Nightgowns; Nightwear; Pajamas; Pants; Robes; Scarves; Shirts; Shorts; Shower caps; Skirts; Sleepwear; Socks; Stockings; Sweat pants; Sweat shirts; Sweat shorts; Sweat suits; Sweatbands; Sweaters; Swimwear; T-shirts; Tank tops; Tights; Track jackets; Track pants; Track suits; Undergarments; Underwear

U.S. Application No.	77834480	Application Date	09/24/2009
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of a rabbit head design.
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Goods/Services	Class 025. First use: Aprons; Blouses; Denim jackets; Footwear; Garter belts; Gloves; Halloween costumes and masks sold in connection therewith; Jacket liners; Jeans; Leg warmers; Leggings; Masquerade costumes and masks sold in connection therewith; Mittens; Pullovers; Sashes; Scarves; Sleep masks; Smoking jackets; Sports bras; Suits; Sweat pants; Sweat shirts; Sweat shorts; Sweatbands; Tank tops; Union suits; Wristbands
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U.S. Application No.	77797945	Application Date	08/05/2009
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	THE GIRLS NEXT DOOR
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Design Mark	
Description of Mark	The mark consists of the words "THE GIRLS NEXT DOOR" with a rabbit head design as part of the letter "I" in the word "GIRLS".
Goods/Services	Class 018. First use: All-purpose carrying bags; Athletic bags; Backpacks; Beach bags; Billfolds; Briefcases; Change purses; Clutch bags; Coin purses; Collars for pets; Cosmetic bags sold empty; Cosmetic cases sold empty; Duffel bags; Garment bags for travel; Handbags; Key-cases; Leashes for animals; Luggage; Luggage tags; Overnight bags; Purses; Shoulder bags; Straps for handbags; Straps for luggage; Toiletry cases sold empty; Tote bags; Umbrella covers; Umbrellas; Waist packs; Wallets; Wristlet bags

U.S. Application No.	78697809	Application Date	08/22/2005
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	THE GIRLS NEXT DOOR
Design Mark	
Description of Mark	The mark consists of the words "THE GIRLS NEXT DOOR" with a RABBIT HEAD DESIGN as part of the letter "I" in the word "GIRLS".
Goods/Services	Class 025. First use: Beachwear; Belts ; Boxer shorts; Footwear; Halter tops; Head wear; Jackets; Jeans; Lingerie; Neckties; Nightwear; Pants; Shirts; Shorts; Sleepwear; Socks; Sweat shirts; Sweat suits; Swim wear; T-shirts; Tank tops; Visors

Attachments	72238954#TMSN.gif ( 1 page )( bytes ) 73424324#TMSN.gif ( 1 page )( bytes ) 72117864#TMSN.gif ( 1 page )( bytes ) 78845206#TMSN.jpeg ( 1 page )( bytes ) 73264329#TMSN.gif ( 1 page )( bytes ) 78377957#TMSN.jpeg ( 1 page )( bytes ) 77262419#TMSN.jpeg ( 1 page )( 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	/Michele McCoy/
Name	Michele McCoy
Date	04/06/2011

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

In the matter of trademark application Serial No. 77909600  
Filed on January 12, 2010  
For the mark ZEITGEISTRACING & Rabbit Design  
Published in the Official Gazette on December 7, 2010

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PLAYBOY ENTERPRISES INTERNATIONAL, INC.,

*Opposer,*

v.

WILLIAM F. BRACONI

AARON A. FOLTZ

STEVEN C. VANCE

HERBERT W. BOOL

LAEL E. KOPKE

*Applicants*

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**NOTICE OF OPPOSITION**

Playboy Enterprises International, Inc. ("Opposer" or "Playboy") hereby opposes application Serial No. 77909600 seeking registration of the ZEITGEISTRACING & Rabbit Design mark ("Applicants' mark"), filed by William F. Braconi, Aaron A. Foltz, Steven C. Vance, Herbert W. Bool and Lael E. Kopke ("Applicants"). 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 media and lifestyle company that markets the PLAYBOY and Rabbit Head Design brands through a wide range of media properties and licensing initiatives. Opposer publishes *Playboy* magazine in the United States and abroad and creates content for distribution via television networks, websites, mobile platforms and radio featuring Opposer's famous Rabbit Head Design mark. Through licensing agreements, Opposer's PLAYBOY and Rabbit Head Design marks appear on a wide range of consumer products, including apparel, in more than 150 countries as well as in connection with retail stores and entertainment venues.

3. For more than 50 years, Opposer has extensively marketed its Rabbit Head Design mark as a symbol for its quality goods and services. The Rabbit Head Design mark has received widespread media recognition as an icon for a wide variety of Opposer's goods and services, including clothing.

4. Opposer owns numerous United States trademark registrations for marks consisting of or including its famous Rabbit Head Design () , additional United States pending applications to register marks that consist of or include its Rabbit Head Design and has extensive common law rights to Rabbit Head Design marks (collectively "Opposer's Rabbit Head Design Marks"). Details of Opposer's Rabbit Head Design Marks follow in Paragraphs 5 through 7.

5. Opposer is the owner of, among others, the following United States trademark registrations consisting of or including its famous Rabbit Head Design:

<u>Registered Mark</u>	<u>Registration No.</u>	<u>Goods</u>
PLAYBOY & Rabbit Head Design	984548	Articles of men's and women's clothing-namely, shirts, sleepwear, ties, ascots, sweaters, warm-up shirts, bath kilts and hosiery.
PLAYBOY & Rabbit Head Design	1318244	Footwear
Rabbit Head Design	728889	Ties and Men's and Women's Shirts
Rabbit Head Design	3194099	Bathrobes; Beachwear; Belts ; Coats; Dresses; Footwear; Headwear; Hosiery; Jackets; Jogging suits; Lingerie; Loungewear; Neckwear; Pants; Shirts; Shorts; Skirts; Sleepwear; Socks; Stockings; Sweaters; Swim wear; T-shirts; Tops ; Undergarments
Rabbit Head Design	1192561	Footwear
Rabbit Head Design	3012203	Retail variety stores featuring clothing, novelties, publications, lingerie, jewelry, CDs and videos, games and toys, paper goods, home accessories, sporting goods,

		electronics, housewares, candy and confections, smokers articles and similar goods
Rabbit Head Design	3375883	Online retail services featuring perfumes, colognes, toiletries, essential oils, cosmetics, personal care products, nutritional supplements, optical products, eyeglasses, sunglasses, spectacles, CDs, DVDs and videos, games and toys, audio equipment, jewelry, horological and chronometric goods, wallets, handbags, purses, trunks and traveling bags, umbrellas, household or kitchen utensils and containers, barware, kitchenware, glassware, porcelain and earthenware, home accessories, textiles and textile goods, bed and table covers, bar accessories, sporting goods, electronics, candy and confections, musical isntruments, footwear, headgear, fashion accessories, articles of clothing, lingerie, shoes, scarves, bed and bath accessories, sex toys, furniture,

		collectors items, energy drinks, smokers articles, tobacco, tobacco products, cigars, cigarettes and lighters
Rabbit Head Design	3607640	Snowboards
Rabbit Head Design	873370	Club Head covers and golf tees.
Rabbit Head Design	2971924	Golf equipment namely, divot repair tools, golf accessory pouches, golf clubs, head covers for golf clubs, golf putters, golf putter covers, golf bags, golf bag tags, golf balls, golf ball markers, golf tees, golf tee markers, golf flags, golf gloves.
Rabbit Head Design	3308321	Ski goggles
Rabbit Head Design	1058294	Sunglasses
Rabbit Head Design	3392414	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

G(Rabbit Head Design)LF

3282796

events and  
restaurants.

