

ESTTA Tracking number: **ESTTA442014**

Filing date: **11/18/2011**

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	Blizzard Entertainment, Inc.
Granted to Date of previous extension	11/19/2011
Address	16215 Alton Parkway Irvine, CA 92618 UNITED STATES

Attorney information	Marc E. Mayer Mitchell Silberberg & Knupp LLP 11377 West Olympic Boulevard Los Angeles, CA 90064 UNITED STATES mem@msk.com, all@msk.com, kls@msk.com Phone:(310) 312-2000
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Applicant Information

Application No	85302342	Publication date	09/20/2011
Opposition Filing Date	11/18/2011	Opposition Period Ends	11/19/2011
Applicant	Blizzard Internet Marketing, Inc. 50629 Highway 6 Glenwood Springs, CO 81601 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 2001/10/08 First Use In Commerce: 2001/10/08 All goods and services in the class are opposed, namely: Promotion, advertising and marketing of on-line websites in the hospitality industry

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3532348	Application Date	02/26/2002
Registration Date	11/11/2008	Foreign Priority Date	NONE
Word Mark	BLIZZARD		

Design Mark	BLIZZARD
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1998/03/19 First Use In Commerce: 1998/03/19 Electronic commerce services, namely, providing online retail store and mail order services, all featuring computer games, music, clothing, books, movies, DVDs, mouse pads, toys, games, compact discs, and CD-ROMs

U.S. Registration No.	2433353	Application Date	01/07/2000
Registration Date	03/06/2001	Foreign Priority Date	NONE
Word Mark	BLIZZARD		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1995/00/00 First Use In Commerce: 1995/12/00 CLOTHING, NAMELY, HATS AND SHIRTS		

U.S. Registration No.	2410748	Application Date	01/07/2000
Registration Date	12/05/2000	Foreign Priority Date	NONE
Word Mark	BLIZZARD		
Design Mark	BLIZZARD		
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1994/10/00 First Use In Commerce: 1995/03/00 BOOKS IN THE FIELD OF COMPUTER GAMES		

U.S. Registration No.	2490187	Application Date	01/07/2000
Registration Date	09/18/2001	Foreign Priority Date	NONE
Word Mark	BLIZZARD		

Design Mark	BLIZZARD		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1994/05/17 First Use In Commerce: 1994/11/15 COMPUTER GAME SOFTWARE AND INSTRUCTION MANUALS SOLD AS A UNIT; MOUSE PADS		

U.S. Registration No.	2490188	Application Date	01/07/2000
Registration Date	09/18/2001	Foreign Priority Date	NONE

Word Mark	BLIZZARD		
Design Mark	BLIZZARD		
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1998/12/04 First Use In Commerce: 1998/12/04 TOYS AND GAMES, NAMELY, ACTION FIGURES [AND ACTION FIGURE ACCESSORIES]		

U.S. Registration No.	2410749	Application Date	01/07/2000
Registration Date	12/05/2000	Foreign Priority Date	NONE
Word Mark	BLIZZARD		

Design Mark	BLIZZARD
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1996/11/13 First Use In Commerce: 1996/11/13 ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, TIPS AND STRATEGIES FOR COMPUTER GAMES, AND NEWS CONCERNING COMPUTER GAMES; ARRANGING AND CONDUCTING COMPUTER GAME COMPETITIONS

U.S. Registration No.	3538516	Application Date	02/26/2002
Registration Date	11/25/2008	Foreign Priority Date	NONE
Word Mark	BLIZZARD ENTERTAINMENT		
Design Mark	BLIZZARD ENTERTAINMENT		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1998/03/19 First Use In Commerce: 1998/03/19 Electronic commerce services, namely, providing online retail store and mail order services, all featuring computer games, music, clothing, books, movies, DVDs, mouse pads, toys, games, compact discs, and CD-ROMs		

