

ESTTA Tracking number: **ESTTA450176**

Filing date: **01/09/2012**

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	Zynga Inc.
Granted to Date of previous extension	01/08/2012
Address	699 Eighth Street San Francisco, CA 94103 UNITED STATES

Attorney information	John M. Kim and Joshua J. Richman IP Legal Advisors, P.C. 4445 Eastgate Mall Suite 200 San Diego, CA 92121 UNITED STATES litigation@ipla.com Phone:8582720220
----------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Applicant Information

Application No	85268276	Publication date	07/12/2011
Opposition Filing Date	01/09/2012	Opposition Period Ends	01/08/2012
Applicant	Mcgibney, James 5608 Quiet Cloud Ct Las Vegas, NV 89141 UNITED STATES		

Goods/Services Affected by Opposition


Class 045. All goods and services in the class are opposed, namely: Internet based social networking, introduction, and dating services

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
Other	Applicant lacked a bona fide intent to use its mark in interstate commerce at the time it filed its Application.

Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	3773188	Application Date	02/25/2009
Registration Date	04/06/2010	Foreign Priority	NONE


		Date	
Word Mark	YOVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/05/05 First Use In Commerce: 2008/05/05 Downloadable computer game software for use on wireless devices and computers Class 041. First use: First Use: 2008/05/05 First Use In Commerce: 2008/05/05 Entertainment services, namely, providing on-line computer games		

U.S. Registration No.	3861862	Application Date	08/06/2009
Registration Date	10/12/2010	Foreign Priority Date	NONE

Word Mark	FARMVILLE BY ZYNGA		
Design Mark			
Description of Mark	The mark consists of the wording "FARMVILLE" with the "FARM" portion in deep orange and the "VILLE" portion in blue, all outlined in white, on a piece of brown colored wood with gray nails, a yellow ear of corn with green husk, red tomatoes with green tips, green peas, an orange carrot with green tip, a purple eggplant with green tip, red and yellow peppers with green tips located on top of the brown wooden sign and the word "BY" in white, followed by a dog and the word "ZYNGA" in white.		
Goods/Services	Class 009. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Downloadable computer game software for use on wireless devices and computers Class 041. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Entertainment services, namely, providing on-line computer games		

U.S. Registration No.	3861880	Application Date	08/14/2009
-----------------------	---------	------------------	------------

Registration Date	10/12/2010	Foreign Priority Date	NONE
Word Mark	FARMVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Downloadable computer game software for use on wireless devices and computers</p> <p>Class 041. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Entertainment services, namely, providing on-line computer games</p>		

U.S. Application No.	85187825	Application Date	11/30/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FARMVILLE		
Design Mark			
Description of Mark	The mark consists of the word "FARMVILLE" written in all caps except the "i" with the "F" and the "V" larger than the rest of the letters.		
Goods/Services	<p>Class 009. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Computer game software; video game programs; computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic coded gift cards</p>		

U.S. Registration No.	3840284	Application Date	10/06/2009
Registration Date	08/31/2010	Foreign Priority Date	NONE
Word Mark	FISHVILLE		

Design Mark	<h1>FISHVILLE</h1>
-------------	--------------------

Description of Mark	NONE
---------------------	------

Goods/Services	<p>Class 009. First use: First Use: 2009/11/05 First Use In Commerce: 2009/11/05 Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2009/11/05 First Use In Commerce: 2009/11/05 Entertainment services, namely, providing online computer and electronic games; Entertainment services, namely, providing on-line computer games, providing enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, and providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>
----------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

U.S. Registration No.	4072420	Application Date	11/21/2009
-----------------------	---------	------------------	------------

Registration Date	12/20/2011	Foreign Priority Date	09/07/2009
-------------------	------------	-----------------------	------------


Word Mark	PETVILLE
-----------	----------



Design Mark	<h1>PETVILLE</h1>
-------------	-------------------

Description of Mark	NONE
---------------------	------

Goods/Services	<p>Class 009. First use: First Use: 2009/12/02 First Use In Commerce: 2009/12/02 Computer game software; video game programs; and game related computer</p>
----------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>software applications, namely, computer software for playing social games; interactive video game programs; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2009/12/02 First Use In Commerce: 2009/12/02</p> <p>Entertainment services, namely, providing online computer, video and electronic games; Entertainment services, namely, providing on-line computer games, enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

U.S. Application No.	77894903	Application Date	12/16/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FRONTIERVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use:</p> <p>Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of data and information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks</p> <p>Class 041. First use:</p> <p>Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment</p>		

	purposes		
U.S. Application No.	85187815	Application Date	11/30/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FRONTIERVILLE		
Design Mark			
Description of Mark	The mark consists of the word "FRONTIERVILLE" written in a western style font.		
Goods/Services	Class 009. First use: First Use: 2010/06/09 First Use In Commerce: 2010/06/09 Computer game software; video game programs; computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic coded gift cards		
U.S. Registration No.	3994661	Application Date	01/26/2010
Registration Date	07/12/2011	Foreign Priority Date	NONE
Word Mark	CITYVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2010/12/03 First Use In Commerce: 2010/12/03 Entertainment services, namely, providing on-line computer games via the Internet		
U.S. Application No.	85187572	Application Date	11/30/2010
Registration Date	NONE	Foreign Priority Date	09/14/2010
Word Mark	CITYVILLE		

Design Mark	
-------------	------------------------------------------------------------------------------------

Description of Mark	NONE
---------------------	------

Goods/Services	<p>Class 009. First use: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic encoded gift cards</p> <p>Class 041. First use: Computer and electronic games provided online, enhancements within online computer and electronic games; information relating to computer games provided online; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>
----------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

U.S. Application No.	85326925	Application Date	05/22/2011
----------------------	----------	------------------	------------

Registration Date	NONE	Foreign Priority Date	NONE
-------------------	------	-----------------------	------

Word Mark	VILLE
-----------	-------

Design Mark	
-------------	--------------------------------------------------------------------------------------

Description of Mark	NONE
---------------------	------

Goods/Services	<p>Class 041. First use: First Use: 2010/08/08 First Use In Commerce: 2010/08/08 Providing a web-based system and on-line portal for customers to participate in on-line gaming, video games and gaming applications; providing information about computer games, video games and gaming applications via the internet</p>
----------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Attachments	77678316#TMSN.jpeg (1 page)(bytes)
-------------	----------------------------------------

	77798840#TMSN.jpeg (1 page)(bytes) 77804837#TMSN.jpeg (1 page)(bytes) 85187825#TMSN.jpeg (1 page)(bytes) 77842158#TMSN.jpeg (1 page)(bytes) 77979543#TMSN.jpeg (1 page)(bytes) 77894903#TMSN.jpeg (1 page)(bytes) 85187815#TMSN.jpeg (1 page)(bytes) 77920777#TMSN.jpeg (1 page)(bytes) 85187572#TMSN.jpeg (1 page)(bytes) 85326925#TMSN.jpeg (1 page)(bytes) 1.0. NOO (01-09-12).pdf (69 pages)(4313576 bytes)
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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	/Joshua J. Richman/
Name	Joshua J. Richman
Date	01/09/2012

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

Zynga Inc.,)	Opposition No. _____
)	
Opposer,)	
)	Mark: CUPIDVILLE
v.)	Serial No. 85268276
)	Filing Date: March 16, 2011
James Mcgibney, an individual,)	Published: July 12, 2011
)	
Applicant.)	
)	
)	
)	
)	
)	
)	

NOTICE OF OPPOSITION

Opposer Zynga Inc., (“Opposer”), a Delaware corporation with its principal place of business at 699 Eighth Street, San Francisco, CA 94103, believes that it would be damaged by issuance of a registration for the trademark CUPIDVILLE as applied for in Application Serial No. 85235072 (the “Application”), by James Mcgibney (the “Applicant”). Accordingly, Opposer, by and through its attorneys, hereby opposes the Application on the following grounds:

1. Opposer develops games for use on computers and wireless devices and has created a family of distinctive trademarks ending in "VILLE", which it uses in connection therewith. These marks include YOVILLE, FARMVILLE & Design, FARMVILLE,

FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE (together, the "VILLE Marks").

