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

Proceeding	91203638
Party	Defendant Playtika Ltd.
Correspondence Address	ARIK SANDLER PLAYTIKA LTD 16 GERSHON ST TEL AVIV, 37017 ISRAEL arik@playtika.com
Submission	Answer
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Date	03/09/2012
Attachments	Answer to Playtech Opposition.pdf (3 pages)(118110 bytes)

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

IN THE MATTER OF U.S. APPLICATION SERIAL NOS. 85/320,355 and 85/320,264

Mark: PLAYTIKA

Filed: May 13, 2011

Published: October 4, 2011

<p>PLAYTECH LIMITED and PLAYTECH SOFTWARE LIMITED</p> <p style="text-align:center">Opposers,</p> <p style="text-align:center">v.</p> <p>PLAYTIKA LTD.,</p> <p style="text-align:center">Applicant.</p>	<p style="text-align:center">Opposition No. 91203638</p>
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APPLICANT’S ANSWER TO NOTICE OF OPPOSITION

Applicant, Playtika Ltd. (“Playtika”), hereby sets forth its Answer to the Notice of Opposition filed by Opposers, Playtech Limited and Playtech Software Limited (collectively, “Playtech”). Playtika answers the enumerated paragraphs of Playtech’s Notice of Opposition as follows:

1. Playtika admits the allegations of Paragraph 1.
2. Playtika admits the allegations of Paragraph 2.
3. Playtika is without knowledge or information sufficient to form a belief as to the truth of the allegations of Paragraph 3 and therefore denies the same.
4. Playtika is without knowledge or information sufficient to form a belief as to the truth of the allegations of Paragraph 4 and therefore denies the same.
5. Playtika admits that Registration No. 3,625,113 for the mark PLAYTECH, registered on May 26, 2009 under Section 44(e), covers the goods and services listed in

Paragraph 5. Playtika is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of Paragraph 5 and therefore denies the same.

6. Playtika admits that Registration No. 3,625,114 for the mark PLAYTECH & Design, registered on May 26, 2009 under Section 44(e), covers the goods and services listed in Paragraph 6. Playtika is without knowledge or information sufficient to form a belief as to the truth of the remaining allegations of Paragraph 6 and therefore denies the same.

7. Playtika is without knowledge or information sufficient to form a belief as to the truth of the allegations of Paragraph 7 and therefore denies the same.

8. Playtika admits that it filed its Applications, Serial Nos. 85/320,355 and 85/320,264 for the mark PLAYTIKA, on May 13, 2011. Applicant denies the remaining allegations in Paragraph 8.

9. Playtika denies the allegations of Paragraph 9.

10. Playtika denies the allegations of Paragraph 10.

11. Playtika denies the allegations of Paragraph 11.

First Affirmative Defense

Plaintiff has failed to state a claim upon which relief may be granted.

Respectfully submitted, this 9th day of March, 2012.

/s/ Nadya Munasifi Sand
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Attorneys for Applicant, Playtika Ltd.

CERTIFICATE OF SERVICE

I certify that the foregoing “Applicant’s Answer to Notice of Opposition” was served on Opposers by mailing a copy of same by U.S. first class mail, postage prepaid, on the 9th day of March, 2012, to Opposers’ counsel, addressed as follows:

William H. Frankel
Howard S. Michael
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/s/ Nadya Munasifi Sand _____
Nadya Munasifi Sand