U.S. Registration No.	1993894	Application Date	05/05/1994
Registration Date	08/13/1996	Foreign Priority Date	NONE
Word Mark	BLIZZARD ENTERTAINMENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1994/05/17 First Use In Commerce: 1994/11/15 computer programs for video and computer games and instruction manuals sold as a unit with the programs		

U.S. Registration No.	2548929	Application Date	01/07/2000
Registration Date	03/19/2002	Foreign Priority Date	NONE
Word Mark	BLIZZARD ENTERTAINMENT		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1996/11/13 First Use In Commerce: 1996/11/13 ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, TIPS AND STRATEGIES FOR COMPUTER GAMES, AND NEWS CONCERNING COMPUTER GAMES; ARRANGING AND CONDUCTING COMPUTER GAME COMPETITIONS		

U.S. Registration No.	2494000	Application Date	01/07/2000
Registration Date	10/02/2001	Foreign Priority Date	NONE

Word Mark	BLIZZARD ENTERTAINMENT
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Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1998/12/04 First Use In Commerce: 1998/12/04 TOYS AND GAMES, NAMELY, ACTION FIGURES AND ACTION FIGURE ACCESSORIES		

U.S. Registration No.	2440620	Application Date	01/07/2000
Registration Date	04/03/2001	Foreign Priority Date	NONE

Word Mark	BLIZZARD ENTERTAINMENT
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Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1995/00/00 First Use In Commerce: 1995/12/00 CLOTHING, NAMELY, HATS AND SHIRTS		

U.S. Registration No.	2490189	Application Date	01/07/2000
Registration Date	09/18/2001	Foreign Priority Date	NONE
Word Mark	BLIZZARD ENTERTAINMENT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1994/10/00 First Use In Commerce: 1995/03/00 BOOKS IN THE FIELD OF COMPUTER GAMES		

U.S. Registration No.	2492072	Application Date	01/07/2000
Registration Date	09/25/2001	Foreign Priority Date	NONE
Word Mark	BLIZZARD ENTERTAINMENT		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1994/05/17 First Use In Commerce: 1994/11/15 COMPUTER GAME SOFTWARE AND INSTRUCTION MANUALS SOLD AS A UNIT; MOUSE PADS

Attachments	78111094#TMSN.gif (1 page)(bytes) 75894161#TMSN.gif (1 page)(bytes) 75894160#TMSN.gif (1 page)(bytes) 75894163#TMSN.gif (1 page)(bytes) 75894164#TMSN.gif (1 page)(bytes) 78111097#TMSN.gif (1 page)(bytes) 75894171#TMSN.gif (1 page)(bytes) 75894170#TMSN.gif (1 page)(bytes) 75894169#TMSN.gif (1 page)(bytes) 75894168#TMSN.gif (1 page)(bytes) 75894167#TMSN.gif (1 page)(bytes) 85203342 - Notice of Opposition (4285766).PDF (23 pages)(491567 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	/s/ Alexa L. Lewis
Name	Alexa L. Lewis
Date	11/18/2011

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

BLIZZARD ENTERTAINMENT, INC.,)) Opposer,)) v.)) BLIZZARD INTERNET MARKETING,) INC.,)) Applicant) _____))	Opposition No. _____ App. No. 85/302,342 Mark: BLIZZARD INTERNET
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NOTICE OF OPPOSITION

Blizzard Entertainment, Inc. (“Blizzard”), a Delaware corporation with a business address at 16215 Alton Parkway, Irvine, CA 92618, believes that it will be damaged by the registration of the mark that is the subject of Application No. 85/302,342, and hereby opposes its registration on the following grounds:

1. Blizzard is a publisher of high-quality entertainment software and related products, including computer game software, electronic commerce services, on-line computer game entertainment services, clothing, books, toys and games. Among the products owned, published, and distributed by Blizzard is the enormously popular multiplayer online computer game “World of Warcraft,” the competitive multiplayer strategy game franchises “Starcraft” and “Warcraft,” and the role-playing games “Diablo” and “Diablo II,” both of which are played largely via the Internet.