2. Opposer's games are played by tens of millions of people each day on social networking websites, on mobile phones and elsewhere on the internet. Opposer launched its first game in 2007, and since then has continued to bring new games to market with great success. By July 2008, Opposer had over 20 million registered users for its games, and as of January 1, 2009, Opposer had over 75 million registered users. Today, Opposer has over 200 million unique users playing its games. It is estimated that over 10% of the world's internet population plays Opposer's games each month.

3. The games Opposer offers under the VILLE Marks have enjoyed extraordinary success and have attracted significant media coverage. There are tens of millions of daily active users of the games offered under the VILLE Marks in the United States and around the world. Opposer's games have also won numerous awards. The game Opposer offers under its FARMVILLE marks, for example, was recognized as the largest game on the internet and was voted social networking game of the year in 2009. The game Opposer offers under its CITYVILLE mark is presently one of the most popular games on the internet with over 20 million daily active users.

4. Opposer adopted and has continuously used the mark YOVILLE in connection with a computer game since at least as early as May 5, 2008. On February 25, 2009, Opposer filed a trademark application for YOVILLE for computer games based on Lanham Act §1(b) that achieved registration on April 6, 2010 (Reg. No. 3773188). Attached hereto as Exhibit A is a true and correct copy of the Registration Certificate for

YOVILLE and a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the registration.

5. Opposer adopted and has continuously used the mark FARMVILLE & Design in connection with a computer game since at least as early as June 19, 2009. On August 6, 2009, Opposer filed a trademark application for FARMVILLE & Design for computer games based on Lanham Act §1(b) that achieved registration on October 12, 2010 (Reg. No. 3861862). Attached hereto as Exhibit B is a true and correct copy of the Registration Certificate for FARMVILLE & Design and a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the registration.

6. Opposer adopted and has continuously used the mark FARMVILLE in connection with a computer game since at least as early as June 19, 2009. On August 14, 2009, Opposer filed a trademark application for FARMVILLE for computer games based on Lanham Act §1(b) that achieved registration on October 12, 2010 (Reg. No. 3861880). Attached hereto as Exhibit C is a true and correct copy of the Registration Certificate for FARMVILLE and a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the registration.

7. Opposer adopted and has continuously used the mark FARMVILLE Stylized in connection with its computer games at least as early as June 19, 2009. On November 30, 2010, Opposer filed a trademark application based on Lanham Act §1(a) for

FARMVILLE Stylized for computer game software and related goods. The application is currently pending before the Patent and Trademark Office (Ser. No. 85187825). Attached hereto as Exhibit D is a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the application.

8. Opposer adopted and has continuously used the mark FISHVILLE in connection with a computer game since at least as early as November 5, 2009. On October 6, 2009, Opposer filed a trademark application for FISHVILLE for computer games based on Lanham Act §1(b) that achieved registration on August 31, 2010 (Reg. No. 3840284). Attached hereto as Exhibit E is a true and correct copy of the Registration Certificate for FISHVILLE and a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the registration.

9. Opposer adopted and has continuously used the mark PETVILLE in connection with a computer game since at least as early as December 2, 2009. On November 21, 2009, Opposer filed a trademark application for PETVILLE for computer games based on Lanham Act §§1(b) and 44(d) that achieved registration on December 20, 2011 (Reg. No. 4072420). Attached hereto as Exhibit F is a true and correct copy of the Registration Certificate for PETVILLE and a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the registration.

10. Opposer adopted and has continuously used the mark FRONTIERVILLE in connection with its computer games at least as early as June 9, 2010. On December 16, 2009, Opposer filed a trademark application based on Lanham Act §1(b) for FRONTIERVILLE for computer games that is currently pending before the Patent and Trademark Office (Ser. No. 77894903). Attached hereto as Exhibit G is a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the application.

11. Opposer adopted and has continuously used the mark FRONTIERVILLE Stylized in connection with its computer games at least as early as June 9, 2010. On November 30, 2010, Opposer filed a trademark application based on Lanham Act §1(a) for FRONTIERVILLE Stylized for computer game software and related goods. The application is currently pending before the Patent and Trademark Office (Ser. No. 85187815). Attached hereto as Exhibit H is a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the application.

12. Opposer adopted and has continuously used CITYVILLE in connection with its computer games at least as early as December 3, 2010. On January 26, 2010, Opposer's predecessor in interest filed a trademark application for Cityville for computer games based on Lanham Act §1(b) that achieved registration on October 12, 2010 (Reg. No. 3994661). Attached hereto as Exhibit I is a true and correct copy of the Registration Certificate for Cityville and a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current

status and title of the application. On November 30, 2010, Opposer filed a second trademark application for CITYVILLE, based on Lanham Act §§1(b) and 44(d), for computer games, claiming a priority date of September 14, 2010. This second application is currently pending before the Patent and Trademark Office (Ser. No. 85187572). Attached hereto as Exhibit J is a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the application. The registration for Cityville and the pending application for CITYVILLE shall together be referred to herein as "CITYVILLE".

13. Opposer adopted and has continuously used the mark VILLE in connection with an internet portal for games at least as early as August 8, 2010. On May 22, 2011, Opposer filed a trademark application based on Lanham Act §1(a) for VILLE for an internet portal for games. The application is currently pending before the Patent and Trademark Office (Ser. No. 85326925). Attached hereto as Exhibit K is a true and correct printout of information from the electronic database records of the United States Patent & Trademark Office showing the current status and title of the application.

