

ESTTA Tracking number: **ESTTA453184**

Filing date: **01/25/2012**

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	Facebook, Inc.
Granted to Date of previous extension	01/25/2012
Address	1601 Willow Rd. Menlo Park, CA 94025 UNITED STATES

Attorney information	Jonathan Miles Cooley LLP 777 6th Street, NW, Suite 1100 Washington, DC 20001 UNITED STATES jmiles@cooley.com, lmayall@cooley.com, trademarks@cooley.com, gcharlston@cooley.com, nmcMahon@cooley.com Phone:650-843-5000
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Applicant Information

Application No	77910252	Publication date	09/27/2011
Opposition Filing Date	01/25/2012	Opposition Period Ends	01/25/2012
Applicant	Spickenagel II, Ronald Peter 32435 CR 669 Lawton, MI 49065 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2009/11/17 First Use In Commerce: 2009/11/17 All goods and services in the class are opposed, namely: Computer software which establishes a custom platform that serves as a framework in which powerful customizations are able to be made to existing web platforms; Computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; Computer software for use as an application programming interface (API) for allowing data retrieval, upload, download, access and management; Application programming interface (API) for computer software for use in building social networking software applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, and sharing of information via computer and electronic communication networks

Grounds for Opposition

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

Marks Cited by Opposer as Basis for Opposition

U.S. Application No.	85440333	Application Date	10/05/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	<p>Class 016. First use: Cards, namely business cards and non-magnetically encoded identity cards</p> <p>Class 035. First use: Business card and identity card design services</p> <p>Class 040. First use: Printing services</p> <p>Class 045. First use: Facilitating social and business networking through the provision of data for use on business and identity cards</p>		
U.S. Application No.	85147955	Application Date	10/07/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 045. First use: Social introduction, networking and dating services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities; Identification verification services, namely,</p>		

	providing authentication of personal identification information
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U.S. Application No.	85147950	Application Date	10/07/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use:</p> <p>computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting on-line web facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing of audio and video content, photographic images, text, graphics and data; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for enabling, facilitating, or enhancing social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio and video content, photographic images, text, graphics and data; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos; providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software for enabling, facilitating or enhancing interactive, multiplayer and single player games for third parties</p>		

U.S. Application No.	85147898	Application Date	10/07/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 035. First use: compiling of information into computer databases; marketing, advertising and promotion services; market research services, namely, research in the fields of collegiate life, virtual community and social networking; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities

U.S. Application No.	85147930	Application Date	10/07/2010
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 038. First use: providing access to computer databases in the fields of social networking, social introduction and dating; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users; providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing user access to third party web sites hosted on computer servers accessible via a global computer network; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the

	field of general interest; broadcast communication services, namely, electronic transmission of audio and video over computer or other communication networks, and electronic transmission of data, information, audio and video images; delivery of digital music by electronic transmission; text messaging services
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U.S. Application No.	85147937	Application Date	10/07/2010
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 041. First use:</p> <p>providing computer, electronic and online databases in the field of entertainment events, art, performing arts, music, and dance and in the fields of secondary education and collegiate life, social and community issues and interests; on-line journals, namely, blogs in the fields of entertainment events, art, performing arts, music, and dance, education, social issues and interests, politics, culture, economics, science and general interest; electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of entertainment events, art, performing arts, music, and dance, education, social issues and interests, politics, culture, economics, science and general interest; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online non-downloadable computer games and video games via computer or communication networks; arranging and conducting competitions for video gamers and computer game players; Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product</p>
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U.S. Application No.	85440332	Application Date	10/05/2011
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 016. First use: Cards, namely business cards and non-magnetically encoded identity cards Class 035. First use: Business card and identity card design services Class 040. First use: Printing services Class 045. First use: Facilitating social and business networking through the provision of data for use on business and identity cards

U.S. Application No.	85147910	Application Date	10/07/2010
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 036. First use: Financial transaction processing services, namely, clearing and reconciling financial transactions via computer and communication networks; Electronic processing and transmission of bill payment data for users of computer and communication networks; Electronic funds transfer services; Bill payment services; Financial exchange services, namely, providing a virtual currency for use by members of an online community via computer and communication networks

U.S. Application No.	85147879	Application Date	10/07/2010
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Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: Computer software development tools; Computer software for use as an application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks</p>		

U.S. Application No.	85121349	Application Date	09/01/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters inside of a blue rectangle background.		
Goods/Services	<p>Class 009. First use: Magnetically encoded gift cards</p> <p>Class 016. First use: Gift cards</p> <p>Class 035. First use: Pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services</p>		

U.S. Application No.	85121339	Application Date	09/01/2010
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Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: Magnetically encoded gift cards Class 016. First use: Gift cards Class 035. First use: Pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services		

U.S. Registration No.	3041791	Application Date	02/24/2005
Registration Date	01/10/2006	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking Class 038. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking		

U.S. Registration No.	3659516	Application Date	08/29/2006
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Registration Date	07/21/2009	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2006/02/00 First Use In Commerce: 2006/02/00 Clothing for men women, and children, namely, shirts, t-shirts, jackets, tops, sweat shirts, headwear, hats, caps		

U.S. Registration No.	3826546	Application Date	08/29/2006
Registration Date	07/27/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2010/05/06 First Use In Commerce: 2010/05/06 Clothing for men, women and children, namely, bottoms, pants, loungewear, sweat pants		

