

ESTTA Tracking number: **ESTTA514323**

Filing date: **01/04/2013**

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	DIRECTV, LLC
Granted to Date of previous extension	01/09/2013
Address	2230 East Imperial Highway El Segundo, CA 90245 UNITED STATES

Correspondence information	DIRECTV, LLC 2230 East Imperial Highway El Segundo, CA 90245 UNITED STATES latm2@gtlaw.com
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Applicant Information

Application No	85430474	Publication date	09/11/2012
Opposition Filing Date	01/04/2013	Opposition Period Ends	01/09/2013
Applicant	Courion Corporation 1900 West Park Drive, 1st Floor Westborough, MA 015813919 UNITED STATES		

Goods/Services Affected by Opposition

Class 009.

All goods and services in the class are opposed, namely: Computer software for use to compile, manage, encrypt and store personal information; Computer software for use to access, collect and modify network user identification; Computer software for workflow, helpdesk and network security management; Computer software for use to automate password management allowing users to securely reset and synchronize passwords across multiple applications, the internet, and local, wide area and other global computer networks; Computer software to enable users of other computer products to connect to and use customer help and support functions across multiple applications, the internet, and local, wide area and other global computer networks; Computer software for automating and managing security policy administration, enforcement, and compliance for users of software applications; computer software, namely, identification management software for defining, managing, establishing and assigning sets of users' access rights to applications, data, and networks; computer software to receive, aggregate, define, store, model, manage, send, and present information on relationships between people and their access rights to processes, projects, data, locations, and business resources in an organization; Computer software for registering and authenticating digital certificates; Computer software for accessing, creating and modifying network user identification information; computer software for workflow management, help desk management, and network security; Computer software which provides analysis of data being accessed within a network

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Application No	85430476	Publication date	09/11/2012
Opposition Filing Date	01/04/2013	Opposition Period Ends	
Applicant	Courion Corporation 1900 West Park Drive, 1st Floor Westborough, MA 015813919 UNITED STATES		

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Class 009. All goods and services in the class are opposed, namely: Computer software for use to compile, manage, encrypt and store personal information; Computer software for use to access, collect and modify network user identification; Computer software for workflow, helpdesk and network security management; Computer software for use to automate password management allowing users to securely reset and synchronize passwords across multiple applications, the internet, and local, wide area and other global computer networks; Computer software to enable users of other computer products to connect to and use customer help and support functions across multiple applications, the internet, and local, wide area and other global computer networks; Computer software for automating and managing security policy administration, enforcement, and compliance for users of software applications; computer software, namely, identification management software for defining, managing, establishing and assigning sets of users' access rights to applications, data, and networks; computer software to receive, aggregate, define, store, model, manage, send, and present information on relationships between people and their access rights to processes, projects, data, locations, and business resources in an organization; Computer software for registering and authenticating digital certificates; Computer software for accessing, creating and modifying network user identification information; computer software for workflow management, help desk management, and network security; Computer software which provides analysis of data being accessed within a network
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Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3687565	Application Date	12/13/2005
Registration Date	09/22/2009	Foreign Priority Date	NONE
Word Mark	DIRECTV + PLUS		
Design Mark			

Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Goods/Services	Class 041. First use: First Use: 2005/07/01 First Use In Commerce: 2005/07/01 Distribution of radio programs for others; Distribution of television programs for others; Entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; Entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather

U.S. Registration No.	3396112	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	D DIRECTV + HDDVR		



Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Goods/Services	Class 041. First use: First Use: 2006/08/01 First Use In Commerce: 2006/08/01 distribution of television programs for others; entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather; entertainment services, namely, providing on-line reviews of movies; entertainment services, namely, providing prerecorded music, all on-line via a global computer network; providing ratings for television, movie and video content

U.S. Registration No.	3396111	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV + HDDVR		