14. Opposer, or its related companies, also has a number of other pending trademark applications. If any of these applications mature to registration during the course of this proceeding, they will become part of Opposer's family of VILLE Marks and provide additional grounds for opposing Applicant's Application. These applications include:

OFFICEVILLE (Ser. No. 77876584; Filed 11/19/2009)

ANIMALVILLE (Ser. No. 77894854; Filed 12/16/2009)

BOUNTYVILLE (Ser. No. 77894867; Filed 12/16/2009)

CRIMEVILLE (Ser. No. 77894895; Filed 12/16/2009)

HOSPITALVILLE (Ser. No. 77894907; Filed 12/16/2009)

HOTELVILLE (Ser. No. 77894921; Filed 12/16/2009)

TREASUREVILLE (Ser. No. 77898693; Filed 12/21/2009)

TOWNVILLE (Ser. No. 77920782; Filed 1/26/2010)

REWARDVILLE (Ser. No. 85283115; Filed 3/31/2011)

FARMVILLE ENGLISH COUNTRYSIDE Stylized (Ser. No. 85296464; Filed 4/15/2011)

VILLE (Ser. No. 85326927; Filed 5/22/2011)

CASTLEVILLE (Ser. No. 85443856; Filed 10/10/2011)

15. Through extensive sales, advertising, promotion and unsolicited media coverage, Opposer's YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized CITYVILLE and VILLE marks, as well as its family of VILLE Marks, as described above, are famous and became famous before Applicant filed its Application. These marks, along with Opposer's family of VILLE Marks, have come to represent enormous goodwill now owned by Opposer.

16. On March 16, 2011, Applicant filed an application to register CUPIDVILLE, based on Lanham Act §1(a) for "Internet based social networking, introduction, and dating services" in International Class 45. The application was assigned Serial Number 85268276.

17. Upon information and belief, Applicant made no use of CUPIDVILLE in interstate commerce prior to Opposer's use and/or filing of its YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks. Upon information and belief, Applicant made no use of CUPIDVILLE before March 16, 2011, the date the Application was filed.

18. Upon information and belief, Applicant lacked a bona fide intent to use CUPIDVILLE in interstate commerce at the time it filed its Application because on the date the Application was filed, Applicant possessed no documentary evidence showing that it had an intent to use the mark in United States commerce.

19. Upon information and belief, Applicant knew or had reason to know of Opposer's YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks, as well as its family of VILLE Marks, when it filed its Application, because Opposer had filed for and/or was using those marks in commerce as of the date Applicant filed its Application.

20. As a result of the foregoing, Opposer's rights in its YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks, as well as its family of VILLE Marks, arose prior to any rights that Applicant may allege to have in its CUPIDVILLE mark.

21. Applicant's CUPIDVILLE mark so resembles Opposer's YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks, as well as its family of VILLE Marks, in sight, sound, meaning and commercial impression as to be likely, when applied to the goods named in the Application, to cause confusion, mistake or deception by causing the public to believe that the goods and services offered in connection with CUPIDVILLE originate from, or are otherwise sponsored or endorsed by Opposer in violation of Lanham Act §2(d) (15 U.S.C. §1052(d)), with consequent damage to Opposer and the public.

22. Opposer's YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks, as well as its family of VILLE Marks have millions of daily active users, have been the subject of significant third party media coverage and have therefore become well-known and/or famous among the relevant consuming public. As a result, Applicant's CUPIDVILLE mark causes dilution of the distinctive quality of Opposer's well known and/or famous YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks, as well as its family of VILLE Marks, in violation of Lanham Act §43(c) (15 U.S.C. §1125(c)), with consequent damage to Opposer and the public.

23. Opposer will be damaged by the registration of Applicant's CUPIDVILLE Application because such registration will support and assist Applicant in its confusing

and misleading use of CUPIDVILLE and in infringing and diluting Opposer's YOVILLE, FARMVILLE & Design, FARMVILLE, FARMVILLE Stylized, FISHVILLE, PETVILLE, FRONTIERVILLE, FRONTIERVILLE Stylized, CITYVILLE and VILLE marks, as well as its family of VILLE Marks.

WHEREFORE, it is respectfully requested this opposition be sustained and the CUPIDVILLE Application brought by Applicant be denied registration.

Dated: January 9, 2012

Respectfully submitted,

/Joshua J. Richman/

John M. Kim

jkim@ipla.com

Joshua J. Richman

jrichman@ipla.com

Attorneys for Opposer

Zynga Inc.

IP Legal Advisors, P.C.

4445 Eastgate Mall, Suite 200

San Diego, CA 92121

Certificate of Service

I hereby certify that on January 9, 2012, a copy of the foregoing was sent by U.S. mail to the following correspondent of record:

MATTHEW J. SMITH
POL SINELLI SHUGART PC
SUITE 1100 100 S. FOURTH STREET
ST. LOUIS, MO 63102

/Lauren Highleyman/

Lauren Highleyman

EXHIBIT A

United States of America

United States Patent and Trademark Office

YoVille

Reg. No. 3,773,188 ZYNGA GAME NETWORK INC. (DELAWARE CORPORATION)
Registered Apr. 6, 2010 365 VERMONT STREET
SAN FRANCISCO, CA 94103

Int. Cls.: 9 and 41 FOR: DOWNLOADABLE COMPUTER GAME SOFTWARE FOR USE ON WIRELESS DEVICES AND COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK FIRST USE 5-5-2008; IN COMMERCE 5-5-2008.
SERVICE MARK
PRINCIPAL REGISTER FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-5-2008; IN COMMERCE 5-5-2008.

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

SN 77-678,316, FILED 2-25-2009.

KIM SAITO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

This page was generated by the TARR system on 2011-03-31 13:18:13 ET

Serial Number: [77678316](#) [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [3773188](#)

Mark

YoVille

(words only): [YOVILLE](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2010-04-06](#)

Filing Date: [2009-02-25](#)

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

Currently TEAS Plus Application: [Yes](#)

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

Registration Date: [2010-04-06](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 102](#)

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

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2010-02-27](#)

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

1. [ZYNGA INC.](#)

Address:

[ZYNGA INC.](#)
[365 VERMONT STREET](#)
[SAN FRANCISCO, CA 94103](#)
[United States](#)

Legal Entity Type: [Corporation](#)**State or Country of Incorporation:** [Delaware](#)

GOODS AND/OR SERVICES

International Class: [009](#)**Class Status:** [Active](#)[Downloadable computer game software for use on wireless devices and computers](#)**Basis:** [1\(a\)](#)**First Use Date:** [2008-05-05](#)**First Use in Commerce Date:** [2008-05-05](#)**International Class:** [041](#)**Class Status:** [Active](#)[Entertainment services, namely, providing on-line computer games](#)**Basis:** [1\(a\)](#)**First Use Date:** [2008-05-05](#)**First Use in Commerce Date:** [2008-05-05](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [A0016999](#)**International Registration Number:** [1014561](#)**International Registration Date:** [2009-08-25](#)**Original Filing Date with USPTO:** [2009-08-25](#)**International Registration Status:** [Application For IR Registered By IB](#)**Date of International Registration Status:** [2009-10-15](#)**International Registration Renewal Date:** [2019-08-25](#)**Irregularity Reply by Date:** (DATE NOT AVAILABLE)**Madrid History:**[07-27-2010 - 12:34:36 - Ceasing Of Effect Reviewed - No Action Required By Office](#)

07-07-2010 - 08:00:13 - Partial Ceasing Of Effect To Be Processed
10-15-2009 - 20:29:37 - Application For IR Registered By IB
08-25-2009 - 21:02:39 - IR Certified And Sent To IB
08-25-2009 - 11:56:51 - New Application For IR Received
08-25-2009 - 11:56:51 - Automatically Certified