Entertainment in the  
nature of competitions  
in the field of  
modeling;  
Entertainment in the  
nature of golf  
tournaments.

Copies of registration certificates for the above-mentioned marks are attached as Exhibit

1.

6. Opposer is the owner of, among others, the following United States  
trademark applications with earlier filing dates than the filing date of Applicants' Mark:

<u>Applied for Mark</u>	<u>Application No.</u>	<u>Goods</u>
BUNNY(Rabbit Head Design) COLLECTION	77621949	Aprons; Bathrobes; Beachwear; Belts; Belts made of leather; Belts of textile; Blouses; Bras; Capri pants; Coats; Dresses; Footwear; Gloves; Headbands; Headwear; Hooded pullover; Hooded sweat shirts; Jackets; Jeans; Jogging pants; Jogging suits; Jumpsuits; Knee-high stockings; Leg warmers; Leggings; Lingerie; Loungewear; Nightgowns; Nightwear; Pajamas; Pants; Robes; Scarves; Shirts; Shorts; Shower caps; Skirts; Sleepwear;

Socks; Stockings;  
Sweat pants; Sweat  
shirts; Sweat shorts;  
Sweat suits;  
Sweatbands;  
Sweaters; Swimwear;  
T-shirts; Tank tops;  
Tights; Track jackets;  
Track pants; Track  
suits; Undergarments;  
Underwear

Rabbit Head Design

77834480

Aprons; blouses;  
denim jackets;  
footwear; garter belts;  
gloves; Halloween  
costumes and masks  
sold in connection  
therewith; jacket  
liners; jeans; leg  
warmers; leggings;  
masquerade costumes  
and masks sold in  
connection therewith;  
mitten; pullovers;  
sashes; scarves; sleep  
masks; smoking  
jackets; sports bras;  
sweat pants; sweat  
shirts; sweat shorts;  
sweatbands; tank  
tops; union suits;  
wristbands

THE GIRLS NEXT DOOR  
(with Rabbit Head Design as  
Part of letter "I")

77797945

All-purpose carrying  
bags; athletic bags;  
backpacks; beach  
bags; billfolds;  
briefcases; change  
purses; clutch bags;  
coin purses; collars  
for pets; cosmetic  
bags sold empty;  
cosmetic cases sold  
empty; duffel bags;

garment bags for travel; handbags; key cases; leashes for animals; luggage; luggage tags; overnight bags; purses; shoulder bags; straps for handbags; straps for luggage; toiletry cases sold empty; tote bags; umbrella covers; umbrellas; waist packs; wallets; wristlet bags.

THE GIRLS NEXT DOOR  
(with Rabbit Head Design as  
Part of letter "T")

78697809

Beachwear; Belts;  
Boxer shorts; Jackets;  
Jeans; Halter tops;  
Headwear; Footwear;  
Lingerie; Neckties;  
Nightwear; Pants;  
Shirts; Shorts;  
Sleepwear; Socks;  
Sweat suits; Sweat  
shirts; Swimwear; T-  
shirts; Tank tops;  
Visor

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

7. Opposer, directly and through licensees and retailers, has used and continues to use Opposer's Rabbit Head Design Marks in connection with a wide variety of products and services throughout the world, including in connection with a wide variety of clothing products. Attached as Exhibit 3 are printouts from Opposer's online store showing a sampling of use of Opposer's Rabbit Head Design Marks in connection with the sale of clothing products.

8. For more than 50 years, Opposer has invested substantial time, effort and money in advertising and promoting the Opposer's Rabbit Head Design Marks throughout the United States and internationally. As a result, Opposer's Rabbit Head Design Marks have become widely known and respected. Opposer has built up a valuable reputation and tremendous goodwill in Opposer's Rabbit Head Design Marks as applied to and used in connection with Opposer's business and Opposer's Rabbit Head Design Marks have become famous as used on or in connection with Opposer's goods and services.

9. In a recent case, the Trademark Trial and Appeal Board has found Opposer's Rabbit Head Design Marks to be famous and entitled to a broad scope of protection. *Playboy Enterprises International, Inc. V. Bennett*, 2008 WL 2385980 (T.T.A.B. 2008) (non-precedential). Opposer's Rabbit Head Design Marks are some of the most widely recognized marks in the world, and have been judicially recognized as being famous by a number of courts since long before Applicants filed their application to register Applicants' Mark on January 12, 2010. *See e.g.: Playboy Enters. v. Baccarat Clothing Co., Inc.*, 692 F.2d 1272, 1274 (9th Cir. 1982) (finding Rabbit Head Design Mark "strong and distinctive" and to have "acquired great fame"); *Playboy Enters., Inc. v. U.S. Customs Service*, 959 F. Supp. 11, 13 (D.D.C. 1997) (finding "Rabbit Head Design mark is recognized throughout the world"); *Playboy Enters., Inc. v. P. K. Sorren Export Co. Inc.*, 546 F. Supp. 987, 994 (D.C.Fla. 1982) (finding that Rabbit Head Design mark is "well-known" and "widely associated" with Playboy products and "entitled to broad protection").

10. As a result of the exceedingly valuable reputation and tremendous goodwill Opposer has developed in connection with Opposers's Rabbit Head Design Marks, the Rabbit Head Design Marks are now famous under Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c) in connection with clothing and in connection with a variety of Opposer's goods and services.

11. On information and belief, Applicants are five individuals with United States citizenship whose address is P.O. Box 1018, Fairfax, California 94978.

12. On January 12, 2010, Applicants filed intent-to-use application Serial No. 77909600 ("Applicants' Mark"), to register the mark ZEITGEISTRACING & Rabbit Design for "Cycling specific jersey shirts with full or half front zipper and three horizontal pockets in the back made of polyester blend material, cycling specific shorts with padded seating insert made of polyester blend material, cycling specific arm warmer and Leg Warmers made of polyester material" in International Class 25 ("Applicants' Goods").

13. Applicants' Mark, when used on or in connection with Applicants' Goods, is likely to cause confusion, mistake or deception as to the origin of Applicants' Goods under Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d). Among other things, use and registration by Applicant of Applicants' Mark in connection with Applicants' Goods is likely to (i) give rise to the mistaken belief by members of the public that Applicants' Goods originate from or are in some way associated with Opposer, Opposer's Rabbit Head Design Marks and/or the goods and services that Opposer offers under Opposer's Rabbit Head Design Marks; and (ii) cause members of the public to be confused and deceived as to source, origin, affiliation and sponsorship of Applicants' Goods offered in

connection with Applicants' Mark. Accordingly, if Applicants are permitted to register Applicants' Mark for Applicants' Goods, Opposer will be damaged.

14. Additionally, Applicants' use and registration of Applicants' Mark in commerce is likely to cause dilution of Opposer's Rabbit Head Design Marks under 15 U.S.C. § 1125(c). Accordingly, if Applicants are permitted to register Applicants' Mark, Opposer will be damaged.

15. Applicants' 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 Applicants' Mark.

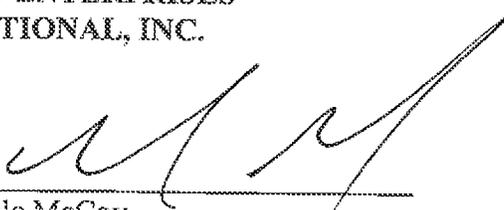
Please charge the required fee for this Notice of Opposition to Deposit Account No. 16-2117.