Design Mark	
Description of Mark	<p>The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.</p>
Goods/Services	<p>Class 038. First use: First Use: 2006/08/01 First Use In Commerce: 2006/08/01 audio broadcasting; communication via computer terminals, by digital transmission or by satellite; data transmission and reception services via telecommunication means; delivery of messages by electronic transmission; electronic, electric, and digital transmission of voice, data, images, signals, and messages; pay-per-view television transmission services; providing access to telecommunication networks; satellite television broadcasting; satellite transmission services; subscription television broadcasting; television broadcasting; television transmission services; transmission of messages over electronic media; transmission of sound and vision via satellite or interactive multimedia networks; video broadcasting; video-on-demand transmission services</p>

U.S. Registration No.	3396109	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV + HDDVR		
Design Mark			
Description of Mark	<p>The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.</p>		
Goods/Services	<p>Class 009. First use: First Use: 2006/08/01 First Use In Commerce: 2006/08/01 amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote</p>		

	controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes; television receivers; television sets; television transmitters; video projectors; and video tape recorders
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U.S. Registration No.	3396108	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV PLUS +		
Design Mark			
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.		
Goods/Services	Class 038. First use: First Use: 2005/07/01 First Use In Commerce: 2005/07/01 Audio broadcasting; Broadcasting programs via a global computer network; Communication via computer terminals, by digital transmission or by satellite; Communications services, namely, transmitting streamed sound and audio-visual recordings via the Internet; Data transmission and reception services via telecommunication means; Delivery of messages by electronic transmission; Electronic mail services; Electronic message transmission; Electronic, electric, and digital transmission of voice, data, images, signals, and messages; Pay-per-view television transmission services; Providing access to telecommunication networks; Providing multiple-user access to a global computer information network; Satellite television broadcasting; Satellite transmission services; Subscription television broadcasting; Television broadcasting; Television transmission services; Transmission of messages over electronic media; Transmission of sound and vision via satellite or interactive multimedia networks; Video broadcasting; Video-on-demand transmission services		

U.S. Registration No.	3396107	Application Date	12/13/2005
Registration Date	03/11/2008	Foreign Priority Date	NONE
Word Mark	DIRECTV PLUS		

Design Mark	
Description of Mark	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Goods/Services	Class 009. First use: First Use: 2005/07/01 First Use In Commerce: 2005/07/01 amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes;television receivers; television sets; television transmitters; video projectors; video tape recorders

U.S. Registration No.	3382802	Application Date	02/09/2005
Registration Date	02/12/2008	Foreign Priority Date	NONE

Word Mark	DIRECTV
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 038. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01 Satellite television broadcasting services, broadcasting programs via a global computer network, providing access to telecommunication networks, telematic sending of information, electronic mail services, electronic transmission of messages and data, pay-per-view television transmission services, delivery of messages by electronic transmission; video broadcasting and instant messaging services, video-on-demand transmission services, providing multiple-user access to a global computer information network Class 041. First use: First Use: 2005/01/01 First Use In Commerce: 2005/01/01
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	Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment, current events, sports, and television programming lists and schedules of others
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U.S. Registration No.	3317113	Application Date	11/10/2004
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	DIRECTV WORLDDIRECT		
Design Mark			
Description of Mark	The mark consists of the trademarks DIRECTV and WORLDDIRECT and a curved line.		
Goods/Services	Class 038. First use: First Use: 2004/12/03 First Use In Commerce: 2004/12/03 SATELLITE TELEVISION TRANSMISSION AND BROADCASTING SERVICES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; ON-DEMAND TELEVISION BROADCAST SERVICES		

U.S. Registration No.	3225656	Application Date	11/10/2004
Registration Date	04/03/2007	Foreign Priority Date	NONE
Word Mark	DIRECTV WORLDDIRECT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2004/12/03 First Use In Commerce: 2004/12/03 TELEVISION PROGRAMMING AND PRODUCTION SERVICES, MULTI-LANGUAGE TELEVISION PROGRAMMING SERVICES, PROVIDING ON-LINE AND VIA TELEVISION SCHEDULES AND LISTS OF PROGRAMMING INFORMATION AND PROGRAMMING GUIDES; PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS		

U.S. Registration No.	3051286	Application Date	11/28/2001
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Registration Date	01/24/2006	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Satellite television broadcasting services, broadcasting programs via a global computer network, electronic mail services, electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; video broadcasting and messaging services, video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment</p>		