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 - Automatic Update Of Assignment Of Ownership
2010-04-06 - Registered - Principal Register
2010-02-27 - Law Office Registration Review Completed
2010-02-27 - Allowed for Registration - Principal Register (SOU accepted)
2010-02-18 - Teas/Email Correspondence Entered
2010-02-18 - Communication received from applicant
2010-02-15 - TEAS Response to Office Action Received
2010-01-21 - Notification Of Non-Final Action E-Mailed
2010-01-21 - NON-FINAL ACTION E-MAILED
2010-01-21 - SU - Non-Final Action - Written
2010-01-15 - Statement Of Use Processing Complete
2009-11-25 - Use Amendment Filed
2010-01-15 - Case Assigned To Intent To Use Paralegal
2009-11-25 - TEAS Statement of Use Received
2009-09-29 - NOA Mailed - SOU Required From Applicant
2009-09-22 - Attorney Revoked And/Or Appointed
2009-09-22 - TEAS Revoke/Appoint Attorney Received
2009-07-07 - Published for opposition
2009-06-17 - Notice of publication

2009-06-03 - Law Office Publication Review Completed

2009-06-03 - Assigned To LIE

2009-06-02 - Approved For Pub - Principal Register

2009-06-02 - Examiner's Amendment Entered

2009-06-02 - Notification Of Examiners Amendment E-Mailed

2009-06-02 - EXAMINERS AMENDMENT E-MAILED

2009-06-02 - Examiners Amendment -Written

2009-05-26 - Notification Of Non-Final Action E-Mailed

2009-05-26 - Non-final action e-mailed

2009-05-26 - Non-Final Action Written

2009-05-18 - Assigned To Examiner

2009-03-02 - New Application Office Supplied Data Entered In Tram

2009-02-28 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

John M. Kim

IP Legal Advisors, PC

Suite 230

1940 Garnet Avenue

San Diego CA 92109

Phone Number: 858-272-0220

Fax Number: 858-272-0221

EXHIBIT B

United States of America

United States Patent and Trademark Office



Reg. No. 3,861,862

ZYNGA GAME NETWORK INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

Registered Oct. 12, 2010

Int. Cls.: 9 and 41

FOR: DOWNLOADABLE COMPUTER GAME SOFTWARE FOR USE ON WIRELESS DEVICES AND COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

SERVICE MARK

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

PRINCIPAL REGISTER

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

OWNER OF U.S. REG. NO. 3,685,749.

THE COLOR(S) GREEN, YELLOW, RED, ORANGE, PURPLE, DEEP ORANGE, WHITE, BLUE, BROWN AND GRAY IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORDING "FARMVILLE" WITH THE "FARM" PORTION IN DEEP ORANGE AND THE "VILLE" PORTION IN BLUE, ALL OUTLINED IN WHITE, ON A PIECE OF BROWN COLORED WOOD WITH GRAY NAILS, A YELLOW EAR OF CORN WITH GREEN HUSK, RED TOMATOES WITH GREEN TIPS, GREEN PEAS, AN ORANGE CARROT WITH GREEN TIP, A PURPLE EGGPLANT WITH GREEN TIP, RED AND YELLOW PEPPERS WITH GREEN TIPS LOCATED ON TOP OF THE BROWN WOODEN SIGN AND THE WORD "BY" IN WHITE, FOLLOWED BY A DOG AND THE WORD "ZYNGA" IN WHITE.

SN 77-798,840, FILED 8-6-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

This page was generated by the TARR system on 2011-03-31 13:20:05 ET

Serial Number: 77798840 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3861862

Mark



(words only): [FARMVILLE BY ZYNGA](#)

Standard Character claim: No

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2010-10-12](#)

Filing Date: [2009-08-06](#)

Transformed into a National Application: No

Registration Date: [2010-10-12](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 107](#)

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

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2010-09-07](#)

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

1. ZYNGA INC.

Address:

ZYNGA INC.
365 VERMONT STREET
SAN FRANCISCO, CA 94103
United States

Legal Entity Type: Corporation**State or Country of Incorporation:** Delaware

GOODS AND/OR SERVICES

International Class: 009**Class Status:** Active

Downloadable computer game software for use on wireless devices and computers

Basis: 1(a)**First Use Date:** 2009-06-19**First Use in Commerce Date:** 2009-06-19**International Class:** 041**Class Status:** Active

Entertainment services, namely, providing on-line computer games

Basis: 1(a)**First Use Date:** 2009-06-19**First Use in Commerce Date:** 2009-06-19

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Green, yellow, red, orange, purple, deep orange, white, blue, brown and gray is/are claimed as a feature of the mark.

Description of Mark: The mark consists of the wording "FARMVILLE" with the "FARM" portion in deep orange and the "VILLE" portion in blue, all outlined in white, on a piece of brown colored wood with gray nails, a yellow ear of corn with green husk, red tomatoes with green tips, green peas, an orange carrot with green tip, a purple eggplant with green tip, red and yellow peppers with green tips located on top of the brown wooden sign and the word "BY" in white, followed by a dog and the word "ZYNGA" in white.

Design Search Code(s):**03.01.07** - Dogs displayed in silhouettes or as shadows**05.07.01** - Corn, stalks**05.11.01** - Beets; Carrots; Parsnips; Potatoes**05.11.04** - Tomatoes**05.11.05** - Beans, peas; Peas**05.11.09** - Peppers**05.11.10** - Baskets of vegetables; Containers of vegetables**05.11.25** - Artichokes; Asparagus; Avocados; Broccoli; Celery; Other vegetables; Turnips

07.13.02 - Advertising, signs, alone; Street signs not attached to a support

07.15.04 - Beams, wood; Lumber; Parquet flooring; Wood boards

Prior Registration Number(s):

3685749

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

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 - Automatic Update Of Assignment Of Ownership

2010-10-12 - Registered - Principal Register

2010-09-08 - Notice Of Acceptance Of Statement Of Use E-Mailed

2010-09-07 - Law Office Registration Review Completed

2010-09-07 - Allowed for Registration - Principal Register (SOU accepted)

2010-09-03 - Statement Of Use Processing Complete

2010-08-10 - Use Amendment Filed

2010-09-03 - Case Assigned To Intent To Use Paralegal

2010-08-10 - TEAS Statement of Use Received

2010-06-22 - NOA E-Mailed - SOU Required From Applicant

2010-04-27 - Notice Of Publication E-Mailed

2010-04-27 - Published for opposition

2010-03-23 - Law Office Publication Review Completed

2010-03-23 - Assigned To LIE

2010-03-09 - Approved For Pub - Principal Register

2010-02-16 - Teas/Email Correspondence Entered

2010-02-11 - Communication received from applicant
2010-02-11 - TEAS Response to Office Action Received
2009-11-12 - Notification Of Non-Final Action E-Mailed
2009-11-12 - Non-final action e-mailed
2009-11-12 - Non-Final Action Written
2009-11-10 - Assigned To Examiner
2009-09-22 - Attorney Revoked And/Or Appointed
2009-09-22 - TEAS Revoke/Appoint Attorney Received
2009-08-11 - Notice Of Design Search Code Mailed
2009-08-10 - New Application Office Supplied Data Entered In Tram
2009-08-10 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM
IP LEGAL ADVISORS, PC
1940 GARNET AVE STE 230
SAN DIEGO, CA 92109-3576
Phone Number: 858-272-0220
Fax Number: 858-272-0221