2. Blizzard is also the owner of a family of marks comprised of the word BLIZZARD that identify and distinguish in commerce its entertainment software and

related products. Millions of people throughout the world have purchased and play Blizzard's computer games, and the BLIZZARD trademark undeniably has become a highly famous and immediately recognizable mark, especially in connection with online and internet-related services and products.

3. In addition to its common law use of its BLIZZARD family of marks in connection with said goods and services, Blizzard also is the owner of registrations in the U.S. Patent and Trademark Office ("PTO") for the following marks:

- A. Mark: BLIZZARD
Reg. No.: 3532348
First Use: March 19, 1998
Filed: February 26, 2002
Registered: November 11, 2008
Goods: Electronic commerce services, namely, providing online retail store and mail order services, all featuring computer games, music, clothing, books, movies, DVDs, mouse pads, toys, games, compact discs, and CD-ROMs.

- B. Mark: BLIZZARD
Reg. No.: 2433353
First Use: 1995
Filed: January 7, 2000
Registered: March 6, 2001
Goods: Clothing, namely, hats and shirts.

- C. Mark: BLIZZARD
Reg. No.: 2410748
First Use: October 1994
Filed: January 7, 2000
Registered: December 5, 2000
Goods: Books in the field of computer games.

- D. Mark: BLIZZARD
 Reg. No.: 2490187
 First Use: May 17, 1994
 Filed: January 7, 2000
 Registered: September 18, 2001
 Goods: Computer game software and instruction manuals sold as a unit; mouse pads.
- E. Mark: BLIZZARD
 Reg. No.: 2490188
 First Use: December 4, 1998
 Filed: January 7, 2000
 Registered: September 18, 2001
 Goods: Toys and games, namely, action figures.
- F. Mark: BLIZZARD
 Reg. No.: 2410749
 First Use: November 13, 1996
 Filed: January 7, 2000
 Registered: December 5, 2000
 Goods: Entertainment services, namely, providing on-line computer games, tips and strategies for computer games, and news concerning computer games; arranging and conducting computer game competitions.
- G. Mark: BLIZZARD ENTERTAINMENT
 Reg. No.: 3538516
 First Use: March 19, 1998
 Filed: February 26, 2002
 Registered: November 25, 2008
 Goods: Electronic commerce services, namely, providing online retail store and mail order services, all featuring computer games, music, clothing, books, movies, DVDs, mouse pads, toys, games, compact discs, and CD-ROMs.
- H. Mark: BLIZZARD ENTERTAINMENT
 Reg. No.: 1993894
 First Use: May 17, 1994
 Filed: May 5, 1994
 Registered: August 13, 1996
 Goods: Computer programs for video and computer games and instruction manuals sold as a unit with the programs.

I. Mark:



Reg. No.: 2548929
First Use: November 13, 1996
Filed: January 7, 2000
Registered: March 19, 2002
Goods: Entertainment services, namely, providing on-line computer games, tips and strategies for computer games, and news concerning computer games; arranging and conducting computer game competitions.

J. Mark:



Reg. No.: 2494000
First Use: December 4, 1998
Filed: January 7, 2000
Registered: October 2, 2001
Goods: Toys and games, namely, action figures and action figure accessories.

K. Mark:



Reg. No.: 2440620
First Use: 1995
Filed: January 7, 2000
Registered: April 3, 2001
Goods: Clothing, namely, hats and shirts.

L. Mark:



Reg. No.: 2490189
First Use: October 1994
Filed: January 7, 2000
Registered: September 18, 2001
Goods: Books in the field of computer games.

M. Mark:



Reg. No.: 2492072
First Use: May 17, 1994
Filed: January 7, 2000
Registered: September 25, 2001
Goods: Computer game software and instruction manuals sold as a

unit; mouse pads.