U.S. Registration No.	3881770	Application Date	06/29/2006
Registration Date	11/23/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	<h1>FACEBOOK</h1>
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Description of Mark	NONE
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Goods/Services	<p>Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/04/00 Advertising and information distribution services, namely, providing classified advertising space via the global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases in the field of classifieds</p> <p>Class 038. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Providing online chat rooms and electronic bulletin boards for registered users for transmission of messages concerning collegiate life, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images; provision of on-line forums for the transmission of photographic images; provision of on-line forums for communications on topics of general interest</p> <p>Class 041. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Providing on-line computer databases and on-line searchable databases in the field of collegiate life concerning college athletics, concerts, entertainment events, art, performing arts, music, dance and academics; providing on-line computer databases and on-line searchable databases featuring collegiate student groups concerning subjects in the fields of academics and entertainment</p> <p>Class 042. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Computer services, namely, hosting online web facilities for others for organizing and conducting online meetings, gatherings, and interactive discussions; and computer services in the nature of customized web pages featuring user-defined information, personal profiles and information; computer services, namely, creating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view and download digital photos</p> <p>Class 045. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Internet based introduction and social networking services; providing on-line computer databases and on-line searchable databases in the field of social networking</p>
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U.S. Registration No.	3122052	Application Date	02/24/2005
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Registration Date	07/25/2006	Foreign Priority Date	NONE
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Word Mark	FACEBOOK
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Design Mark	<p style="text-align: center;">FACEBOOK</p>
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 2004/11/16 First Use In Commerce: 2004/11/16 [providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking]</p> <p>Class 038. First use: First Use: 2004/11/16 First Use In Commerce: 2004/11/16 providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking</p>

U.S. Application No.	77896318	Application Date	12/17/2009
Registration Date	NONE	Foreign Priority Date	NONE

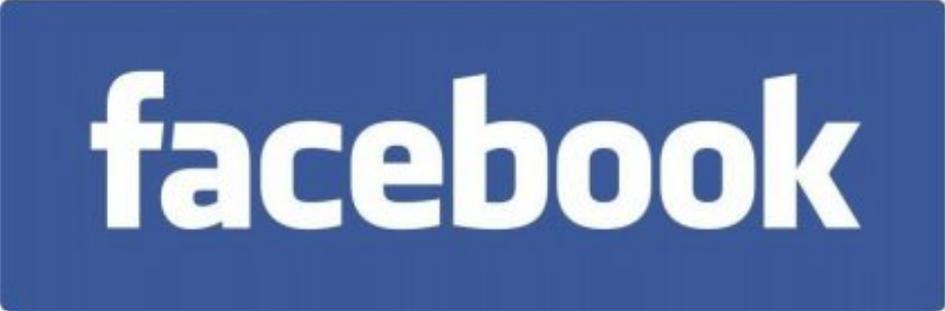
Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
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Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00</p> <p>Providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing access to web sites for others hosted on computer servers accessible via a global computer network; providing access to third party web sites by enabling users to log in through a universal username and password via a global computer network and other communication networks; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; audio, text and video broadcasting services over the Internet or other communications networks featuring the uploaded, posted and tagged audio, text and video content of others; audio, text and video broadcasting services over the Internet or other communications networks, namely, electronically transmitting audio clips, text and video clips of others</p>
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	Class 045. First use: First Use: 2008/12/00 First Use In Commerce: 2008/12/00 Identification verification services, namely, providing authentication of personal identification information
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U.S. Application No.	77896325	Application Date	12/17/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing access to computer databases in the fields of social networking, social introduction and dating</p> <p>Class 045. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Social introduction, networking and dating services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities</p>		

U.S. Application No.	77896323	Application Date	12/17/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	<p>Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Compiling of information into computer databases</p> <p>Class 042. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting</p>		

electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data

U.S. Application No.	77896322	Application Date	12/17/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users</p> <p>Class 041. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; on-line journals, namely, blogs in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online computer games and video games via computer or communication networks; arranging and conducting competitions for video gamers and computer game players</p> <p>Class 042. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos;</p>		

	providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software in connection with interactive, multiplayer and single player games for third parties
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U.S. Application No.	77896315	Application Date	12/17/2009
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
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Goods/Services	<p>Class 035. First use: Marketing, advertising and promotion services; market research and information services; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities</p> <p>Class 038. First use: Delivery of digital music by electronic transmission</p> <p>Class 041. First use: Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product</p>
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U.S. Application No.	77896317	Application Date	12/17/2009
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
Goods/Services	Class 036. First use: Financial transaction processing services, namely, clearing and reconciling financial transactions via computer and communication networks; Electronic processing and transmission of bill payment data for users of computer and communication networks; Electronic funds transfer services; Bill payment services; Financial exchange services, namely, providing a virtual currency for use by members of an online community via computer and communication networks

U.S. Registration No.	3801147	Application Date	11/07/2006
Registration Date	06/08/2010	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Computer software development tools for social networking, building social networking applications and for allowing data retrieval, upload, access and management; application programming interface (API) for third-party software and online services for social networking, building social networking applications and for allowing data retrieval, upload, access and management Class 038. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 providing access to computer databases; electronic transmission of instant messages and data Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Electronic publishing services, namely, publishing of online works of others featuring user-created text, audio, video, and graphics; providing on-line journals and web logs featuring user-created content Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00
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	Providing temporary use of non-downloadable software applications for classifieds, virtual community, social networking, photo sharing, and transmission of photographic images
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U.S. Registration No.	3716926	Application Date	03/07/2007
Registration Date	11/24/2009	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 018. First use: First Use: 2005/09/00 First Use In Commerce: 2005/09/00 Bags, namely, all purpose sports bags, all purpose carrying bags, bags and hold-alls for sports clothing, tote bags, book bags, carry-all bags, traveling bags; umbrellas; briefcase-type portfolios</p> <p>Class 020. First use: First Use: 2005/09/00 First Use In Commerce: 2005/09/00 Picture frames</p> <p>Class 021. First use: First Use: 2009/05/00 First Use In Commerce: 2009/05/00 Insulating sleeves for beverage cans; insulating sleeves for beverage bottles; portable can coolers; portable bottle coolers; thermally insulated containers for beverages</p>		

U.S. Registration No.	3935447	Application Date	12/17/2009
Registration Date	03/22/2011	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Computer software development tools; Computer software for use as an		

	application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks
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U.S. Registration No.	3734637	Application Date	05/24/2007
Registration Date	01/05/2010	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network</p> <p>Class 038. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Audio and video broadcasting services over the Internet or other communications network, namely, uploading, posting, showing, displaying, tagging and electronically transmitting information, audio, and video clips; providing on-line chat rooms, listservers, and on-line forums for transmission of messages among computer users concerning user-defined content; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest</p> <p>Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 On-line journals, namely, blogs featuring user-defined content</p> <p>Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network</p>
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U.S. Registration No.	3917332	Application Date	03/07/2007
Registration Date	02/08/2011	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 018. First use: First Use: 2010/05/00 First Use In Commerce: 2010/05/00 Bags, namely, backpacks, beach bags, gym bags; drawstring pouches Class 021. First use: First Use: 2009/09/11 First Use In Commerce: 2009/09/11 Bottle openers; plastic cups; mugs; cups; foam drink holders; glass and porcelain giftware, namely, cups; beverage glassware