EXHIBIT C

United States of America

United States Patent and Trademark Office

FARMVILLE

Reg. No. 3,861,880

ZYNGA GAME NETWORK INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

Registered Oct. 12, 2010

Int. Cls.: 9 and 41

FOR: DOWNLOADABLE COMPUTER GAME SOFTWARE FOR USE ON WIRELESS DEVICES AND COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

SERVICE MARK

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

PRINCIPAL REGISTER

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

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

SN 77-804,837, FILED 8-14-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

This page was generated by the TARR system on 2011-03-31 13:30:00 ET

Serial Number: 77804837 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3861880

Mark

FARMVILLE

(words only): [FARMVILLE](#)

Standard Character claim: Yes

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2010-10-12](#)

Filing Date: [2009-08-14](#)

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: [2010-10-12](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 107](#)

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

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2010-09-07](#)

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

1. [ZYNGA INC.](#)

Address:

[ZYNGA INC.](#)
[365 VERMONT STREET](#)
[SAN FRANCISCO, CA 94103](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Delaware](#)

GOODS AND/OR SERVICES

International Class: [009](#)

Class Status: [Active](#)

[Downloadable computer game software for use on wireless devices and computers](#)

Basis: [1\(a\)](#)

First Use Date: [2009-06-19](#)

First Use in Commerce Date: [2009-06-19](#)

International Class: [041](#)

Class Status: [Active](#)

[Entertainment services, namely, providing on-line computer games](#)

Basis: [1\(a\)](#)

First Use Date: [2009-06-19](#)

First Use in Commerce Date: [2009-06-19](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [A0017899](#)

International Registration Number: [1027159](#)

International Registration Date: [2009-11-23](#)

Original Filing Date with USPTO: [2009-11-23](#)

International Registration Status: [Application For IR Registered By IB](#)

Date of International Registration Status: [2010-02-11](#)

International Registration Renewal Date: [2019-11-23](#)

Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

[01-21-2011 - 21:02:30 - Partial Ceasing Of Effect Notice Sent To IB](#)

01-21-2011 - 16:23:42 - Ceasing Of Effect Processed
01-12-2011 - 08:00:54 - Partial Ceasing Of Effect To Be Processed
12-31-2010 - 18:03:15 - Subsequent Designation Processed By IB
12-01-2010 - 21:05:56 - Subsequent Designation Sent To IB
12-01-2010 - 10:34:44 - Subsequent Designation Received
02-12-2010 - 06:56:21 - Application For IR Registered By IB
11-23-2009 - 21:00:44 - IR Certified And Sent To IB
11-23-2009 - 18:31:52 - New Application For IR Received
11-23-2009 - 18:31:52 - Automatically Certified

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 - Automatic Update Of Assignment Of Ownership
2010-10-12 - Registered - Principal Register
2010-09-08 - Notice Of Acceptance Of Statement Of Use E-Mailed
2010-09-07 - Law Office Registration Review Completed
2010-09-07 - Allowed for Registration - Principal Register (SOU accepted)
2010-09-03 - Statement Of Use Processing Complete
2010-08-10 - Use Amendment Filed
2010-09-03 - Case Assigned To Intent To Use Paralegal
2010-08-10 - TEAS Statement of Use Received
2010-06-22 - NOA E-Mailed - SOU Required From Applicant
2010-04-27 - Notice Of Publication E-Mailed
2010-04-27 - Published for opposition
2010-03-23 - Law Office Publication Review Completed
2010-03-23 - Assigned To LIE
2010-03-09 - Approved For Pub - Principal Register
2010-02-16 - Teas/Email Correspondence Entered
2010-02-11 - Communication received from applicant

2010-02-11 - TEAS Response to Office Action Received
2009-11-12 - Notification Of Non-Final Action E-Mailed
2009-11-12 - Non-final action e-mailed
2009-11-12 - Non-Final Action Written
2009-11-10 - Assigned To Examiner
2009-09-22 - Attorney Revoked And/Or Appointed
2009-09-22 - TEAS Revoke/Appoint Attorney Received
2009-08-19 - Notice Of Pseudo Mark Mailed
2009-08-18 - New Application Office Supplied Data Entered In Tram
2009-08-18 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM

IP LEGAL ADVISORS, PC

1940 GARNET AVE STE 230

SAN DIEGO, CA 92109-3576

Phone Number: 858-272-0220

Fax Number: 858-272-0221

EXHIBIT D

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

This page was generated by the TARR system on 2011-08-24 20:34:54 ET

Serial Number: [85187825 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark



(words only): [FARMVILLE](#)

Standard Character claim: [No](#)

Current Status: [A non-final Office action has been sent \(issued\) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.](#)

Date of Status: [2011-03-09](#)

Filing Date: [2010-11-30](#)

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

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

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

Attorney Assigned:
[CHANG KATHERINE S](#)

Current Location: [M6X -TMO Law Office 115 - Examining Attorney Assigned](#)

Date In Location: [2011-03-09](#)

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

1. [Zynga Inc.](#)

Address:

[Zynga Inc.](#)

[365 Vermont Street](#)

[San Francisco, CA 94103](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Delaware](#)

GOODS AND/OR SERVICES

International Class: [009](#)

Class Status: [Active](#)

[Computer game software; video game programs; computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic coded gift cards](#)

Basis: [1\(a\)](#)

First Use Date: [2009-06-19](#)

First Use in Commerce Date: [2009-06-19](#)

ADDITIONAL INFORMATION

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

Description of Mark: [The mark consists of the word "FARMVILLE" written in all caps except the "i" with the "F" and the "V" larger than the rest of the letters.](#)

MADRID PROTOCOL INFORMATION

[\(NOT AVAILABLE\)](#)

PROSECUTION HISTORY

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

2011-03-09 - Notification Of Non-Final Action E-Mailed

2011-03-09 - Non-final action e-mailed

2011-03-09 - Non-Final Action Written

2011-03-07 - Assigned To Examiner

2010-12-04 - New Application Office Supplied Data Entered In Tram

2010-12-03 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM

IP LEGAL ADVISORS PC

1940 GARNET AVE STE 230

SAN DIEGO, CA 92109-3576

Phone Number: 858-272-0220

Fax Number: 858-272-0221

EXHIBIT E

United States of America

United States Patent and Trademark Office

FISHVILLE

Reg. No. 3,840,284

Registered Aug. 31, 2010

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA GAME NETWORK, INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; VIDEO GAME PROGRAMS; AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; INTERACTIVE VIDEO GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING THAT MAY BE ACCESSED VIA THE INTERNET, COMPUTERS AND WIRELESS DEVICES; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-5-2009; IN COMMERCE 11-5-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, PROVIDING ENHANCEMENTS WITHIN ONLINE COMPUTER GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER GAMES; PROVIDING ONLINE REVIEWS OF COMPUTER GAMES, AND PROVIDING OF INFORMATION RELATING TO COMPUTER GAMES; PROVIDING AN INTERNET WEBSITE PORTAL IN THE FIELD OF COMPUTER GAMES AND GAMING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-5-2009; IN COMMERCE 11-5-2009.