4. As proof of status and title, attached as Exhibit A hereto and incorporated by reference herein are true and correct copies of the foregoing registrations. (The marks identified above hereinafter are designated as the “Marks” for purposes of this pleading.)

5. Blizzard has expended considerable funds and made significant efforts in promoting and advertising Blizzard’s goods and services identified by the Marks. These goods and services have enjoyed enormous commercial success, have won various industry awards and have been the subject of substantial, unsolicited media attention. As a result, Blizzard has established an enviable reputation, acquired substantial goodwill, and attained distinctiveness and fame in each of the Marks throughout the entire United States.

6. Blizzard’s rights in the Marks notwithstanding, on April 22, 2011, Applicant filed with the PTO Application 85/302,342 to register the mark BLIZZARD INTERNET for “promotion, advertising and marketing of on-line websites,” later amended to “promotion, advertising and marketing of on-line websites in the hospitality industry” (herein “the Opposed Application”).

7. Blizzard’s use and/or constructive use rights for the Marks are prior to any rights of Applicant to the mark BLIZZARD INTERNET.

8. In view of the similarities between, on the one hand, each of the Marks, and, on the other hand, the BLIZZARD INTERNET mark that is the subject of the Opposed Application, and the relationship between Blizzard’s goods and services as identified by the Marks and the services identified in the Opposed Application, it is likely that members of the public will erroneously believe that Applicant’s services originate

with, or are in some manner connected or associated with, or sponsored by, Blizzard, all to the harm of Blizzard's goodwill and reputation.

9. Applicant's BLIZZARD INTERNET mark so resembles each of the Marks when used on or in connection with Applicant's services as to be likely to cause confusion, mistake or to deceive, and is therefore precluded from registration under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

10. If Applicant is granted registration of the BLIZZARD INTERNET mark, it would obtain a prima facie exclusive right to use of its mark that would cause damage and injury to Blizzard.

11. In view of the fame of each of the Marks, and that this fame preceded any of Applicant's rights in its mark, Applicant's BLIZZARD INTERNET mark is likely to cause dilution, and registration is therefore also precluded under Section 43(c), 15 U.S.C. § 1125(c).

12. In addition to the foregoing, Applicant's mark, as depicted on its specimen, will not be perceived by potential purchasers as indicating source, but merely as an informational indication of the domain name address used to access a website. As such, registration also should be denied because there was no bona fide use of Applicant's purported mark in commerce prior to the filing of Applicant's use-based application; the term for which registration is sought or for which registration has been obtained has not been used as a service mark; and Applicant committed fraud in the prosecution of its application for registration.

WHEREFORE, Blizzard respectfully requests that this Opposition be granted and that Application No. 85/302,342 be denied registration.

Date: November 18, 2011

BLIZZARD ENTERTAINMENT, INC.

By: Alexa L. Lewis
Marc E. Mayer
Alexa L. Lewis
Mitchell Silberberg & Knupp LLP
11377 West Olympic Blvd.
Tel: (310) 312-3154
Fax: (310) 312-3200
Attorneys for Opposer

EXHIBIT A

EXHIBIT A

Int. Cl.: 35

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

United States Patent and Trademark Office

Reg. No. 3,532,348

Registered Nov. 11, 2008

SERVICE MARK
PRINCIPAL REGISTER

BLIZZARD

BLIZZARD ENTERTAINMENT, INC. (DELA-
WARE CORPORATION)
6060 CENTER DRIVE
5TH FLOOR
LOS ANGELES, CA 90045

FOR: ELECTRONIC COMMERCE SERVICES,
NAMELY, PROVIDING ONLINE RETAIL STORE
AND MAIL ORDER SERVICES, ALL FEATURING
COMPUTER GAMES, MUSIC, CLOTHING, BOOKS,
MOVIES, DVDS, MOUSE PADS, TOYS, GAMES,
COMPACT DISCS, AND CD-ROMS, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 3-19-1998; IN COMMERCE 3-19-1998.