U.S. Registration No.	3814888	Application Date	11/07/2006
Registration Date	07/06/2010	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2007/06/00 First Use In Commerce: 2007/06/00 Providing temporary use of non-downloadable software applications for video sharing

Attachments	85440333#TMSN.jpeg (1 page)(bytes) 85147955#TMSN.jpeg (1 page)(bytes) 85147950#TMSN.jpeg (1 page)(bytes) 85147898#TMSN.jpeg (1 page)(bytes) 85147930#TMSN.jpeg (1 page)(bytes) 85147937#TMSN.jpeg (1 page)(bytes) 85440332#TMSN.jpeg (1 page)(bytes) 85147910#TMSN.jpeg (1 page)(bytes) 85147879#TMSN.jpeg (1 page)(bytes) 85121349#TMSN.jpeg (1 page)(bytes) 85121339#TMSN.jpeg (1 page)(bytes)
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Certificate of Service

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

Signature	/jam/
Name	Jonathan Miles
Date	01/25/2012

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

In the matter of application Serial No. 77/910,252
For the Trademark FACEMOD
Published in the Official Gazette on September 27, 2011

FACEBOOK, INC.,)	
)	
Opposer,)	
)	Opposition No.
v.)	
)	
RONALD PETER SPICKENAGEL II,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer Facebook, Inc. ("Facebook"), a Delaware corporation having its principal place of business at 1601 Willow Rd., Menlo Park, CA 94025 believes that it will be damaged by the issuance of a registration for the mark FACEMOD ("Applicant's Mark"), as applied for in Application Serial No. 77/910,252 filed on January 12, 2010 by Applicant Ronald Peter Spickenagel II ("Applicant"), an individual, located at 32435 CR 669, Lawton, MI 49065.

As grounds for opposition, Facebook alleges that:

1. Since its online networking service was launched in February 2004, Facebook has continuously used the mark FACEBOOK in interstate commerce in the United States in connection with its goods and services. The FACEBOOK mark is highly distinctive with regard to online networking goods and services.

2. Facebook owns multiple U.S. registrations for the mark FACEBOOK. These registrations cover a wide variety of goods and services, including, but not limited to:

- Creating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking;
- Internet based introduction and social networking services;
- Online chat functions for transmission of messages, photographs, videos, and other user-defined content;
- online forums;
- Audio and video broadcasting services over the Internet or other communications network for uploading, posting, showing, displaying, tagging and sharing audio, and video clips; and
- Software to enable uploading, tagging, and sharing of photographs, videos, and other user-defined content or information.

3. True and correct copies of registrations for the FACEBOOK mark are attached hereto as Exhibit A, and are incorporated by reference as though fully set forth herein.

4. In addition, Facebook has common law rights in the FACEBOOK mark and marks that incorporate FACEBOOK in connection with various other goods and services, including as identified in pending U.S. trademark applications. True and correct copies of the U.S. Patent and Trademark Office online status pages for Facebook's pending trademark applications for its FACEBOOK and FACEBOOK-formative marks are attached hereto as Exhibit B, and are incorporated by reference as though fully set forth herein. All of Facebook's marks that consist of or incorporate the term FACEBOOK are referred to herein as the "FACEBOOK Marks."

5. As a result of the nature and quality of Facebook's goods and services, Facebook's users are accustomed to seeing and expect to see Facebook across the world wide web, not just on the Facebook site, and through its widespread use of the FACEBOOK Marks, extensive and continuous media coverage, the high degree of consumer recognition of the FACEBOOK Marks, Facebook's enormous and loyal user base, its numerous trademark

registrations and pending applications, and other factors, the FACEBOOK Marks are famous within the meaning of Section 43(c) of the United States Trademark Act, 15 U.S.C. § 1125(c).

6. On January 12, 2010, Applicant filed an application to register Applicant's Mark for: "Computer software which establishes a custom platform that serves as a framework in which powerful customizations are able to be made to existing web platforms; Computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; Computer software for use as an application programming interface (API) for allowing data retrieval, upload, download, access and management; Application programming interface (API) for computer software for use in building social networking software applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, and sharing of information via computer and electronic communication networks" in International Class 009.

7. According to the recitation of services and specimen submitted with the application, Applicant uses Applicant's Mark in connection with software that is designed to be interoperable with Facebook's goods and services offered under the FACEBOOK mark. A true and correct copy of the specimen submitted with the application is attached hereto as Exhibit C.

8. Applicant's Mark was published in the *Official Gazette* on September 27, 2011.

**FIRST GROUND FOR OPPOSITION:
LIKELIHOOD OF CONFUSION**

9. Facebook incorporates by reference Paragraphs 1 through 8, inclusive, as if fully set forth herein.

10. Facebook began using its FACEBOOK mark at least as early as February 2004, and filed applications resulting in federal registrations well prior to Applicant's use of and

application to register Applicant's Mark.

11. Applicant's Mark is similar to the registered FACEBOOK Marks in appearance, sound, meaning, and commercial impression.

12. Applicant's intended services under Applicant's Mark, as identified in his application, are the same as and/or highly related to Facebook's goods and services.

13. Applicant offers his services under Applicant's Mark through the same channel of trade as Facebook.

14. Facebook is informed and believes, and based thereon alleges, that Applicant's Mark was adopted with knowledge of, and the intent to call to mind, and/or create a likelihood of confusion with regard to, and/or trade off the fame of Facebook and the registered FACEBOOK Marks.

15. Applicant's Mark suggests an affiliation or connection between Applicant and Facebook, where none exists.

16. Facebook is not affiliated or connected with Applicant or his services; nor has Facebook endorsed or sponsored Applicant or his services.