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

SER. NO. 77-842,158, FILED 10-6-2009.

GINA FINK, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

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

This page was generated by the TARR system on 2011-03-31 13:34:43 ET

Serial Number: 77842158 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3840284

Mark

FISHVILLE

(words only): [FISHVILLE](#)

Standard Character claim: Yes

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2010-08-31](#)

Filing Date: [2009-10-06](#)

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

Registration Date: [2010-08-31](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

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

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2010-08-31](#)

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

1. ZYNGA INC.

Address:

ZYNGA INC.
365 VERMONT STREET
SAN FRANCISCO, CA 94103
United States

Legal Entity Type: Corporation**State or Country of Incorporation:** Delaware

GOODS AND/OR SERVICES

International Class: 009**Class Status:** Active

Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties

Basis: 1(a)**First Use Date:** 2009-11-05**First Use in Commerce Date:** 2009-11-05**International Class:** 041**Class Status:** Active

Entertainment services, namely, providing online computer and electronic games; Entertainment services, namely, providing on-line computer games, providing enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, and providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes

Basis: 1(a)**First Use Date:** 2009-11-05**First Use in Commerce Date:** 2009-11-05

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0019289**International Registration Number:** 1038389

International Registration Date: 2010-03-30
Original Filing Date with USPTO: 2010-03-30
International Registration Status: [Application For IR Registered By IB](#)
Date of International Registration Status: 2010-05-27
International Registration Renewal Date: 2020-03-30
Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

01-05-2011 - 21:03:05 - [Partial Ceasing Of Effect Notice Sent To IB](#)
01-05-2011 - 17:15:22 - [Ceasing Of Effect Processed](#)
11-30-2010 - 08:00:55 - [Partial Ceasing Of Effect To Be Processed](#)
09-03-2010 - 11:59:01 - [Uspto Correction Processed By IB](#)
05-27-2010 - 14:48:48 - [Application For IR Registered By IB](#)
04-26-2010 - 09:07:55 - [Irregularity Notice Received From IB](#)
03-31-2010 - 21:02:46 - [IR Certified And Sent To IB](#)
03-30-2010 - 21:31:56 - [New Application For IR Received](#)
03-30-2010 - 21:31:56 - [Automatically Certified](#)

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 - [Automatic Update Of Assignment Of Ownership](#)

2010-08-31 - [Registered - Principal Register](#)

2010-06-15 - [Notice Of Publication E-Mailed](#)

2010-06-15 - [Published for opposition](#)

2010-05-13 - [Law Office Publication Review Completed](#)

2010-05-13 - [Assigned To LIE](#)

2010-05-04 - [Approved for Pub - Principal Register \(Initial exam\)](#)

2010-04-22 - [Teas/Email Correspondence Entered](#)

2010-04-21 - [Communication received from applicant](#)

2010-04-21 - [TEAS Response to Office Action Received](#)

2010-04-22 - [Notice Of Acceptance Of Amendment To Allege Use E-Mailed](#)

2010-04-21 - [Amendment to Use approved](#)

2010-04-01 - [Amendment To Use Processing Complete](#)

2010-04-01 - Use Amendment Filed

2010-03-31 - TEAS Amendment of Use Received

2009-12-27 - Notification Of Non-Final Action E-Mailed

2009-12-27 - Non-final action e-mailed

2009-12-27 - Non-Final Action Written

2009-12-26 - Assigned To Examiner

2009-10-13 - New Application Office Supplied Data Entered In Tram

2009-10-09 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM

IP LEGAL ADVISORS, PC

1940 GARNET AVE STE 230

SAN DIEGO, CA 92109-3576

Phone Number: 858-272-0220

Fax Number: 858-272-0221

EXHIBIT F

United States of America
United States Patent and Trademark Office

PETVILLE

Reg. No. 4,072,420

ZYNGA INC. (DELAWARE CORPORATION)
365 VERMONT STREET

Registered Dec. 20, 2011

SAN FRANCISCO, CA 94103

Int. Cls.: 9 and 41

FOR: COMPUTER GAME SOFTWARE; VIDEO GAME PROGRAMS; AND GAME RELATED COMPUTER SOFTWARE APPLICATIONS, NAMELY, COMPUTER SOFTWARE FOR PLAYING SOCIAL GAMES; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE 12-2-2009; IN COMMERCE 12-2-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER, VIDEO AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER GAMES, ENHANCEMENTS WITHIN ONLINE COMPUTER GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER GAMES; PROVIDING ONLINE REVIEWS OF COMPUTER GAMES, PROVIDING OF INFORMATION RELATING TO COMPUTER GAMES; PROVIDING AN INTERNET WEBSITE PORTAL IN THE FIELD OF COMPUTER GAMES AND GAMING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-2-2009; IN COMMERCE 12-2-2009.

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON UNITED KINGDOM APPLICATION NO. 2525525, FILED 9-7-2009, REG. NO. 2525525, DATED 9-1-2009, EXPIRES 9-7-2019.

SER. NO. 77-979,543, FILED 11-21-2009.

GINA FINK, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

This page was generated by the TARR system on 2011-12-30 21:19:31 ET

Serial Number: 77979543 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 4072420

Mark

PETVILLE

(words only): [PETVILLE](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2011-12-20](#)

Filing Date: [2009-11-21](#)

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

Registration Date: [2011-12-20](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

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

Current Location: [450 -Petitions Office](#)

Date In Location: [2011-12-20](#)

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

1. ZYNGA INC.

Address:

ZYNGA INC.

365 VERMONT STREET

SAN FRANCISCO, CA 94103

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

Computer game software; video game programs; and game related computer software applications, namely, computer software for playing social games; interactive video game programs; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties

Basis: 1(a), 44(e)

First Use Date: 2009-12-02

First Use in Commerce Date: 2009-12-02

International Class: 041

Class Status: Active

Entertainment services, namely, providing online computer, video and electronic games; Entertainment services, namely, providing on-line computer games, enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes

Basis: 1(a), 44(e)

First Use Date: 2009-12-02

First Use in Commerce Date: 2009-12-02

ADDITIONAL INFORMATION

Foreign Application Number: 2525525

Foreign Registration Number: 2525525

Foreign Registration Date: 2009-09-01

Country: United Kingdom

Foreign Filing Date: 2009-09-07

Foreign Expiration Date: [2019-09-07](#)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [A0018968](#)

International Registration Number: [1042484](#)

International Registration Date: [2010-03-05](#)

Original Filing Date with USPTO: [2010-03-05](#)

International Registration Status: [Application For IR Registered By IB](#)

Date of International Registration Status: [2010-07-15](#)

International Registration Renewal Date: [2020-03-05](#)

Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

[10-16-2010 - 09:19:42 - Division Of Base Application Processed By IB](#)

[07-16-2010 - 21:02:27 - Divisional Of Base App Notice Sent To IB](#)

[07-16-2010 - 04:00:33 - Divisional Of Base App Notice Created, To Be Sent To IB](#)

[07-15-2010 - 15:58:31 - Application For IR Registered By IB](#)