Dated: April 6, 2011

Respectfully submitted,

**PLAYBOY ENTERPRISES  
INTERNATIONAL, INC.**

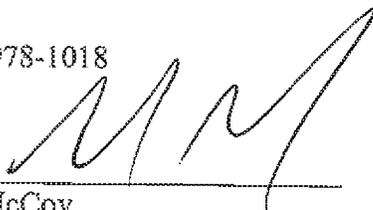
By: \_\_\_\_\_

  
Michele McCoy  
Senior Intellectual Property Counsel  
Playboy Enterprises International, Inc.  
680 N. Lake Shore Drive  
Chicago, Illinois 60611  
Tel: (312) 373-2307  
Fax: (312) 266-2042  
uspto@playboy.com

**Certificate of Service**

I hereby certify that a true and complete copy of the foregoing Notice of Opposition has been served on William F. Braconi by mailing said copy on April 6, 2011 via First Class Mail, postage prepaid to:

William F. Braconi  
PO Box 1018  
Fairfax, CA 94978-1018

  
Michele McCoy  
Senior Intellectual Property Counsel  
Playboy Enterprises International, Inc.

## PRINCIPAL REGISTER Trademark

Ser. No. 238,954, filed Feb. 16, 1966



# PLAYBOY

Playboy Enterprises, Inc. (Delaware corporation)  
919 N. Michigan Ave.  
Chicago, Ill. 60611, by change of name from  
HMH Publishing Co., Inc. (Delaware corporation)  
Chicago, Ill.

For: ARTICLES OF MEN'S AND WOMEN'S  
CLOTHING — NAMELY, SHIRTS, SLEEPWEAR,  
TIES, ASCOTS, SWEATERS, WARM-UP SHIRTS,  
BATH KILTS, AND HOSIERY—in CLASS 39 (INT.  
CL. 25).

First use Apr. 3, 1959; in commerce Apr. 28, 1959.

B. DENNISON, Examiner

UNITED STATES PATENT AND TRADEMARK OFFICE

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Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
www.uspto.gov

REGISTRATION NO: 0984548 SERIAL NO: 72/238954 MAILING DATE: 07/15/2005  
REGISTRATION DATE: 05/21/1974  
MARK: PLAYBOY AND DESIGN  
REGISTRATION OWNER: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

**CORRESPONDENCE ADDRESS:**

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

**NOTICE OF ACCEPTANCE**

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

\*\*\*\*\*

**NOTICE OF RENEWAL**

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

\*\*\*\*\*

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):  
039.

SMITH, WYE JEAN  
PARALEGAL SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION  
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

ORIGINAL

---

## **REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION**

### **I) SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

**Failure to file the Section 8 Affidavit will result in the cancellation of the registration.**

### **II) SECTION 9: APPLICATION FOR RENEWAL**

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

**Failure to file the Application for Renewal will result in the expiration of the registration.**

**NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.**

Int. Cl.: 25

Prior U.S. Cl.: 39

**United States Patent and Trademark Office**

**Reg. No. 1,318,244**

Registered Feb. 5, 1985

**TRADEMARK**  
Principal Register



Playboy Enterprises, Inc. (Delaware corporation)  
919 N. Michigan Ave.  
Chicago, Ill. 60611

For: FOOTWEAR, in CLASS 25 (U.S. Cl. 39).  
First use Nov. 20, 1979; in commerce Nov. 20,  
1979.

Owner of U.S. Reg. Nos. 728,889, 1,058,294 and  
others.

Ser. No. 424,324, filed May 3, 1983.

JOHN P. RYNKIEWICZ, Examining Attorney



Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

REGISTRATION NO: 1318244 SERIAL NO: 73/424324 MAILING DATE: 03/05/2005  
REGISTRATION DATE: 02/05/1985  
MARK: PLAYBOY AND DESIGN  
REGISTRATION OWNER: PLAYBOY ENTERPRISES INTERNATIO

**CORRESPONDENCE ADDRESS:**

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

## NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058. **ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.**

\*\*\*\*\*

## NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059. **ACCORDINGLY, THE REGISTRATION IS RENEWED.**

\*\*\*\*\*

**THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):**  
025.

GRANATA, SHARON D  
PARALEGAL SPECIALIST  
POST-REGISTRATION DIVISION  
(703)308-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION**

CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION  
ORIGINAL

---

**REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION) SECTION 8: AFFIDAVIT OF CONTINUED USE** The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration. **Failure to file the Section 8 Affidavit will result in the cancellation of the registration.**

**II) SECTION 9: APPLICATION FOR RENEWAL** The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration. **Failure to file the Application for Renewal will result in the expiration of the registration.**

**NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.**

# United States Patent Office

728,889  
Registered Mar. 20, 1962

## PRINCIPAL REGISTER Trademark

Ser. No. 117,864, filed Apr. 14, 1961



HMH Publishing Co., Inc. (Illinois corporation)  
232 E. Ohio St.  
Chicago 11, Ill.

For: TIES AND MEN'S AND WOMEN'S SHIRTS,  
in CLASS 39.  
First use Apr. 3, 1959, on men's shirts; in commerce  
Apr. 28, 1959.

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-06 16:03:24 ET

Serial Number: 72117864 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 728889

Mark



Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2002-05-15

Filing Date: 1961-04-14

Transformed into a National Application: No

Registration Date: 1962-03-20

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](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 40S -Scanning On Demand

Date In Location: 2008-10-24

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**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:** Illinois

---

**GOODS AND/OR SERVICES**

---

**U.S. Class:** 039 (International Class 025)  
**Class Status:** Active  
Ties and Men's and Women's Shirts  
**Basis:** 1(a)  
**First Use Date:** 1959-04-03  
**First Use in Commerce Date:** 1959-04-28

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**ADDITIONAL INFORMATION**

---

**Design Search Code(s):**  
**03.09.01** - Bunnies; Hares; Rabbits  
**03.09.26** - Costumed small mammals, rodents, kangaroos, wallabies  
**26.11.01** - Rectangles as carriers or rectangles as single or multiple line borders

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-03-02 - Assignment Of Ownership Not Updated Automatically

2008-10-24 - Case File In TICRS

2002-05-15 - Second renewal 10 year

2002-05-15 - Section 8 (10-year) accepted/ Section 9 granted

2002-03-05 - Combined Section 8 (10-year)/Section 9 filed

1984-10-25 - Section 8 (6-year) accepted & Section 15 acknowledged

1982-03-20 - First renewal

1982-03-20 - First renewal

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

CHERYL GARCIA

**Correspondent**

CHERYL GARCIA  
PLAYBOY ENTERPIRSES INTERNATIONAL, INC.  
680 N. LAKE SHORE DRIVE  
CHICAGO, IL 60611

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Int. Cl.: 25

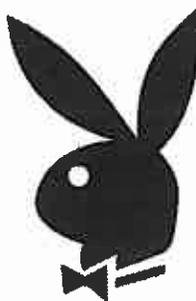
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,194,099

Registered Jan. 2, 2007

**TRADEMARK  
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,  
INC. (DELAWARE CORPORATION)

680 N. LAKE SHORE DRIVE  
CHICAGO, IL 60611

FOR: BATHROBES; BEACHWEAR; BELTS;  
COATS; DRESSES; FOOTWEAR; HEADWEAR;  
HOSIERY; JACKETS; JOGGING SUITS; LINGERIE;  
LOUNGEWEAR; NECKWEAR; PANTS; SHIRTS;  
SHORTS; SKIRTS; SLEEPWEAR; SOCKS; STOCK-  
INGS; SWEATERS; SWIM WEAR; T-SHIRTS; TOPS;

UNDERGARMENTS, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 4-3-1959; IN COMMERCE 4-3-1959.