17. Facebook has no control over the nature and quality of the services offered under Applicant's Mark, and the value of Facebook's FACEBOOK Marks are jeopardized by the registration of Applicant's Mark. Because of the likelihood of confusion between the parties' marks, any defects, improprieties, or faults found with Applicant's services marketed under Applicant's Mark would negatively reflect upon and injure the reputation that Facebook has established for the goods and services it offers in connection with the FACEBOOK Marks.

18. Registration of the mark herein opposed will damage Facebook because Applicant's Mark is likely, when used on or in connection with the services described in the

opposed application, to cause confusion, or to cause mistake or to deceive. Thus, Applicant's Mark is unregistrable under 15 U.S.C. §§1052, 1053, 1063 and 1125 and should be refused registration.

**SECOND GROUND FOR OPPOSITION:
DILUTION OF A FAMOUS MARK**

19. Facebook incorporates by reference Paragraphs 1 through 18 inclusive, as if fully set forth herein.

20. The FACEBOOK Marks are inherently distinctive in relation to Facebook's online networking goods and services.

21. Facebook has used the FACEBOOK trademark since at least as early as 2004 for online networking goods and services, and has expanded use of the FACEBOOK Marks to many other goods and services.

22. Facebook is the owner of numerous U.S. registrations and applications for the FACEBOOK Marks.

23. Facebook has continuously used the FACEBOOK Marks throughout the United States and internationally.

24. As a result of the enormous publicity afforded the FACEBOOK Marks, and the strong and loyal base of customers that enjoys Facebook's goods and services, the FACEBOOK Marks have a high degree of consumer recognition, are widely recognized by the general consuming public of the United States as a designation of Facebook's goods and services, and are famous.

25. The FACEBOOK Marks became famous before Applicant filed to register Applicant's Mark on January 12, 2010.

26. Applicant's Mark incorporates the entire "face" prefix and particularly as used by

Applicant is likely to cause an association between Applicant's Mark and the FACEBOOK Marks that impairs the distinctiveness of the FACEBOOK Marks and weakens the connection in the public's mind between the FACEBOOK Mark and Facebook's goods and services.

27. Applicant's Mark is likely to cause dilution by blurring based on a number of relevant considerations, including:

- (a) Applicant's Mark is similar to the FACEBOOK Marks;
- (b) The FACEBOOK Marks are inherently distinctive in relation to Facebook's online networking goods and services;
- (c) Facebook has substantially and exclusively used the FACEBOOK Marks in connection with online networking goods and services;
- (d) The FACEBOOK Marks are widely recognized by the general consuming public;
- (e) Facebook is informed and believes, and based thereon alleges, that Applicant's adoption and use of his Mark was and is intended to create an association with the FACEBOOK Marks.

28. Accordingly, Applicant's Mark is unregistrable under 15 U.S.C. §§ 1052, 1053, 1063, and 1125, and should be refused registration.

Wherefore, Facebook prays that this Opposition be sustained, and that Application Serial No. 77/910,252 be refused.

Respectfully submitted,

COOLEY LLP
ANNE H. PECK
JONATHAN MILES

Date: January 25, 2012

By: 
Jonathan Miles
Attorneys for Opposer Facebook, Inc.

Cooley LLP
777 6th St., NW
Suite 1100
Washington, D.C. 20001
T: 650-843-5000
F: 650-849-7400

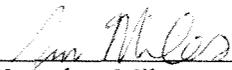
CERTIFICATE OF TRANSMITTAL AND SERVICE

I hereby certify that this Notice of Opposition is being electronically transmitted in PDF format to the Trademark Trial and Appeal Board through the Electronic System for Trademark Trials and Appeals (ESTTA) on the date indicated below.

I hereby further certify that on the date indicated below, a true and correct copy of this Notice of Opposition was placed in the United States Mail via First Class Mail, addressed to the applicant (also identified as the correspondent for the subject application) as follows:

Ronald Peter Spickenagel II
32435 CR 669
Lawton, MI 49065
United States

Date: January 25, 2012



Jonathan Miles

EXHIBIT A

Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102 and 104

Reg. No. 3,041,791

United States Patent and Trademark Office

Registered Jan. 10, 2006

SERVICE MARK
PRINCIPAL REGISTER

THEFACEBOOK

THEFACEBOOK, INC. (DELAWARE CORPORATION)
471 EMERSON STREET
PALO ALTO, CA 943011605

FOR: PROVIDING AN ONLINE DIRECTORY INFORMATION SERVICE FEATURING INFORMATION REGARDING, AND IN THE NATURE OF, COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: PROVIDING ONLINE CHAT ROOMS FOR REGISTERED USERS FOR TRANSMISSION OF

MESSAGES CONCERNING COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

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

SER. NO. 78-574,726, FILED 2-24-2005.

MATTHEW KLINE, EXAMINING ATTORNEY



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FACEBOOK

Word Mark	FACEBOOK
Goods and Services	IC 035. US 100 101 102. G & S: providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking. FIRST USE: 20040204. FIRST USE IN COMMERCE: 20040204
	IC 038. US 100 101 104. G & S: providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking. FIRST USE: 20040204. FIRST USE IN COMMERCE: 20040204
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78574726
Filing Date	February 24, 2005
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	October 18, 2005
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3041791
Registration Date	January 10, 2006
Owner	(REGISTRANT) THEFACEBOOK, Inc. CORPORATION DELAWARE 471 Emerson Street Palo Alto CALIFORNIA 943011605

(LAST LISTED OWNER) FACEBOOK, INC. CORPORATION DELAWARE 1601 South California Avenue
Palo Alto CALIFORNIA 94304

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Anne H. Peck
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102, and 104

Reg. No. 3,122,052

United States Patent and Trademark Office

Registered July 25, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

FACEBOOK

FACEBOOK, INC. (DELAWARE CORPORATION)
156 UNIVERSITY AVENUE
PALO ALTO, CA 94301

FOR: PROVIDING AN ONLINE DIRECTORY INFORMATION SERVICE FEATURING INFORMATION REGARDING, AND IN THE NATURE OF, COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-16-2004; IN COMMERCE 11-16-2004.