[06-28-2010 - 10:47:17 - Irregularity Notice Received From IB \(Response Required\)](#)

[06-23-2010 - 21:06:58 - Irregularity Response Sent To IB](#)

[06-23-2010 - 14:54:57 - Response To Irregularity Reviewed And Accepted](#)

[06-23-2010 - 11:21:50 - Irregularity Response Received From Applicant](#)

[04-01-2010 - 09:06:02 - Irregularity Notice Received From IB \(Response Required\)](#)

[03-05-2010 - 21:02:42 - IR Certified And Sent To IB](#)

[03-05-2010 - 14:07:52 - New Application For IR Received](#)

[03-05-2010 - 14:07:52 - Automatically Certified](#)

PROSECUTION HISTORY

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

[2011-12-20 - Assigned To Petition Staff](#)

[2011-12-20 - Registered - Principal Register](#)

[2011-12-19 - TEAS Petition To Amend Basis Received](#)

[2011-10-04 - Official Gazette Publication Confirmation E-Mailed](#)

[2011-10-04 - Official Gazette Publication Confirmation E-Mailed](#)

[2011-10-04 - Published for opposition](#)

EXHIBIT G

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

This page was generated by the TARR system on 2011-03-31 13:37:49 ET

Serial Number: 77894903 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number:(NOT AVAILABLE)

Mark

FRONTIERVILLE

(words only): [FRONTIERVILLE](#)

Standard Character claim: Yes

Current Status: [Application has been published for opposition. The opposition period begins on the date of publication.](#)

Date of Status: [2011-03-23](#)

Filing Date: [2009-12-16](#)

The Information will be/was published in the Official Gazette on [2010-09-07](#)

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

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

Attorney Assigned:
[COWARD KATHRYN E](#)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2011-03-23](#)

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

1. ZYNGA INC.

Address:

ZYNGA INC.
365 VERMONT STREET
SAN FRANCISCO, CA 94103
United States

Legal Entity Type: Corporation**State or Country of Incorporation:** Delaware

GOODS AND/OR SERVICES

International Class: 009**Class Status:** Active

Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of data and information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 041**Class Status:** Active

Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [A0020232](#)
International Registration Number: [1046306](#)
International Registration Date: [2010-06-15](#)
Original Filing Date with USPTO: [2010-06-15](#)
International Registration Status: [Application For IR Registered By IB](#)
Date of International Registration Status: [2010-08-26](#)
International Registration Renewal Date: [2020-06-15](#)
Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

[12-31-2010 - 18:08:29 - Subsequent Designation Processed By IB](#)
[12-01-2010 - 21:05:48 - Subsequent Designation Sent To IB](#)
[11-30-2010 - 21:42:56 - Subsequent Designation Received](#)
[08-26-2010 - 23:06:35 - Application For IR Registered By IB](#)
[06-15-2010 - 21:02:57 - IR Certified And Sent To IB](#)
[06-15-2010 - 05:41:56 - Automatically Certified](#)
[06-15-2010 - 05:41:56 - New Application For IR Received](#)

PROSECUTION HISTORY

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

[2011-03-22 - Extension Of Time To Oppose Process - Terminated](#)
[2011-03-02 - Automatic Update Of Assignment Of Ownership](#)
[2010-09-16 - Extension Of Time To Oppose Received](#)
[2010-09-07 - Notice Of Publication E-Mailed](#)
[2010-09-07 - Published for opposition](#)
[2010-08-05 - Law Office Publication Review Completed](#)
[2010-08-05 - Assigned To LIE](#)
[2010-07-22 - Approved For Pub - Principal Register](#)
[2010-07-01 - Teas/Email Correspondence Entered](#)
[2010-06-30 - Communication received from applicant](#)
[2010-06-30 - TEAS Response to Office Action Received](#)
[2010-03-19 - Notification Of Non-Final Action E-Mailed](#)
[2010-03-19 - Non-final action e-mailed](#)

2010-03-19 - Non-Final Action Written

2010-03-17 - Assigned To Examiner

2009-12-22 - New Application Office Supplied Data Entered In Tram

2009-12-19 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM

IP LEGAL ADVISORS, PC

1940 GARNET AVE STE 230

SAN DIEGO, CA 92109-3576

Phone Number: 858-272-0220

Fax Number: 858-272-0221

EXHIBIT H

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

This page was generated by the TARR system on 2011-08-24 20:37:32 ET

Serial Number: 85187815 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

The word "FRONTIERVILLE" is rendered in a bold, 3D block font. Each letter is white with a thick black outline, giving it a raised, embossed appearance. The letters are slightly shadowed to enhance the three-dimensional effect.

(words only): [FRONTIERVILLE](#)

Standard Character claim: [No](#)

Current Status: [A non-final Office action has been sent \(issued\) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.](#)

Date of Status: [2011-03-09](#)

Filing Date: [2010-11-30](#)

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

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

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

Attorney Assigned:
[CHANG KATHERINE S](#)

Current Location: [M6X -TMO Law Office 115 - Examining Attorney Assigned](#)

Date In Location: [2011-03-09](#)

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

1. [Zynga Inc.](#)

Address:

[Zynga Inc.](#)

[365 Vermont Street](#)

[San Francisco, CA 94103](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Delaware](#)

GOODS AND/OR SERVICES

International Class: [009](#)

Class Status: [Active](#)

[Computer game software; video game programs; computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic coded gift cards](#)

Basis: [1\(a\)](#)

First Use Date: [2010-06-09](#)

First Use in Commerce Date: [2010-06-09](#)

ADDITIONAL INFORMATION

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

Description of Mark: [The mark consists of the word "FRONTIERVILLE" written in a western style font.](#)

MADRID PROTOCOL INFORMATION

[\(NOT AVAILABLE\)](#)

PROSECUTION HISTORY

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

[2011-03-09 - Notification Of Non-Final Action E-Mailed](#)

2011-03-09 - Non-final action e-mailed

2011-03-09 - Non-Final Action Written

2011-03-07 - Assigned To Examiner

2010-12-04 - New Application Office Supplied Data Entered In Tram

2010-12-03 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM

IP LEGAL ADVISORS PC

1940 GARNET AVE STE 230

SAN DIEGO, CA 92109-3576

Phone Number: 858-272-0220

Fax Number: 858-272-0221

Exhibit I

United States of America

United States Patent and Trademark Office

Cityville

Reg. No. 3,994,661

ZYNGA GAME NETWORK INC (DELAWARE CORPORATION)
365 VERMONT STREET

Registered July 12, 2011

SAN FRANCISCO, CA 94103

Int. Cl.: 41

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES VIA THE INTERNET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

FIRST USE 12-3-2010; IN COMMERCE 12-3-2010.

PRINCIPAL REGISTER

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

SN 77-920,777, FILED 1-26-2010.