OWNER OF U.S. REG. NOS. 728,889, 1,192,561 AND  
OTHERS.

SER. NO. 78-845,206, FILED 3-24-2006.

ZACHARY BELLO, EXAMINING ATTORNEY

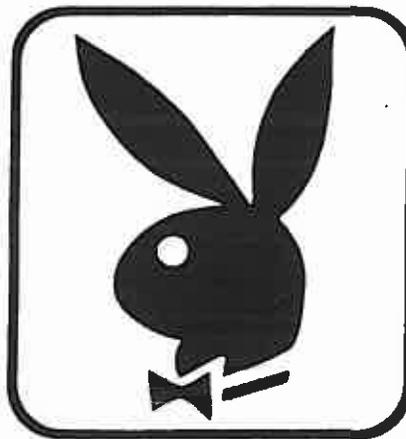
**Int. Cl.: 25**

**Prior U.S. Cl.: 39**

**United States Patent and Trademark Office**

**Reg. No. 1,192,561**  
Registered Mar. 23, 1982

**TRADEMARK**  
Principal Register



Playboy Enterprises, Inc. (Delaware corporation)  
919 N. Michigan Ave.  
Chicago, Ill. 60611

For: FOOTWEAR, in CLASS 25 (U.S. Cl. 39).  
First use Nov. 20, 1979; in commerce Nov. 20,  
1979.

Owner of U.S. Reg. No. 728,889.

Ser. No. 264,329, filed Jun. 2, 1980.

PAUL F. GAST, Primary Examiner

TERESA M. RUPP, Examiner

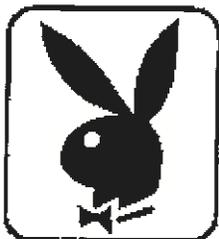
Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-06 16:34:12 ET

Serial Number: 73264329 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1192561

Mark



Standard Character claim: No

Current Status: [The registration has been renewed.](#)

Date of Status: [2002-05-23](#)

Filing Date: [1980-06-02](#)

Transformed into a National Application: No

Registration Date: [1982-03-23](#)

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](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [40S -Scanning On Demand](#)

Date In Location: [2008-03-20](#)

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

---

1. [PLAYBOY ENTERPRISES INTERNATIONAL, INC.](#)

Address:

[PLAYBOY ENTERPRISES INTERNATIONAL, INC.](#)

680 N. LAKESHORE DRIVE

CHICAGO, IL 60611

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Illinois

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### GOODS AND/OR SERVICES

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**International Class:** 025

**Class Status:** Active

Footwear

**Basis:** 1(a)

**First Use Date:** 1979-11-20

**First Use in Commerce Date:** 1979-11-20

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### ADDITIONAL INFORMATION

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**Design Search Code(s):**

**03.09.01** - Bunnies; Hares; Rabbits

**03.09.26** - Costumed small mammals, rodents, kangaroos, wallabies

**26.09.01** - Squares as carriers or squares as single or multiple line borders

**Prior Registration Number(s):**

7288890

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-03-02 - Assignment Of Ownership Not Updated Automatically

2008-03-20 - Case File In TICRS

2002-05-23 - First renewal 10 year

2002-05-23 - Section 8 (10-year) accepted/ Section 9 granted

2002-03-22 - Combined Section 8 (10-year)/Section 9 filed

2002-03-22 - PAPER RECEIVED

1988-08-29 - Section 8 (6-year) accepted & Section 15 acknowledged

1988-08-11 - Response received for Post Registration action

1988-07-25 - Post Registration action mailed Section 8 & 15

1988-02-01 - Section 8 (6-year) and Section 15 Filed

1982-03-23 - Registered - Principal Register

1981-12-29 - Published for opposition

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

HOWARD SHAPIRO

**Correspondent**

HOWARD SHAPIRO

PLAYBOY ENTERPRISES INTERNATIONAL, INC.

680 N. LAKESHORE DRIVE

CHICAGO, IL 60611

---

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

**United States Patent and Trademark Office**

**Reg. No. 3,012,203**

Registered Nov. 1, 2005

**SERVICE MARK  
PRINCIPAL REGISTER**



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

FOR: RETAIL VARIETY STORES FEATURING  
CLOTHING, NOVELTIES, PUBLICATIONS, LIN-  
GERIE, JEWELRY, CDS AND VIDEOS, GAMES  
AND TOYS, PAPER GOODS, HOME ACCESSORIES,  
SPORTING GOODS, ELECTRONICS, HOUSE-  
WARES, CANDY AND CONFECTIONS, SMOKERS  
ARTICLES AND SIMILAR GOODS, IN CLASS 35  
(U.S. CLS. 100, 101 AND 102).

FIRST USE 5-23-2005; IN COMMERCE 5-23-2005.

OWNER OF U.S. REG. NOS. 871,553, 2,867,439,  
AND OTHERS.

SN 78-377,957, FILED 3-3-2004.

JOHN SCHUYLER YARD, EXAMINING ATTOR-  
NEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 3,375,883**

Registered Jan. 29, 2008

**SERVICE MARK  
PRINCIPAL REGISTER**



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

FOR: ON-LINE ORDERING SERVICES FEATURING PERFUMES, COLOGNES, TOILETRIES, ESSENTIAL OILS, COSMETICS, PERSONAL CARE PRODUCTS, NUTRITIONAL SUPPLEMENTS, OPTICAL PRODUCTS, EYEGLASSES, SUNGLASSES, SPECTACLES, CDS, DVDS AND VIDEOS, GAMES AND TOYS, AUDIO EQUIPMENT, JEWELRY, HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS AND APPARATUS, CLOCKS, WATCHES, BOOKS, MAGAZINES, POSTERS, PRINTED MATTER, PUBLICATIONS, CALENDARS, LEATHER GOODS, WALLETS, HANDBAGS, PURSES, TRUNKS AND TRAVELING BAGS, UMBRELLAS, HOUSEHOLD OR KITCHEN UTENSILS AND CONTAINERS, BARWARE, KITCHENWARE, GLASSWARE, PORCELAIN AND EARTHENWARE, HOME ACCESSORIES, TEXTILES AND TEXTILE GOODS, BED AND TABLE COVERS, BAR ACCE-

SORIES, SPORTING GOODS, ELECTRONICS, CANDY AND CONFECTIONS, MUSICAL INSTRUMENTS, FOOTWEAR, HEADGEAR, FASHION ACCESSORIES, ARTICLES OF CLOTHING, LINGERIE, SHOES, SCARVES, BED AND BATH ACCESSORIES, SEX TOYS, FURNITURE, COLLECTORS ITEMS, ENERGY DRINKS, SMOKERS ARTICLES, TOBACCO, TOBACCO PRODUCTS, CIGARS, CIGARETTES AND LIGHTERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-30-1997; IN COMMERCE 11-30-1997.

OWNER OF U.S. REG. NOS. 3,012,203, 3,194,099 AND OTHERS.

THE MARK CONSISTS OF "RABBIT HEAD" WITH BOW TIE FACING LEFT.

SER. NO. 77-262,419, FILED 8-23-2007.