FOR: PROVIDING ONLINE CHAT ROOMS FOR REGISTERED USERS FOR TRANSMISSION OF

MESSAGES CONCERNING COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-16-2004; IN COMMERCE 11-16-2004.

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

SN 78-574,730, FILED 2-24-2005.

MATTHEW KLINE, EXAMINING ATTORNEY



United States Patent and Trademark Office

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FACEBOOK

Word Mark FACEBOOK
Goods and Services (CANCELLED) IC 035. US 100 101 102. G & S: [providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking]. FIRST USE: 20041116. FIRST USE IN COMMERCE: 20041116
 IC 038. US 100 101 104. G & S: providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking. FIRST USE: 20041116. FIRST USE IN COMMERCE: 20041116
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78574730
Filing Date February 24, 2005
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition October 4, 2005
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 3122052
Registration Date July 25, 2006
Owner (REGISTRANT) FACEBOOK, INC. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Anne H. Peck
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,659,516

Registered July 21, 2009

**TRADEMARK
PRINCIPAL REGISTER**

FACEBOOK

FACEBOOK, INC. (DELAWARE CORPORATION)
156 UNIVERSITY AVENUE
PALO ALTO, CA 94301

FOR: CLOTHING FOR MEN WOMEN, AND
CHILDREN, NAMELY, SHIRTS, T-SHIRTS, JACK-
ETS, TOPS, SWEAT SHIRTS, HEADWEAR, HATS,
CAPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-2006; IN COMMERCE 2-0-2006.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND
3,122,052.

SN 78-981,126, FILED 8-29-2006.

EDWARD NELSON, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,716,926 FACEBOOK, INC. (DELAWARE CORPORATION)
Registered Nov. 24, 2009 1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

Int. Cls.: 18, 20, and 21 FOR: BAGS, NAMELY, ALL PURPOSE SPORTS BAGS, ALL PURPOSE CARRYING BAGS,
BAGS AND HOLD-ALLS FOR SPORTS CLOTHING, TOTE BAGS, BOOK BAGS, CARRY-
ALL BAGS, TRAVELING BAGS; UMBRELLAS; BRIEFCASE-TYPE PORTFOLIOS, IN CLASS
18 (U.S. CLS. 1, 2, 3, 22 AND 41).

TRADEMARK
PRINCIPAL REGISTER

FIRST USE 9-0-2005; IN COMMERCE 9-0-2005.

FOR: PICTURE FRAMES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 9-0-2005; IN COMMERCE 9-0-2005.

FOR: INSULATING SLEEVES FOR BEVERAGE CANS; INSULATING SLEEVES FOR
BEVERAGE BOTTLES; PORTABLE CAN COOLERS; PORTABLE BOTTLE COOLERS;
THERMALLY INSULATED CONTAINERS FOR BEVERAGES, IN CLASS 21 (U.S. CLS. 2,
13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 5-0-2009; IN COMMERCE 5-0-2009.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-978,174, FILED 3-7-2007.

LINDA LAVACHIE, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,734,637 FACEBOOK, INC. (DELAWARE CORPORATION)
Registered Jan. 5, 2010 1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

Int. Cls.: 9, 38, 41, and 42 FOR: SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

FOR: AUDIO AND VIDEO BROADCASTING SERVICES OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK, NAMELY, UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING AND ELECTRONICALLY TRANSMITTING INFORMATION, AUDIO, AND VIDEO CLIPS; PROVIDING ON-LINE CHAT ROOMS, LISTSERVICES, AND ON-LINE FORUMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING USER-DEFINED CONTENT; PROVIDING ON-LINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG USERS IN THE FIELD OF GENERAL INTEREST, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: ON-LINE JOURNALS, NAMELY, BLOGS FEATURING USER-DEFINED CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-189,479, FILED 5-24-2007.

TRACY CROSS, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,801,147

Registered June 8, 2010

Int. Cls.: 9, 38, 41, and
42

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: COMPUTER SOFTWARE DEVELOPMENT TOOLS FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, ACCESS AND MANAGEMENT; APPLICATION PROGRAMMING INTERFACE (API) FOR THIRD-PARTY SOFTWARE AND ONLINE SERVICES FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, ACCESS AND MANAGEMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

FOR: PROVIDING ACCESS TO COMPUTER DATABASES; ELECTRONIC TRANSMISSION OF INSTANT MESSAGES AND DATA, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLISHING OF ONLINE WORKS OF OTHERS FEATURING USER-CREATED TEXT, AUDIO, VIDEO, AND GRAPHICS; PROVIDING ON-LINE JOURNALS AND WEB LOGS FEATURING USER-CREATED CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR CLASSIFIEDS, VIRTUAL COMMUNITY, SOCIAL NETWORKING, PHOTO SHARING, AND TRANSMISSION OF PHOTOGRAPHIC IMAGES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-979,375, FILED 11-7-2006.

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kyles

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,814,888

Registered July 6, 2010

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR VIDEO SHARING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-2007, IN COMMERCE 6-0-2007.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-039,123, FILED 11-7-2006.

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,826,546

Registered July 27, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: CLOTHING FOR MEN, WOMEN AND CHILDREN, NAMELY, BOTTOMS, PANTS,
LOUNGEWEAR, SWEAT PANTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-6-2010; IN COMMERCE 5-6-2010.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 78-962,629, FILED 8-29-2006.

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kyfas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,881,770

Registered Nov. 23, 2010

Int. Cls.: 35, 38, 41, 42,
and 45

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: ADVERTISING AND INFORMATION DISTRIBUTION SERVICES, NAMELY, PROVIDING CLASSIFIED ADVERTISING SPACE VIA THE GLOBAL COMPUTER NETWORK; PROMOTING THE GOODS AND SERVICES OF OTHERS OVER THE INTERNET; PROVIDING ON-LINE COMPUTER DATABASES AND ON-LINE SEARCHABLE DATABASES IN THE FIELD OF CLASSIFIEDS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 4-0-2004.