U.S. Registration No.	3051285	Application Date	11/28/2001
Registration Date	01/24/2006	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge</p>		

	protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry
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U.S. Registration No.	2939061	Application Date	11/21/2001
Registration Date	04/12/2005	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products, namely, receivers, receiver modules, decoder boxes, satellite dishes; remote controllers; video display devices, namely, television sets and video monitors, antennas, computer controlling hardware and software for use in the aforementioned goods, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry, decorative refrigerator magnets, calculators		

U.S. Registration No.	2820253	Application Date	11/28/2001
Registration Date	03/02/2004	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2000/10/00 First Use In Commerce: 2000/10/00 Computer data information services, namely, providing online databases featuring general and local news and information to specific geographic areas		

U.S. Registration No.	2740757	Application Date	11/28/2001
Registration Date	07/22/2003	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others		

U.S. Registration No.	2715585	Application Date	07/03/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	D		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers,		

	<p>pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry</p> <p>Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1998/10/01 Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, [books,] and printed programming guides in the field of direct-to-home satellite services, writing paper, [binders,] posters, note pads, pens, pencils, address books, [appointment books,] book marks, [stationery boxes,] calendars, [gift cards,] decals, desk sets, diaries, stationery-type portfolios, [bumper stickers,] paper napkins</p> <p>Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1998/10/01 Satellite television broadcasting services, broadcasting programs via a global computer network, providing and processing interactive access to information via an electronic communication network, [electronic mail services,] electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; [video broadcasting and messaging services,] video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment</p> <p>Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1998/10/01 Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others; computer data information services, namely, providing databases featuring general and local news and information to specific geographic areas; providing on-line news in the nature of current events reporting</p>
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U.S. Registration No.	2639279	Application Date	11/21/2001
Registration Date	10/22/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Satellite television transmission and broadcasting services; pay-per-view television transmission services		

U.S. Registration	2628178	Application Date	11/21/2001
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No.			
Registration Date	10/01/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats		

U.S. Registration No.	2618103	Application Date	11/21/2001
Registration Date	09/10/2002	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, [magazines,] brochures, [books,] and printed programming guides in the field of direct-to-home satellite services, writing paper, [binders,] posters, [note pads,] pens, [pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards,] decals, [desk sets, diaries, stationery-type portfolios, bumper stickers, paper napkins]		

U.S. Registration No.	2618102	Application Date	11/21/2001
Registration Date	09/10/2002	Foreign Priority Date	NONE

Word Mark	DIRECTV
Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Television programming and production services; distribution of television programs for others

U.S. Registration No.	2601497	Application Date	12/04/1998
Registration Date	07/30/2002	Foreign Priority Date	NONE

Word Mark	D
Design Mark	
Description of Mark	The mark consists of a stylized letter "D" and a cyclone within a rectangle.
Goods/Services	Class 009. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, [DATA PROCESSORS,] INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, [VIDEO PROJECTORS, AND VIDEO MONITORS,] ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, [ELECTRICAL SWITCHES,] ENCODERS AND DECODERS FOR THE DISTRIBUTION OF VIDEO SIGNALS, AND ACCESSORIES, NAMELY, [TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS,] CABLES, CONNECTORS AND PARTS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY

	<p>Class 016. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, [MAGAZINES,] BROCHURES, [BOOKS, AND] PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, [WRITING PAPER, BINDERS,] POSTERS, [NOTE PADS,] PENS, [PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS,] DECALS, [DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS]</p> <p>Class 025. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR [, WRIST BANDS]</p> <p>Class 035. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 DATA PROCESSING; RETAIL STORE SERVICES, NAMELY, ON-LINE RETAIL STORE SERVICES FEATURING GENERAL MERCHANDISE; AND RETAIL STORE SERVICES, AVAILABLE THROUGH COMPUTER COMMUNICATIONS [AND INTERACTIVE TELEVISIONS] FEATURING GENERAL MERCHANDISE</p> <p>Class 038. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, [ELECTRONIC MAIL SERVICES,] ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; [VIDEO BROADCASTING AND MESSAGING SERVICES,] VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK</p> <p>Class 041. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, FINANCIAL NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS</p> <p>Class 042. First use: First Use: 2000/08/01 First Use In Commerce: 2000/08/01 COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS</p>
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U.S. Registration No.	2372271	Application Date	01/21/1999
Registration Date	08/01/2000	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of a stylized letter "D" and a cyclone within a rectangle.
Goods/Services	<p>Class 009. First use: First Use: 1998/10/01 First Use In Commerce: 1998/10/01 Telecommunications products namely, receivers, receiver modules, decoder boxes, satellite dishes, remote controllers, video display devices, namely, television sets and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry</p> <p>Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, books, and printed programming guides in the field of direct-to-home satellite services, writing paper, binders, posters, note pads, pens, pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards, decals, desk sets, diaries, stationery-type portfolios, bumper stickers</p> <p>Class 025. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats</p>