RUDY R. SINGLETON, EXAMINING ATTORNEY

**Int. Cl.: 28**

**Prior U.S. Cls.: 22, 23, 38, and 50**

**United States Patent and Trademark Office**

**Reg. No. 3,607,640**

Registered Apr. 14, 2009

**TRADEMARK  
PRINCIPAL REGISTER**



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

**FOR: SNOW BOARDS, IN CLASS 28 (U.S. CLS. 22,  
23, 38 AND 50).**

**FIRST USE 8-31-2008; IN COMMERCE 8-31-2008.**

**OWNER OF U.S. REG. NOS. 873,370 AND 2,971,924.**

**THE MARK CONSISTS OF A RABBIT HEAD  
DESIGN.**

**SN 78-745,802, FILED 11-2-2005.**

**ELLEN PERKINS, EXAMINING ATTORNEY**

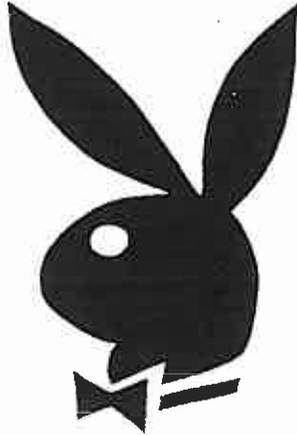
Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office  
Renewal

Reg. No. 873,370  
Registered July 22, 1969  
OG Date Nov. 7, 1989

TRADEMARK  
PRINCIPAL REGISTER



PLAYBOY ENTERPRISES, INC. (ILLI-  
NOIS CORPORATION)  
919 N. MICHIGAN AVENUE  
CHICAGO, IL 60611, BY CHANGE OF  
NAME FROM HMH PUBLISHING CO.  
INC. (DELAWARE CORPORATION)  
CHICAGO, IL

OWNER OF U.S. REG. NOS. 643,926  
AND 791,333.

FOR: GOLF PUTTERS, CLUB HEAD  
COVERS, GOLF BALLS, AND GOLF  
TEES, IN CLASS 22 (INT. CL. 28).  
FIRST USE 12-0-1963; IN COMMERCE  
12-0-1963.

SER. NO. 302,074, FILED 7-5-1968.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Nov. 7, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Side - 1



**NOTICE OF ACCEPTANCE OF §8  
DECLARATION AND §9 RENEWAL  
MAILING DATE: Sep 14, 2009**

The declaration and renewal application filed in connection with the registration identified below meets the requirements of Sections 8 and 9 of the Trademark Act, 15 U.S.C. §§1058 and 1059. The declaration is accepted and renewal is granted. The registration remains in force. For further information about this notice, visit our website at: <http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov>.

**REG NUMBER: 0873370**  
**MARK: MISCELLANEOUS DESIGN**  
**OWNER: Playboy Enterprises International, Inc.**

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE  
COMMISSIONER FOR TRADEMARKS  
P.O. BOX 1451  
ALEXANDRIA, VA 22313-1451

FIRST-CLASS  
MAIL  
U.S. POSTAGE  
PAID

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

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38, and 50

**United States Patent and Trademark Office**

**Reg. No. 2,971,924**

Registered July 19, 2005

**TRADEMARK  
PRINCIPAL REGISTER**



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

MARKERS, GOLF TEES, GOLF TEE MARKERS,  
GOLF FLAGS, GOLF GLOVES, IN CLASS 28 (U.S.  
CLS. 22, 23, 38 AND 50).

FOR: GOLF EQUIPMENT NAMELY, DIVOT RE-  
PAIR TOOLS, GOLF ACCESSORY POUCHES, GOLF  
CLUBS, HEAD COVERS FOR GOLF CLUBS, GOLF  
PUTTERS, GOLF PUTTER COVERS, GOLF BAGS,  
GOLF BAG TAGS, GOLF BALLS, GOLF BALL

FIRST USE 8-31-2003; IN COMMERCE 8-31-2003.

SN 76-517,279, FILED 5-27-2003.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

**United States Patent and Trademark Office**

**Reg. No. 3,308,321**

Registered Oct. 9, 2007

**TRADEMARK  
PRINCIPAL REGISTER**



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

OWNER OF U.S. REG. NO. 1,058,294.

FOR: SKI GOGGLES, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).

SN 78-514,714, FILED 11-10-2004.

FIRST USE 12-15-2004; IN COMMERCE 12-15-2004.

MATTHEW PAPPAS, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,058,294

Registered Feb. 8, 1977

**TRADEMARK**  
Principal Register



Playboy Enterprises, Inc. (Delaware corporation)  
919 N. Michigan Ave.  
Chicago, Ill. 60611

For: SUNGLASSES, in CLASS 9 (U.S. CL. 26).  
First use on or about Apr. 15, 1974; in commerce on  
or about Apr. 15, 1974.  
Owner of Reg. Nos. 643,926, 873,370, and others.

Ser. No. 67,124, filed Oct. 28 1975.

CHARLES R. FOWLER, Supervisory Examiner  
I. D. SAMS, Examiner

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
www.uspto.gov

REGISTRATION NO: 1058294 SERIAL NO: 73/067124 MAILING DATE: 03/08/2007  
REGISTRATION DATE: 02/08/1977  
MARK: MISCELLANEOUS DESIGN  
REGISTRATION OWNER: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

**CORRESPONDENCE ADDRESS:**

MICHELE MCCOY  
DARBY & DARBY PC  
805 THIRD AVE  
NEW YORK, NY 10022

**NOTICE OF ACCEPTANCE**

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

\*\*\*\*\*

**NOTICE OF RENEWAL**

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

\*\*\*\*\*

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):  
009.

CONLEY, JOYCE MARIE  
PARALEGAL SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION  
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

ORIGINAL

## **REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION**

### **I) SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

**Failure to file the Section 8 Affidavit will result in the cancellation of the registration.**

### **II) SECTION 9: APPLICATION FOR RENEWAL**

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

**Failure to file the Application for Renewal will result in the expiration of the registration.**

**NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.**

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

**United States Patent and Trademark Office**

**Reg. No. 3,392,414**

Registered Mar. 4, 2008

**SERVICE MARK  
PRINCIPAL REGISTER**



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

FOR: PROMOTING THE GOODS AND SERVICES  
OF OTHERS BY MEANS OF A PREFERRED CUS-  
TOMER 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, IN CLASS 35 (U.S. CLS. 100, 101  
AND 102).

FIRST USE 11-30-2006; IN COMMERCE 11-30-2006.

OWNER OF U.S. REG. NOS. 2,709,639, 3,012,203,  
AND OTHERS.

THE MARK CONSISTS OF RABBIT HEAD DE-  
SIGN.

SN 77-019,968, FILED 10-12-2006.

AISHA SALEM, EXAMINING ATTORNEY

Int. Cl.: 41

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

United States Patent and Trademark Office

Reg. No. 3,282,796

Registered Aug. 21, 2007

SERVICE MARK  
PRINCIPAL REGISTER



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

OWNER OF U.S. REG. NOS. 2,638,318, 2,839,937  
AND OTHERS.

FOR: ENTERTAINMENT IN THE NATURE OF  
COMPETITIONS IN THE FIELD OF MODELING;  
ENTERTAINMENT IN THE NATURE OF GOLF  
TOURNAMENTS, IN CLASS 41 (U.S. CLS. 100, 101  
AND 107).

THE MARK CONSISTS OF WORD GOLF WITH  
RABBIT HEAD DESIGN AS PART OF LETTER "O".

SER. NO. 78-844,303, FILED 3-23-2006.

FIRST USE 6-30-2001; IN COMMERCE 6-30-2001.