FOR: PROVIDING ONLINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR REGISTERED USERS FOR TRANSMISSION OF MESSAGES CONCERNING COLLEGIATE LIFE, GENERAL INTEREST, CLASSIFIEDS, VIRTUAL COMMUNITY, SOCIAL NETWORKING, PHOTO SHARING, AND TRANSMISSION OF PHOTOGRAPHIC IMAGES; PROVISION OF ON-LINE FORUMS FOR THE TRANSMISSION OF PHOTOGRAPHIC IMAGES; PROVISION OF ON-LINE FORUMS FOR COMMUNICATIONS ON TOPICS OF GENERAL INTEREST, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: PROVIDING ON-LINE COMPUTER DATABASES AND ON-LINE SEARCHABLE DATABASES IN THE FIELD OF COLLEGIATE LIFE CONCERNING COLLEGE ATHLETICS, CONCERTS, ENTERTAINMENT EVENTS, ART, PERFORMING ARTS, MUSIC, DANCE AND ACADEMICS; PROVIDING ON-LINE COMPUTER DATABASES AND ON-LINE SEARCHABLE DATABASES FEATURING COLLEGIATE STUDENT GROUPS CONCERNING SUBJECTS IN THE FIELDS OF ACADEMICS AND ENTERTAINMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: COMPUTER SERVICES, NAMELY, HOSTING ONLINE WEB FACILITIES FOR OTHERS FOR ORGANIZING AND CONDUCTING ONLINE MEETINGS, GATHERINGS, AND INTERACTIVE DISCUSSIONS; AND COMPUTER SERVICES IN THE NATURE OF CUSTOMIZED WEB PAGES FEATURING USER-DEFINED INFORMATION, PERSONAL PROFILES AND INFORMATION; COMPUTER SERVICES, NAMELY, CREATING AN ON-LINE COMMUNITY FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSION, GET FEEDBACK FROM THEIR PEERS, FORM VIRTUAL COMMUNITIES, AND ENGAGE IN SOCIAL NETWORKING; PEER-TO-BROWSER PHOTO SHARING SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING TECHNOLOGY ENABLING USERS TO UPLOAD, VIEW AND DOWNLOAD DIGITAL PHOTOS, IN CLASS 42 (U.S. CLS. 100 AND 101).



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,881,770 FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: INTERNET BASED INTRODUCTION AND SOCIAL NETWORKING SERVICES;
PROVIDING ON-LINE COMPUTER DATABASES AND ON-LINE SEARCHABLE DATA-
BASES IN THE FIELD OF SOCIAL NETWORKING, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 78-920,322, FILED 6-29-2006.

EDWARD NELSON, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,917,332

Registered Feb. 8, 2011

Int. Cls.: 18 and 21

TRADEMARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: BAGS, NAMELY, BACKPACKS, BEACH BAGS, GYMBAGS; DRAWSTRING POUCHES,
IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 5-0-2010; IN COMMERCE 5-0-2010.

FOR: BOTTLE OPENERS; PLASTIC CUPS; MUGS; CUPS; FOAM DRINK HOLDERS; GLASS
AND PORCELAIN GIFTWARE, NAMELY, CUPS; BEVERAGE GLASSWARE, IN CLASS 21
(U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 9-11-2009; IN COMMERCE 9-11-2009.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-125,103, FILED 3-7-2007.

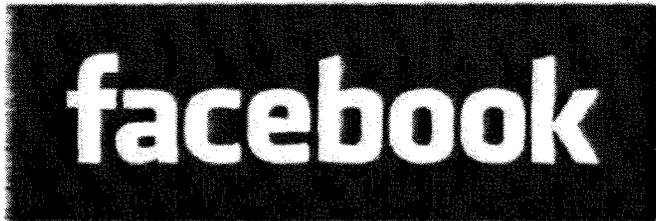
LINDA LAVACHE, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 3,935,447

Registered Mar. 22, 2011

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FOR: COMPUTER SOFTWARE DEVELOPMENT TOOLS; COMPUTER SOFTWARE FOR USE AS AN APPLICATION PROGRAMMING INTERFACE (API); APPLICATION PROGRAMMING INTERFACE (API) FOR COMPUTER SOFTWARE WHICH FACILITATES ONLINE SERVICES FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, DOWNLOAD, ACCESS AND MANAGEMENT; COMPUTER SOFTWARE TO ENABLE UPLOADING, DOWNLOADING, ACCESSING, POSTING, DISPLAYING, TAGGING, BLOGGING, STREAMING, LINKING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION VIA COMPUTER AND COMMUNICATION NETWORKS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637, AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.

SN 77-896,312, FILED 12-17-2009.

JAY FLOWERS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

EXHIBIT B

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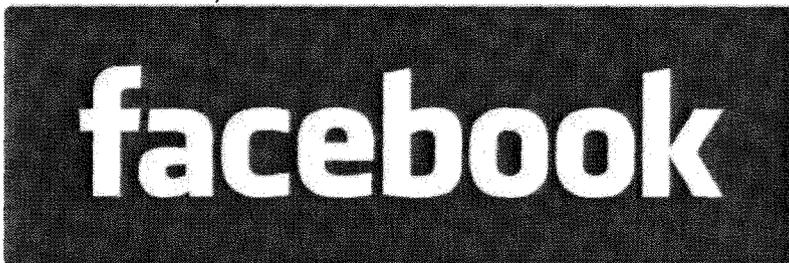
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Word Mark FACEBOOK

Goods and Services IC 035. US 100 101 102. G & S: Marketing, advertising and promotion services; market research and information services; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities

IC 038. US 100 101 104. G & S: Delivery of digital music by electronic transmission

IC 041. US 100 101 107. G & S: Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.11.21 - Rectangles that are completely or partially shaded

26.11.25 - Rectangles with one or more curved sides

Serial Number 77896315

Filing Date December 17, 2009

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition November 23, 2010

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne H. Peck

Prior Registrations 3041791;3122052;3734637;AND OTHERS

Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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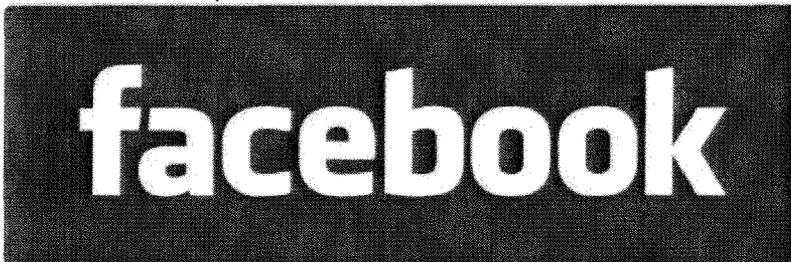
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Word Mark FACEBOOK