U.S. Registration No.	1989358	Application Date	12/10/1993
Registration Date	07/23/1996	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a rectangle with a stylized cyclone reversed out of it.		
Goods/Services	Class 016. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 cardboard displays, writing paper, pens, printed programming guides,		

	<p>magazines and instruction manuals relating to satellite broadcasting services and equipment</p> <p>Class 025. First use: First Use: 1994/01/20 First Use In Commerce: 1994/01/20 clothing, namely T-shirts, hats, jackets, sweatshirts, sweaters, pants and headwear</p> <p>Class 038. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 satellite television broadcasting services</p> <p>Class 041. First use: First Use: 1994/06/17 First Use In Commerce: 1994/06/17 pay-per view television programming and production services</p>
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U.S. Application No.	85580999	Application Date	03/27/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	The mark consists of cyclone design adjacent and to the left of "DIRECTV" in an overall horizontal configuration.		
Goods/Services	<p>Class 037. First use:</p> <p>Installation services for satellite receivers, satellite dishes, telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily composed of a receiver and circuitry, computer controlling hardware for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, and kits composed of cables, phone cords, cable ties, cable clips, ground wire, phone adapters, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry</p>		

U.S. Registration No.	4198618	Application Date	03/27/2012
Registration Date	08/28/2012	Foreign Priority Date	NONE
Word Mark	DIRECTV		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 038. First use: First Use: 2010/10/07 First Use In Commerce: 2010/10/07 Satellite television broadcasting; Satellite transmission services; Broadcasting programs via a global computer network; Video-on-demand transmission services; Pay-per-view television transmission services; Streaming of audio and</p>		

	<p>video content on the internet; Electronic transmission of data via global computer networks, wireless networks and electronic communication networks; Providing access to global computer networks, wireless networks and telecommunication networks for transmission or receipt of data; Satellite television broadcasting and transmission services featuring interactive television viewing functions that permit users to view and share audio files, video files, photographs, images and other multimedia content between and among computers, set-top-boxes, and other audiovisual devices, all of the aforementioned services excluding the transmission of games over satellite, broadcast and global computer networks, cellular-based entertainment services, and gaming services</p> <p>Class 041. First use: First Use: 2010/10/07 First Use In Commerce: 2010/10/07</p> <p>Distribution of television programs for others; television programming; programming on a global computer network; entertainment services, namely, providing ongoing television programs featuring music, musical entertainment, information about music and entertainment in the field of music, all via satellite; providing on-line interactive computer databases in the field of entertainment information featuring television programming lists, program schedules and program- related information; providing on-line interactive computer databases featuring entertainment information and schedules about television programming, movies, and other digital images, audio, video and other multimedia materials; Entertainment services, namely, providing on-line computer games; providing computer games via satellite transmission; providing a computer game for use network-wide by network users; Entertainment services, namely, providing ongoing television programs featuring general news and local news that also include interactive functions that permit viewers to view multiple images and sources of television programming simultaneously; Entertainment services, namely, providing ongoing television programs featuring general news and local news as well as a variety of information of interest to specific geographic areas that also include interactive components that let viewers choose what to watch at various times, to obtain information about popular programs in their local viewing area and to more narrowly define the types of related information they receive and programs they view; Entertainment services, namely, ongoing television programs in the field of geographical, categorical, real-time programming ratings that also include interactive components that let viewers more narrowly define the types of related information they receive and programs they view. Entertainment services, namely, providing ongoing television programs featuring general information relating to satellite television service, satellite television equipment and hardware, satellite television programming and audio, visual and other multimedia content that also include interactive components that allow users to define their viewing preference; On-line, nondownloadable newsletters featuring general information relating to entertainment, namely, television, movies and other multimedia entertainment-related content; On-line, nondownloadable newsletters featuring general information relating to satellite telecommunication services and satellite telecommunications hardware; and entertainment services, namely, providing ongoing television programs in a wide variety of fields that also feature interactive television viewing functions that permit viewers to view and use computer applications simultaneously while viewing television programs</p>
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U.S. Application No.	85581007	Application Date	03/27/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	DIRECTV		