EDWARD FENNESSY, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

This page was generated by the TARR system on 2011-08-08 14:19:30 ET

Serial Number: [77920777 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [3994661](#)

Mark

Cityville

(words only): [CITYVILLE](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2011-07-12](#)

Filing Date: [2010-01-26](#)

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

Registration Date: [2011-07-12](#)

Register: [Principal](#)

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

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

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2011-06-03](#)

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

1. ZYNGA GAME NETWORK INC

Address:

ZYNGA GAME NETWORK INC
365 VERMONT STREET
SAN FRANCISCO, CA 94103
United States

Legal Entity Type: Corporation**State or Country of Incorporation:** Delaware

GOODS AND/OR SERVICES

International Class: 041**Class Status:** Active

Entertainment services, namely, providing on-line computer games via the Internet

Basis: 1(a)**First Use Date:** 2010-12-03**First Use in Commerce Date:** 2010-12-03

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-07-12 - Registered - Principal Register

2011-06-04 - Notice Of Acceptance Of Statement Of Use E-Mailed

2011-06-03 - Law Office Registration Review Completed

2011-06-03 - Allowed for Registration - Principal Register (SOU accepted)

2011-05-03 - Statement Of Use Processing Complete

2011-04-29 - Use Amendment Filed

2011-05-03 - Case Assigned To Intent To Use Paralegal

2011-04-29 - Attorney Revoked And/Or Appointed
2011-04-29 - TEAS Revoke/Appoint Attorney Received
2011-04-29 - TEAS Statement of Use Received
2011-03-10 - Automatic Update Of Assignment Of Ownership
2010-12-07 - NOA E-Mailed - SOU Required From Applicant
2010-10-22 - Extension Of Time To Oppose Process - Terminated
2010-07-01 - Extension Of Time To Oppose Received
2010-06-08 - Notice Of Publication E-Mailed
2010-06-08 - Published for opposition
2010-05-06 - Law Office Publication Review Completed
2010-05-06 - Assigned To LIE
2010-04-26 - Approved For Pub - Principal Register
2010-04-26 - Examiner's Amendment Entered
2010-04-26 - Notification Of Examiners Amendment E-Mailed
2010-04-26 - EXAMINERS AMENDMENT E-MAILED
2010-04-26 - Examiners Amendment -Written
2010-04-24 - Notification Of Non-Final Action E-Mailed
2010-04-24 - Non-final action e-mailed
2010-04-24 - Non-Final Action Written
2010-04-23 - Assigned To Examiner
2010-02-01 - New Application Office Supplied Data Entered In Tram
2010-01-29 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

[John M. Kim](#)

Correspondent

[John M. Kim](#)

[IP Legal Advisors](#)

[Suite 230](#)

[1940 Garnet Avenue](#)

[San Diego CA 92109](#)

[Phone Number: 858-272-0220](#)

[Fax Number: 858-272-0221](#)

Exhibit J

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

This page was generated by the TARR system on 2011-03-31 13:41:43 ET

Serial Number: 85187572 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number:(NOT AVAILABLE)

Mark

CITYVILLE

(words only): [CITYVILLE](#)

Standard Character claim: Yes

Current Status: A non-final Office action has been sent (issued) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2011-03-09

Filing Date: 2010-11-30

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

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

Attorney Assigned:
[CHANG KATHERINE S](#)

Current Location: [M6X -TMO Law Office 115 - Examining Attorney Assigned](#)

Date In Location: 2011-03-09

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

1. Zynga Inc.

Address:

Zynga Inc.

365 Vermont Street

San Francisco, CA 94103

United States

Legal Entity Type: Corporation**State or Country of Incorporation:** Delaware

GOODS AND/OR SERVICES

International Class: 009**Class Status:** Active

Downloadable computer game software for use on wireless devices and computers; computer game software, video games, online games, and game related applications; computer development tools for computer games; interactive video game programs; electronic games and game related applications and development tools that may be downloaded via the internet, mobile computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information regarding the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; Magnetic coded gift cards

Basis: 1(b), 44(d)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 041**Class Status:** Active

Entertainment services, provided via online computer and electronic games; entertainment services, provided via online computer games, enhancements within online computer games and game applications within online computer games; reviews of computer games and information relating to computer games provided online; entertainment services provided via virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes

Basis: 1(b), 44(d)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Foreign Application Number: 42723**Country:** Trinidad / Tobago**Foreign Filing Date:** 2010-09-14

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [A0023437](#)

International Registration Number: (NOT AVAILABLE)

International Registration Date: (DATE NOT AVAILABLE)

Original Filing Date with USPTO: [2011-02-28](#)

International Registration Status: [Irregularity Received From IB \(Response Required\)](#)

Date of International Registration Status: [2011-03-21](#)

International Registration Renewal Date: (DATE NOT AVAILABLE)

Irregularity Reply by Date: [2011-06-16](#)

Madrid History:

[03-21-2011 - 08:09:02 - Irregularity Notice Received From IB \(Response Required\)](#)

[03-02-2011 - 21:04:29 - IR Certified And Sent To IB](#)

[03-02-2011 - 10:58:40 - Manually Certified](#)

[03-01-2011 - 18:13:47 - New Application For IR Received](#)

PROSECUTION HISTORY

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

[2011-03-09 - Notification Of Non-Final Action E-Mailed](#)

[2011-03-09 - Non-final action e-mailed](#)

[2011-03-09 - Non-Final Action Written](#)

[2011-03-07 - Assigned To Examiner](#)

[2010-12-03 - New Application Office Supplied Data Entered In Tram](#)

[2010-12-03 - New Application Entered In Tram](#)

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

[John M. Kim](#)

Correspondent

[JOHN M. KIM](#)

[IP LEGAL ADVISORS PC](#)

[1940 GARNET AVE STE 230](#)

[SAN DIEGO, CA 92109-3576](#)

[Phone Number: 858-272-0220](#)

[Fax Number: 858-272-0221](#)

Exhibit K

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

This page was generated by the TARR system on 2011-08-24 20:42:38 ET

Serial Number: 85326925 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

VILLE

(words only): [VILLE](#)

Standard Character claim: [Yes](#)

Current Status: [A non-final Office action has been sent \(issued\) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.](#)

Date of Status: [2011-06-27](#)

Filing Date: [2011-05-22](#)

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

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 111](#)

Attorney Assigned:
[ERVIN INGA MARIE](#)

Current Location: [M2X -TMO Law Office 111 - Examining Attorney Assigned](#)

Date In Location: [2011-06-27](#)

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

1. [Zynga Inc.](#)

Address:

[Zynga Inc.](#)

[365 Vermont Street](#)

[San Francisco, CA 94103](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Delaware](#)

GOODS AND/OR SERVICES

International Class: [041](#)

Class Status: [Active](#)

[Providing an online portal for computer games, video games, and gaming applications; providing information about computer games, video games, and gaming applications via the Internet](#)

Basis: [1\(a\)](#)

First Use Date: [2010-08-08](#)

First Use in Commerce Date: [2010-08-08](#)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

[2011-06-27 - Notification Of Non-Final Action E-Mailed](#)

[2011-06-27 - Non-final action e-mailed](#)

[2011-06-27 - Non-Final Action Written](#)

[2011-06-27 - Assigned To Examiner](#)

2011-05-25 - New Application Office Supplied Data Entered In Tram

2011-05-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

John M. Kim

Correspondent

JOHN M. KIM

IP LEGAL ADVISORS

1940 GARNET AVE STE 230

SAN DIEGO, CA 92109-3576

Phone Number: 858-272-0220

Fax Number: 858-272-0221