Goods and Services IC 036. US 100 101 102. G & S: Financial transaction processing services, namely, clearing and reconciling financial transactions via computer and communication networks; Electronic processing and transmission of bill payment data for users of computer and communication networks; Electronic funds transfer services; Bill payment services; Financial exchange services, namely, providing a virtual currency for use by members of an online community via computer and communication networks

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.11.21 - Rectangles that are completely or partially shaded
26.11.25 - Rectangles with one or more curved sides

Serial Number 77896317

Filing Date December 17, 2009

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition May 25, 2010

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA

94304

Attorney of Record Anne H. Peck

Prior Registrations 3041791;3122052;3734637;AND OTHERS

Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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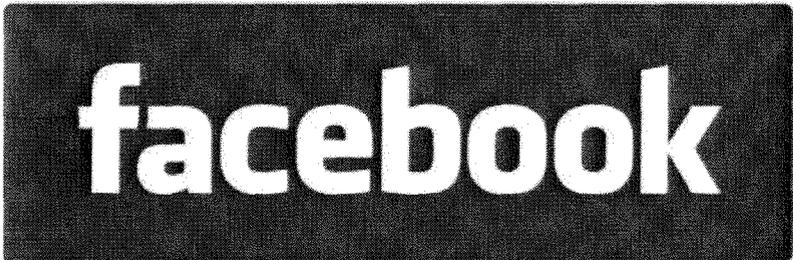
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Word Mark FACEBOOK

Goods and Services IC 038. US 100 101 104. G & S: Providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing access to web sites for others hosted on computer servers accessible via a global computer network; providing access to third party web sites by enabling users to log in through a universal username and password via a global computer network and other communication networks; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; audio, text and video broadcasting services over the Internet or other communications networks featuring the uploaded, posted and tagged audio, text and video content of others; audio, text and video broadcasting services over the Internet or other communications networks, namely, electronically transmitting audio clips, text and video clips of others. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

IC 045. US 100 101. G & S: Identification verification services, namely, providing authentication of personal identification information. FIRST USE: 20081200. FIRST USE IN COMMERCE: 20081200

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.11.21 - Rectangles that are completely or partially shaded
26.11.25 - Rectangles with one or more curved sides

Serial Number 77896318

Filing Date December 17, 2009

Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition December 21, 2010
Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record Anne H. Peck
Prior Registrations 3041791;3122052;3734637;AND OTHERS
Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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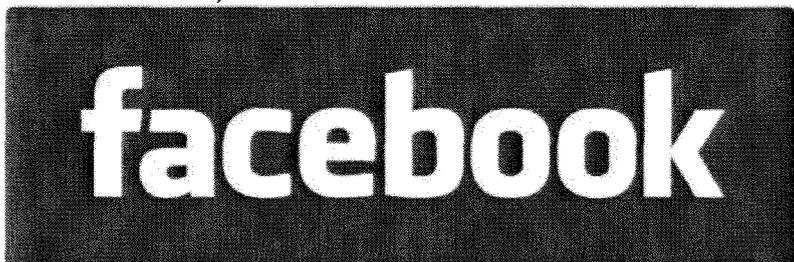
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Word Mark FACEBOOK

Goods and Services IC 038. US 100 101 104. G & S: Peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

IC 041. US 100 101 107. G & S: Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; on-line journals, namely, blogs in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online computer games and video games via computer or communication networks; arranging and conducting competitions for video gamers and computer game players. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

IC 042. US 100 101. G & S: Peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos; providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software in connection with interactive, multiplayer and single player games for third parties. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design 26.11.21 - Rectangles that are completely or partially shaded

Search Code 26.11.25 - Rectangles with one or more curved sides

Serial Number 77896322

Filing Date December 17, 2009

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition November 23, 2010

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne H. Peck

Prior Registrations 3041791;3122052;3734637;AND OTHERS

Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark FACEBOOK

Goods and Services IC 035. US 100 101 102. G & S: Compiling of information into computer databases. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

IC 042. US 100 101. G & S: Computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.11.21 - Rectangles that are completely or partially shaded
 26.11.25 - Rectangles with one or more curved sides

Serial Number 77896323
Filing Date December 17, 2009
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition November 23, 2010
Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record Anne H. Peck
Prior Registrations 3041791;3122052;3734637;AND OTHERS
Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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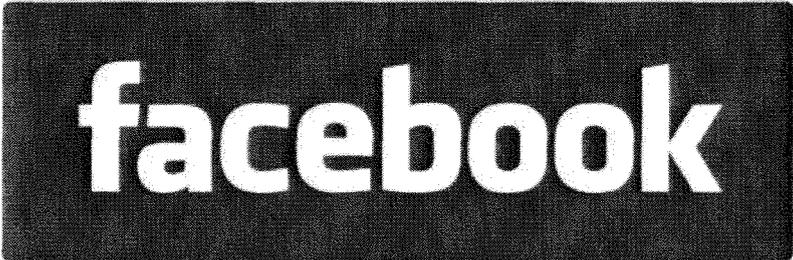
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Word Mark FACEBOOK
Goods and Services IC 038. US 100 101 104. G & S: Providing access to computer databases in the fields of social networking, social introduction and dating. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
IC 045. US 100 101. G & S: Social introduction, networking and dating services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 26.11.02 - Plain single line rectangles; Rectangles (single line)
Serial Number 77896325
Filing Date December 17, 2009
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition November 23, 2010

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne H. Peck

Prior Registrations 3041791;3122052;3734637;AND OTHERS

Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 009. US 021 023 026 036 038. G & S: Magnetically encoded gift cards

IC 016. US 002 005 022 023 029 037 038 050. G & S: Gift cards

IC 035. US 100 101 102. G & S: Pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85121339