ZACHARY BELLO, EXAMINING ATTORNEY

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-06 12:39:16 ET

Serial Number: 77621949 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

*Bunny  Collection*

(words only): [BUNNY COLLECTION](#)

Standard Character claim: No

Current Status: [A first request for extension of time to file a Statement of Use has been granted.](#)

Date of Status: [2011-01-10](#)

Filing Date: [2008-11-25](#)

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

The Notice of Allowance Date is: [2010-07-06](#)

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 115](#)

Attorney Assigned:  
[COLLINS ALICIA](#)

Current Location: [700 -Intent To Use Section](#)

Date In Location: [2011-01-10](#)

---

**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) 266-2042

---

**GOODS AND/OR SERVICES**

---

**International Class:** 025

**Class Status:** Active

Aprons; Bathrobes; Beachwear; Belts; Belts made of leather; Belts of textile; Blouses; Bras; Capri pants; Coats; Dresses; Footwear; Gloves; Headbands; Headwear; Hooded pullovers; Hooded sweat shirts; Jackets; Jeans; Jogging pants; Jogging suits; Jumpsuits; Knee-high stockings; Leg warmers; Leggings; Lingerie; Loungewear; Nightgowns; Nightwear; Pajamas; Pants; Robes; Scarves; Shirts; Shorts; Shower caps; Skirts; Sleepwear; Socks; Stockings; Sweat pants; Sweat shirts; Sweat shorts; Sweat suits; Sweatbands; Sweaters; Swimwear; T-shirts; Tank tops; Tights; Track jackets; Track pants; Track suits; Undergarments; Underwear

**Basis:** 1(b)

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

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

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**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "COLLECTION"

**Description of Mark:** The mark consists of the words "BUNNY COLLECTION" with Rabbit Head Design in the middle.

**Design Search Code(s):**

**03.09.01** - Bunnies; Hares; Rabbits

**03.09.24** - Stylized small mammals, rodents, kangaroos, wallabies

**Prior Registration Number(s):**

728889

1192561

3393374

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-01-11 - Notice Of Approval Of Extension Request E-Mailed

2011-01-10 - Extension 1 granted

2010-12-09 - Extension 1 filed

2011-01-10 - Case Assigned To Intent To Use Paralegal

2010-12-09 - TEAS Extension Received

2010-07-06 - NOA E-Mailed - SOU Required From Applicant

2010-05-11 - Notice Of Publication E-Mailed

2010-05-11 - Published for opposition

2010-04-08 - Law Office Publication Review Completed

2010-04-08 - Assigned To LIE

2010-03-23 - Approved For Pub - Principal Register

2010-03-19 - Teas/Email Correspondence Entered

2010-03-19 - Communication received from applicant

2010-03-19 - TEAS Request For Reconsideration Received

2009-09-20 - Notification Of Final Refusal Emailed

2009-09-20 - Final refusal e-mailed

2009-09-20 - Final Refusal Written

2009-08-27 - Teas/Email Correspondence Entered

2009-08-26 - Communication received from applicant

2009-08-26 - TEAS Response to Office Action Received

2009-02-26 - Notification Of Non-Final Action E-Mailed

2009-02-26 - Non-final action e-mailed

2009-02-26 - Non-Final Action Written

2009-02-24 - Assigned To Examiner

2008-12-02 - Notice Of Design Search Code Mailed

2008-12-01 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Michele McCoy

**Correspondent**

MICHELE MCCOY

PLAYBOY ENTERPRISES INTERNATIONAL, INC.

680 N LAKE SHORE DR STE 1500

CHICAGO, IL 60611-3088

Phone Number: (312) 751-8000

Fax Number: (312) 266-2042

---

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This page was generated by the TARR system on 2011-04-06 13:24:29 ET

Serial Number: 77834480 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

**Mark**



**Standard Character claim:** No

**Current Status:** A first request for extension of time to file a Statement of Use has been granted.

**Date of Status:** 2010-11-16

**Filing Date:** 2009-09-24

**Filed as TEAS Plus Application:** Yes

**Currently TEAS Plus Application:** Yes

**The Notice of Allowance Date is:** 2010-05-11

**Transformed into a National Application:** No

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

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**Attorney Assigned:**  
BRADLEY EVELYN W

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

**Date In Location:** 2010-11-16

---

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

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

**Fax Number:** 312-266-2042

---

**GOODS AND/OR SERVICES**

---

**International Class:** 025

**Class Status:** Active

Aprons; Blouses; Denim jackets; Footwear; Garter belts; Gloves; Halloween costumes and masks sold in connection therewith; Jacket liners; Jeans; Leg warmers; Leggings; Masquerade costumes and masks sold in connection therewith; Mittens; Pullovers; Sashes; Scarves; Sleep masks; Smoking jackets; Sports bras; Suits; Sweat pants; Sweat shirts; Sweat shorts; Sweatbands; Tank tops; Union suits; Wristbands

**Basis:** 1(b)

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

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

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**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Description of Mark:** The mark consists of a rabbit head design.

**Design Search Code(s):**

**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

**Prior Registration Number(s):**

728889

1192561

3194099

---

**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-11-17 - Notice Of Approval Of Extension Request E-Mailed

2010-11-16 - Extension 1 granted

2010-11-04 - Extension 1 filed

2010-11-16 - Case Assigned To Intent To Use Paralegal

2010-11-04 - TEAS Extension Received

2010-05-11 - NOA Mailed - SOU Required From Applicant

2010-02-16 - Notice Of Publication E-Mailed

2010-02-16 - Published for opposition

2010-01-11 - Law Office Publication Review Completed

2010-01-11 - Assigned To LIE

2009-12-21 - Approved For Pub - Principal Register

2009-12-21 - Assigned To Examiner

2009-09-30 - Notice Of Design Search Code Mailed

2009-09-29 - New Application Office Supplied Data Entered In Tram

2009-09-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Michele McCoy

**Correspondent**

MICHELE MCCOY

PLAYBOY ENTERPRISES INTERNATIONAL, INC.

680 N LAKE SHORE DR STE 1500

CHICAGO, IL 60611-3088

Phone Number: 312-751-8000

Fax Number: 312-266-2042

---

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This page was generated by the TARR system on 2011-04-06 13:25:01 ET

Serial Number: [77797945 Assignment Information](#)      [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)



(words only): [THE GIRLS NEXT DOOR](#)

Standard Character claim: No

Current Status: [A first request for extension of time to file a Statement of Use has been granted.](#)

Date of Status: [2011-02-10](#)

Filing Date: [2009-08-05](#)

Filed as TEAS Plus Application: [Yes](#)

Currently TEAS Plus Application: [Yes](#)

The Notice of Allowance Date is: [2010-08-17](#)

Transformed into a National Application: [No](#)

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 114](#)

Attorney Assigned:  
[CORDOVA RAUL](#)

Current Location: [700 -Intent To Use Section](#)

Date In Location: [2011-02-10](#)

---

**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

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

**Fax Number:** 312-266-2042

---

**GOODS AND/OR SERVICES**

---

**International Class:** 018

**Class Status:** Active

All-purpose carrying bags; Athletic bags; Backpacks; Beach bags; Billfolds; Briefcases; Change purses; Clutch bags; Coin purses; Collars for pets; Cosmetic bags sold empty; Cosmetic cases sold empty; Duffel bags; Garment bags for travel; Handbags; Key-cases; Leashes for animals; Luggage; Luggage tags; Overnight bags; Purses; Shoulder bags; Straps for handbags; Straps for luggage; Toiletry cases sold empty; Tote bags; Umbrella covers; Umbrellas; Waist packs; Wallets; Wristlet bags

**Basis:** 1(b)

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

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

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**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Description of Mark:** The mark consists of the words "THE GIRLS NEXT DOOR" with a rabbit head design as part of the letter "I" in the word "GIRLS".