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

OWNER OF U.S. REG. NOS. 1,993,894, 2,490,187,
AND OTHERS.

SN 78-111,094, FILED 2-26-2002.

CAROLINE WOOD, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,433,353

Registered Mar. 6, 2001

**TRADEMARK
PRINCIPAL REGISTER**

BLIZZARD

DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FOR: CLOTHING, NAMELY, HATS AND SHIRTS,
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1995; IN COMMERCE 12-0-1995.

OWNER OF U.S. REG. NO. 1,993,894.

SER. NO. 75-894,162, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Exhibit A

Page 10

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,410,748

United States Patent and Trademark Office

Registered Dec. 5, 2000

**TRADEMARK
PRINCIPAL REGISTER**

BLIZZARD

DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FIRST USE 10-0-1994; IN COMMERCE 3-0-1995.
OWNER OF U.S. REG. NO. 1,993,894.

FOR: BOOKS IN THE FIELD OF COMPUTER
GAMES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,
37, 38 AND 50).

SER. NO. 75-894,161, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,490,187

Registered Sep. 18, 2001

**TRADEMARK
PRINCIPAL REGISTER**

BLIZZARD

DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FIRST USE 5-17-1994; IN COMMERCE 11-15-1994.

OWNER OF U.S. REG. NO. 1,993,894.

FOR: COMPUTER GAME SOFTWARE AND IN-
STRUCTION MANUALS SOLD AS A UNIT; MOUSE
PADS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SER. NO. 75-894,160, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 28

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

United States Patent and Trademark Office

Reg. No. 2,490,188

Registered Sep. 18, 2001

**TRADEMARK
PRINCIPAL REGISTER**

BLIZZARD

DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FIRST USE 12-4-1998; IN COMMERCE 12-4-1998.

OWNER OF U.S. REG. NO. 1,993,894.

FOR: TOYS AND GAMES, NAMELY, ACTION
FIGURES AND ACTION FIGURE ACCESSORIES,
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

SER. NO. 75-894,163, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 41

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

Reg. No. 2,410,749

United States Patent and Trademark Office

Registered Dec. 5, 2000

**SERVICE MARK
PRINCIPAL REGISTER**

BLIZZARD

DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FOR: ENTERTAINMENT SERVICES, NAMELY,
PROVIDING ON-LINE COMPUTER GAMES, TIPS
AND STRATEGIES FOR COMPUTER GAMES, AND
NEWS CONCERNING COMPUTER GAMES; AR-
RANGING AND CONDUCTING COMPUTER GAME

COMPETITIONS, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 11-13-1996; IN COMMERCE
11-13-1996.

OWNER OF U.S. REG. NO. 1,993,894.

SER. NO. 75-894,164, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 35

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

United States Patent and Trademark Office

Reg. No. 3,538,516

Registered Nov. 25, 2008

SERVICE MARK
PRINCIPAL REGISTER

BLIZZARD ENTERTAINMENT

BLIZZARD ENTERTAINMENT, INC. (DELA-
WARE CORPORATION)
6060 CENTER DRIVE
5TH FLOOR
LOS ANGELES, CA 90045

FOR: ELECTRONIC COMMERCE SERVICES,
NAMELY, PROVIDING ONLINE RETAIL STORE
AND MAIL ORDER SERVICES, ALL FEATURING
COMPUTER GAMES, MUSIC, CLOTHING, BOOKS,
MOVIES, DVDS, MOUSE PADS, TOYS, GAMES,
COMPACT DISCS, AND CD-ROMS, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 3-19-1998; IN COMMERCE 3-19-1998.

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

OWNER OF U.S. REG. NOS. 1,993,894, 2,490,187,
AND OTHERS.

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

SN 78-111,097, FILED 2-26-2002.