Filing Date September 1, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition July 26, 2011

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne Peck

Prior Registrations 3734637;3793608;3881770;AND OTHERS

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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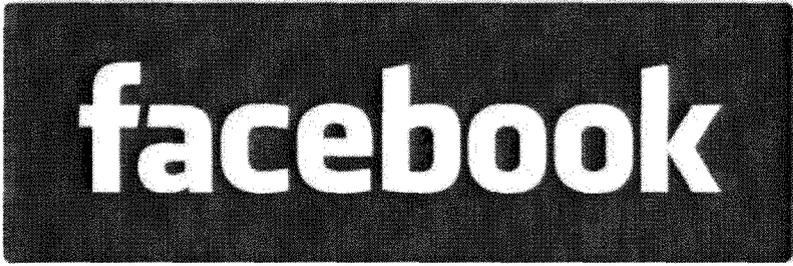
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Word Mark	FACEBOOK
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Magnetically encoded gift cards IC 016. US 002 005 022 023 029 037 038 050. G & S: Gift cards IC 035. US 100 101 102. G & S: Pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.11.21 - Rectangles that are completely or partially shaded
Serial Number	85121349
Filing Date	September 1, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	July 26, 2011
Owner	(APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record	Anne Peck

Prior Registrations 3734637;3793608;3881770;AND OTHERS
Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters inside of a blue rectangle background.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK
Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer software development tools; Computer software for use as an application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks

Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85147879
Filing Date October 7, 2010
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition July 26, 2011

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record Anne Peck
Prior Registrations 3734637;3793608;3881770
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 035. US 100 101 102. G & S: compiling of information into computer databases; marketing, advertising and promotion services; market research services, namely, research in the fields of collegiate life, virtual community and social networking; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147898

Filing Date October 7, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Published for February 21, 2012

Opposition

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne Peck

Prior Registrations 3734637;3793608;3881770

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 036. US 100 101 102. G & S: Financial transaction processing services, namely, clearing and reconciling financial transactions via computer and communication networks; Electronic processing and transmission of bill payment data for users of computer and communication networks; Electronic funds transfer services; Bill payment services; Financial exchange services, namely, providing a virtual currency for use by members of an online community via computer and communication networks

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147910

Filing Date October 7, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition July 26, 2011

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record Anne Peck
Prior Registrations 3734637;3793608;3881770;AND OTHERS
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 038. US 100 101 104. G & S: providing access to computer databases in the fields of social networking, social introduction and dating; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users; providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing user access to third party web sites hosted on computer servers accessible via a global computer network; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; broadcast communication services, namely, electronic transmission of audio and video over computer or other communication networks, and electronic transmission of data, information, audio and video images; delivery of digital music by electronic transmission; text messaging services

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147930

Filing Date October 7, 2010

Current Filing Basis 1B

Original

Filing Basis 1B
Published for Opposition February 14, 2012
Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record Anne Peck
Prior Registrations 3734637;3793608;3881770
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 041. US 100 101 107. G & S: providing computer, electronic and online databases in the field of entertainment events, art, performing arts, music, and dance and in the fields of secondary education and collegiate life, social and community issues and interests; on-line journals, namely, blogs in the fields of entertainment events, art, performing arts, music, and dance, education, social issues and interests, politics, culture, economics, science and general interest; electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of entertainment events, art, performing arts, music, and dance, education, social issues and interests, politics, culture, economics, science and general interest; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online non-downloadable computer games and video games via computer or communication networks; arranging and conducting competitions for video gamers and computer game players; Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147937

Filing Date October 7, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne Peck

Prior Registrations 3734637;3793608;3881770;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 042. US 100 101. G & S: computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting on-line web facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing of audio and video content, photographic images, text, graphics and data; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for enabling, facilitating, or enhancing social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio and video content, photographic images, text, graphics and data; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos. providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software for enabling, facilitating or enhancing interactive, multiplayer and single player games for third parties

Standard Characters Claimed Mark

Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85147950
Filing Date October 7, 2010
Current Filing Basis 1B
Original Filing Basis 1B
Published for Opposition February 21, 2012
Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304
Attorney of Record Anne Peck
Prior Registrations 3734637;3793608;3881770;AND OTHERS
Description of Mark Color is not claimed as a feature of the mark.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 045. US 100 101. G & S: Social introduction, networking and dating services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities; Identification verification services, namely, providing authentication of personal identification information

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147955

Filing Date October 7, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Published for Opposition July 12, 2011

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304

Attorney of Record Anne Peck

Prior Registrations 3734637;3801147;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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FACEBOOK

Word Mark	FACEBOOK
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Cards, namely business cards and non-magnetically encoded identity cards
	IC 035. US 100 101 102. G & S: Business card and identity card design services
	IC 040. US 100 103 106. G & S: Printing services
	IC 045. US 100 101. G & S: Facilitating social and business networking through the provision of data for use on business and identity cards
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85440332
Filing Date	October 5, 2011
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Palo Alto CALIFORNIA 94304
Attorney of Record	Anne H. Peck
Type of Mark	TRADEMARK. SERVICE MARK
Register	PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark FACEBOOK
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Cards, namely business cards and non-magnetically encoded identity cards
IC 035. US 100 101 102. G & S: Business card and identity card design services
IC 040. US 100 103 106. G & S: Printing services
IC 045. US 100 101. G & S: Facilitating social and business networking through the provision of data for use on business and identity cards
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders
Serial Number 85440333
Filing Date October 5, 2011
Current Filing Basis 1B
Original Filing Basis 1B
Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 S. California Avenue Palo Alto CALIFORNIA 94304
Attorney of Anne H. Peck

Record

Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Add-ons for Firefox

Categories within

Add-ons for Firefox [FaceMod - Facebook Dislike Button \(The Original\)](#)

FaceMod - Facebook Dislike Button (The Original) Version History

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These versions are displayed for reference and testing purposes. You should always use the latest version of an add-on.

Version 1.0 —
December 7,
2009 — **81 KB**

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Works with:

Firefox: 2.0 – 3.7a1pre

Source Code License MIT/X11 License

Version 0.7 —
November 19,
2009 — **57 KB**

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