**Design Search Code(s):**

**03.09.01** - Bunnies; Hares; Rabbits

**03.09.24** - Stylized small mammals, rodents, kangaroos, wallabies

**09.03.15** - Bow ties; Neckties; Ties, neckties or bow ties

**27.03.03** - Animals forming letters or numerals

**Prior Registration Number(s):**

871553

3332339

3349663

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-02-11 - Notice Of Approval Of Extension Request E-Mailed

2011-02-10 - Extension 1 granted

2011-01-20 - Extension 1 filed

2011-02-10 - Case Assigned To Intent To Use Paralegal

2011-01-20 - TEAS Extension Received

2010-08-17 - NOA E-Mailed - SOU Required From Applicant

2010-06-22 - Notice Of Publication E-Mailed

2010-06-22 - Published for opposition

2010-05-18 - Law Office Publication Review Completed

2010-05-17 - Assigned To LIE

2010-05-07 - Approved For Pub - Principal Register

2010-04-08 - Teas/Email Correspondence Entered

2010-04-07 - Communication received from applicant

2010-04-07 - TEAS Response to Office Action Received

2009-10-07 - Notification Of Non-Final Action E-Mailed

2009-10-07 - Non-final action e-mailed

2009-10-07 - Non-Final Action Written

2009-09-30 - Assigned To Examiner

2009-08-11 - Notice Of Design Search Code Mailed

2009-08-10 - New Application Office Supplied Data Entered In Tram

2009-08-08 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Michele McCoy

**Correspondent**

MICHELE MCCOY

PLAYBOY ENTERPRISES INTERNATIONAL, INC.

680 N LAKE SHORE DR STE 1500

CHICAGO, IL 60611-3088

Phone Number: 312-751-8000

Fax Number: 312-266-2042

---

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This page was generated by the TARR system on 2011-04-06 13:25:21 ET

Serial Number: 78697809 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)



(words only): [THE GIRLS NEXT DOOR](#)

Standard Character claim: No

Current Status: [A fourth request for extension of time to file a Statement of Use has been granted.](#)

Date of Status: [2010-11-05](#)

Filing Date: [2005-08-22](#)

Filed as TEAS Plus Application: [Yes](#)

Currently TEAS Plus Application: [Yes](#)

The Notice of Allowance Date is: [2008-11-11](#)

Transformed into a National Application: [No](#)

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 117](#)

Attorney Assigned:  
[MAHONEY PAULA M](#)

Current Location: [700 -Intent To Use Section](#)

Date In Location: [2009-05-29](#)

---

**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:** 312-266-2042

---

**GOODS AND/OR SERVICES**

---

**International Class:** 025

**Class Status:** Active

Beachwear; Belts; Boxer shorts; Footwear; Halter tops; Head wear; Jackets; Jeans; Lingerie; Neckties; Nightwear; Pants; Shirts; Shorts; Sleepwear; Socks; Sweat shirts; Sweat suits; Swim wear; T-shirts; Tank tops; Visors

**Basis:** 1(b)

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

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

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**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Description of Mark:** The mark consists of the words "THE GIRLS NEXT DOOR" with a RABBIT HEAD DESIGN as part of the letter "T" in the word "GIRLS".

**Design Search Code(s):**

03.09.01 - Bunnies; Hares; Rabbits

03.09.26 - Costumed small mammals, rodents, kangaroos, wallabies

29.01.07 - Inconspicuous designs functioning as punctuation or parts of letters; Small, inconspicuous design elements functioning as punctuation or parts of letters

**Prior Registration Number(s):**

119256

728889

1192561

1276276

1318244

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-11-06 - Notice Of Approval Of Extension Request E-Mailed

2010-11-05 - Extension 4 granted

2010-11-03 - Extension 4 filed

2010-11-03 - TEAS Extension Received

2010-05-13 - Notice Of Approval Of Extension Request E-Mailed

2010-05-11 - Extension 3 granted

2010-05-11 - Extension 3 filed

2010-05-11 - TEAS Extension Received

2009-11-10 - Extension 2 granted

2009-11-10 - Extension 2 filed

2009-11-10 - TEAS Extension Received

2009-05-29 - Extension 1 granted

2009-05-11 - Extension 1 filed

2009-05-29 - Case Assigned To Intent To Use Paralegal

2009-05-11 - TEAS Extension Received

2008-11-11 - NOA Mailed - SOU Required From Applicant

2008-08-19 - Published for opposition

2008-07-30 - Notice of publication

2008-07-15 - Law Office Publication Review Completed

2008-07-14 - Approved For Pub - Principal Register

2008-05-22 - LIE Checked Susp - To Atty For Action

2008-05-22 - Assigned To LIE

2007-11-21 - Report Completed Suspension Check Case Still Suspended

2007-05-16 - Report Completed Suspension Check Case Still Suspended

2007-05-16 - Assigned To LIE

2006-11-04 - LETTER OF SUSPENSION E-MAILED

2006-11-04 - Suspension Letter Written

2006-09-16 - Teas/Email Correspondence Entered

2006-09-15 - Communication received from applicant

2006-09-15 - TEAS Response to Office Action Received

2006-03-17 - Non-final action e-mailed

2006-03-17 - Non-Final Action Written

2006-03-08 - Assigned To Examiner

2005-08-30 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
PLAYBOY ENTERPRISES INTERNATIONAL, INC.  
680 N. LAKE SHORE DRIVE  
CHICAGO, IL 60611  
Phone Number: 312-751-8000  
Fax Number: 312-751-2818

---

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PLAYBOY  store BUNNY  shop

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Classic Hoodie  
PB-12399  
\$59.00

Look cool and stay warm. Zip-front hoodie features a signature graphic and logo on the front. Includes drawstring hood and two front pockets.

- Machine washable
- Made in China
- 29 inches in length
- 80% cotton, 20% spandex

COLOR BLACK

SIZE



QUANTITY

IF YOU LIKE THIS, THEN WE ALSO SUGGEST...



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Copyright © 2011 Playboy Questions? Call 1-866-892-6377 18 U.S.C. 2257 RECORD-KEEPING REQUIREMENTS COMPLIANCE STATEMENT

playboy is the official store for authentic merchandise branded by the ever so popular Playboy Bunny Sexy Lingerie, irresistible chemises, bras, panties and flirty costumes will make all your fantasies come true Popular womens clothing includes jeans, skirts, and leggings while mens is dominated by shirts and loungewear. Visit the couples section for adult toys and dvds, sexy games and personal massagers. Calendars, special editions and magazines included in the home store makes this the one stop shop for sexy lingerie, stylish clothing and the timeless collectibles that makes Playboy the famous brand that is Great Value at competitive prices...Playboy



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**Golf Pullover Jacket**

PB-2010021

\$69.00

Play golf even in the rain with this jacket! Colorblock rain resistant pullover jacket features a zip neckline with logo stitching at left chest. Zip off long sleeves to convert into a short sleeve jacket. Pockets at front leads to adjustable drawstring detail at bottom hem. Logo stitching at upper center back and completed by a mesh lined interior.