CAROLINE WOOD, EXAMINING ATTORNEY

Int. Cl.: 28

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

United States Patent and Trademark Office

Reg. No. 1,993,894

Registered Aug. 13, 1996

**TRADEMARK
PRINCIPAL REGISTER**

BLIZZARD ENTERTAINMENT

DAVIDSON & ASSOCIATES, INC. (CALIFORNIA CORPORATION), DBA CHAOS STUDIOS,
3152 REDHILL AVENUE, SUITE 230
COSTA MESA, CA 92626

FOR: COMPUTER PROGRAMS FOR VIDEO AND COMPUTER GAMES AND INSTRUCTION MANUALS SOLD AS A UNIT WITH THE PROGRAMS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 5-17-1994; IN COMMERCE 11-15-1994.

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

SN 74-521,984, FILED 5-5-1994.

JEAN MARC BRUN, EXAMINING ATTORNEY

Int. Cl.: 41

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

United States Patent and Trademark Office

Reg. No. 2,548,929

Registered Mar. 19, 2002

SERVICE MARK
PRINCIPAL REGISTER



DAVIDSON & ASSOCIATES, INC. (CALIFORNIA CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FIRST USE 11-13-1996; IN COMMERCE 11-13-1996.

OWNER OF U.S. REG. NO. 1,993,894.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, TIPS AND STRATEGIES FOR COMPUTER GAMES, AND NEWS CONCERNING COMPUTER GAMES; ARRANGING AND CONDUCTING COMPUTER GAME COMPETITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

SER. NO. 75-894,171, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 28

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

United States Patent and Trademark Office

Reg. No. 2,494,000

Registered Oct. 2, 2001

TRADEMARK
PRINCIPAL REGISTER



DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

OWNER OF U.S. REG. NO. 1,993,894.

FOR: TOYS AND GAMES, NAMELY, ACTION
FIGURES AND ACTION FIGURE ACCESSORIES,
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

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

SER. NO. 75-894,170, FILED 1-7-2000.

FIRST USE 12-4-1998; IN COMMERCE 12-4-1998.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,440,620

Registered Apr. 3, 2001

TRADEMARK
PRINCIPAL REGISTER



DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

OWNER OF U.S. REG. NO. 1,993,894.

FOR: CLOTHING, NAMELY, HATS AND SHIRTS,
IN CLASS 25 (U.S. CLS. 22 AND 39).

SER. NO. 75-894,169, FILED 1-7-2000.

FIRST USE 0-0-1995; IN COMMERCE 12-0-1995.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Exhibit A

Page 19

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,490,189

Registered Sep. 18, 2001

TRADEMARK
PRINCIPAL REGISTER



DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

FOR: BOOKS IN THE FIELD OF COMPUTER
GAMES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38
AND 50).

FIRST USE 10-0-1994; IN COMMERCE 3-0-1995.

OWNER OF U.S. REG. NO. 1,993,894.

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

SER. NO. 75-894,168, FILED 1-7-2000.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,492,072

Registered Sep. 25, 2001

**TRADEMARK
PRINCIPAL REGISTER**



DAVIDSON & ASSOCIATES, INC. (CALIFORNIA
CORPORATION)
19840 PIONEER AVENUE
TORRANCE, CA 90503

OWNER OF U.S. REG. NO. 1,993,894.

FOR: COMPUTER GAME SOFTWARE AND IN-
STRUCTION MANUALS SOLD AS A UNIT; MOUSE
PADS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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

SER. NO. 75-894,167, FILED 1-7-2000.

FIRST USE 5-17-1994; IN COMMERCE 11-15-1994.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Exhibit A

Page 21

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this correspondence is being transmitted electronically through ESTTA pursuant to 37 C.F.R. §2.195(a) on November 18, 2011.


Kimberly Stewart

CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing Notice of Opposition with Exhibit A was served this 18th day of November, 2011, by first-class mail, postage prepaid, on the following:

Blizzard Internet Marketing, Inc.
50629 Highway 6
Glenwood Springs, CO 81601-2536


Kimberly Stewart