- Machine wash
- Made in Vietnam
- 25 inches in length
- 100% polyester

COLOR   blackwhite

SIZE   M

QUANTITY

[ADDITIONAL VIEWS](#)   [EMAIL A FRIEND](#)

[ADD TO SHOPPING BAG](#)

[+ ADD TO WISHLIST](#)

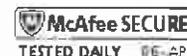


If you have any questions or concerns, please call eFashionSolutions Customer Service at 1-866-892-6377 Monday through Friday 9:00am to 9:00pm (EST), Saturdays 10:00am to 4:00pm (EST), and Sundays Closed

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Copyright © 2011 Playboy   Questions? Call 1-866-892-6377   18 U.S.C. 2257 RECORD-KEEPING REQUIREMENTS COMPLIANCE STATEMENT

playboy is the official store for authentic merchandise branded by the ever so popular Playboy Bunny. Sexy Lingerie, Irresistible chemises, bras, panties and flirty costumes will make all your fantasies come true. Popular womens clothing includes jeans, skirts, and leggings while mens is dominated by shirts and loungewear. Visit the couples section for adult toys and dvds, sexy games and personal massagers. Calendars, special editions and magazines included in the home store makes this the one stop shop for sexy lingerie, stylish clothing and the timeless collectibles that makes Playboy the famous brand that is. Great Value at competitive prices. Playboy



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Questions? Call 1-866-892-6377   [Secure Guarantee](#)   [Same Day Shipping](#)

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**Rock The Rabbit - Bear Hands**

PB-2010054

\$29.00   SALE! \$18.99

We've asked some of our favorite bands to riff on the classic t-shirt. Bear Hands artistic take on classic tee style included a rabbit hand gesture with bunny head logo shadowed in the background and printed "Bear Hands" text below.

- Machine wash warm
- Made in Honduras
- 29 inches in length
- 100% cotton

COLOR   BLACK

SIZE   L

QUANTITY

ADD TO SHOPPING BAG

ADD TO WISHLIST

ADDITIONAL VIEWS

EMAIL A FRIEND



TESTED DAILY 06-APR

If you have any questions or concerns, please call eFashionSolutions Customer Service at 1-866-892-6377 Monday through Friday 9:00am to 9:00pm (EST), Saturdays 10:00am to 4:00pm (EST), and Sundays Closed

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Copyright © 2011 Playboy   Questions? Call 1-866-892-6377   18 U.S.C. 2257 RECORD-KEEPING REQUIREMENTS COMPLIANCE STATEMENT

playboy is the official store for authentic merchandise branded by the ever so popular Playboy Bunny. Sexy Lingerie, Irresistible chemises, bras, panties and flirty costumes will make all your fantasies come true. Popular womens clothing includes jeans, skirts, and leggings while mens is dominated by shirts and loungewear. Visit the couples section for adult toys and dvds, sexy games and personal massagers. Calendars, special editions and magazines included in the home store makes this the one stop shop for sexy lingerie, stylish clothing and the timeless collectibles that makes Playboy the famous brand that is. Great Value at competitive prices. Playboy



TESTED DAILY 06-APR

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PLAYBOY  store

BUNNY  shop

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LINGERIE WOMEN MEN COUPLES ACCESSORIES HOME DVD MAGAZINES GIFT CARD SALE

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- Shirts
- Jeans
- Playboy Golf
- Loungewear
  - Boxers & Briefs
  - Pajamas
  - Socks
  - Robes
- Mens Accessories
- Mens Fragrance
- Mens Costumes
- SALE

Scent of a Playboy  shop fragrance



Mens Checker Socks  
\$6.00  
SALE! \$4.99

Mens Double Stripe Socks  
\$6.00  
SALE! \$4.99



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playboy is the official store for authentic merchandise branded by the ever so popular Playboy Bunny. Sexy lingerie, irresistible chemises, bras, panties and flirty costumes will make all your fantasies come true. Popular women's clothing includes jeans, skirts, and leggings while men's is dominated by shirts and loungewear. Visit the couples section for adult toys and dvds, sexy games and personal massagers. Calendars, special editions and magazines included in the home store makes this the one stop shop for sexy lingerie, stylish clothing and the timeless collectibles that makes Playboy the famous brand that is Great Value at competitive prices. Playboy



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BUNNY  shop

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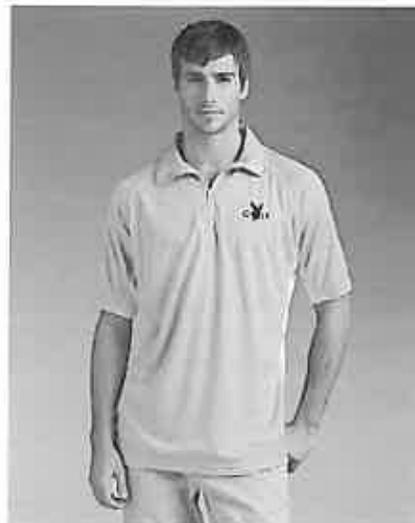
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**Golf Zip Neck Polo**  
PB-2010017  
\$49.00

Stay cool and fresh in this golf zip neck polo. Contrast color rests at sides featuring a breathable mesh texture to keep you cool on those hot days. Polo is also quick drying and features moisture wicking. Stitched logo at left chest and upper center back.

- Machine wash cold
- Made in Vietnam
- 28 inches in length
- 100% polyester

COLOR

SIZE

QUANTITY

IF YOU LIKE THIS, THEN WE  ALSO SUGGEST ...



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SALE



Golf Button Neck Polo

PB-2010016

\$49.00

Just for you! Short sleeve golf polo features built-in sun protection and freshness to always keep you on top of your game; looking and feeling great! Point collar leads to a three button closure at neck. Stitched logo at left chest and upper center back.

- Machine wash cold
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COLOR

SIZE



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**Moonlight Vneck Tee**

PB-2010059

\$29.00

Show off your favorite brand. This v-neck t-shirt features a bunny head graphic at front and stitched logo patch at hem. Matching bunny head graphic at back.

- Hand wash cold
- Made in China
- 27 inches in length
- 100% cotton

COLOR



WHITE

SIZE

S



QUANTITY

1

ADDITIONAL VIEWS

EMAIL A FRIEND

ADD TO SHOPPING BAG

ADD TO WISHLIST



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Playboy Golf

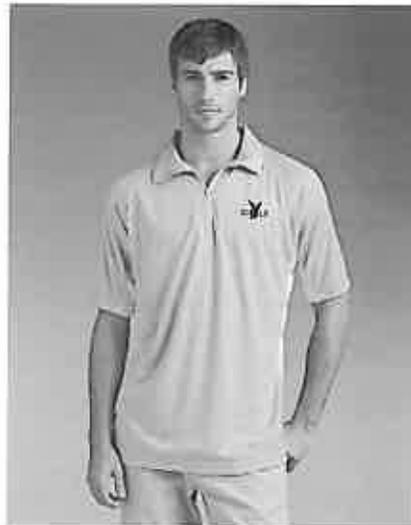
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SALE



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PB-2010017

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- Machine wash cold
- Made in Vietnam
- 28 inches in length
- 100% polyester

COLOR LightBlue

SIZE L

QUANTITY

 ADDITIONAL VIEWS  EMAIL A FRIEND

 ADD TO SHOPPING BAG

 ADD TO WISHLIST

IF YOU LIKE THIS, THEN WE ALSO SUGGEST...



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SIZE



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Tops

Jeans

Leggings

Dresses

Rompers

Active & Loungewear

- All Active
- Active Bottoms
- Active Jackets
- Active Tops
- Active Sets & Jumpsuit

Skirts & Shorts

Swimwear

Costumes

Bath & Body

Customizer Shop

SALE



Physical Unitard

PB-16002

\$59.00 SALE! \$19.99

Lounge around in this sexy unitard. Contrasting trim adds color to adjustable straps.

- Machine washable
- Made in Mexico
- 30 inch inseam / 55 inches in full length
- 95% cotton, 5% spandex

COLOR



HEATHER GREY

SIZE

MEDIUM



SIZE GUIDE

QUANTITY



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