Design Mark	
Description of Mark	The mark consists of cyclone design adjacent and to the left of "DIRECTV" in overall horizontal orientation.
Goods/Services	<p>Class 009. First use: First Use: 2010/10/07 First Use In Commerce: 2010/10/07</p> <p>Telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Telecommunications products, namely, digital video recorders; Computer software for use with telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Computer software for use with telecommunications products, namely, digital video recorders; Computer software for use in accessing and viewing interactive television program guides via global computer networks, wireless networks and electronic communication networks; Computer software for the remote programming of audio and video devices via global computer networks, wireless networks and electronic communication networks; Computer software for the reproduction, processing and streaming of audio, video and multimedia content; remote controls; Telecommunications products, namely, computer hardware and software for receiving, converting, transmitting, streaming, and reviewing audio, video, graphics, images, data and information recorded on digital video recorders; Downloadable computer software for operating telecommunications products; Downloadable software in the nature of a mobile application for operating telecommunications products</p>

Attachments	<p>78772562#TMSN.jpeg (1 page)(bytes) 78772713#TMSN.jpeg (1 page)(bytes) 78772651#TMSN.jpeg (1 page)(bytes) 78772645#TMSN.jpeg (1 page)(bytes) 78772638#TMSN.jpeg (1 page)(bytes) 78772509#TMSN.jpeg (1 page)(bytes) 78564081#TMSN.jpeg (1 page)(bytes) 78514250#TMSN.jpeg (1 page)(bytes) 78514253#TMSN.jpeg (1 page)(bytes) 76342841#TMSN.gif (1 page)(bytes) 76342834#TMSN.gif (1 page)(bytes) 76340810#TMSN.gif (1 page)(bytes) 76342804#TMSN.gif (1 page)(bytes) 76342844#TMSN.gif (1 page)(bytes) 76427432#TMSN.gif (1 page)(bytes) 76341049#TMSN.gif (1 page)(bytes) 76341195#TMSN.gif (1 page)(bytes) 76341183#TMSN.gif (1 page)(bytes) 76341175#TMSN.gif (1 page)(bytes) 75600012#TMSN.gif (1 page)(bytes) 75625374#TMSN.gif (1 page)(bytes) 75975011#TMSN.gif (1 page)(bytes) 85580999#TMSN.jpeg (1 page)(bytes) 85580882#TMSN.jpeg (1 page)(bytes) 85581007#TMSN.jpeg (1 page)(bytes) Consolidated Notice of Opposition COURION Logo.pdf (249 pages)(18305450 bytes)</p>
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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	/slh/
Name	DIRECTV, LLC
Date	01/04/2013

multiple user access to a global computer information network, providing online interactive computer databases, and computer data information services, among others.

3. DIRECTV owns both common law rights and federal registrations for the well-known DIRECTV Marks, which registrations date back prior to any date on which Applicant can rely, and has been using these marks in connection with communications and telecommunications product, in addition to a variety of collateral goods and services, since at least as early as June 1994. A list of DIRECTV's U.S. registrations and pending applications for the DIRECTV Marks is attached hereto as Exhibit A. These registrations are valid, subsisting, and in full force and effect, and constitute *prima facie* evidence of the validity of the DIRECTV Marks and DIRECTV's exclusive right to use the marks on the goods and services identified in the registrations. A copy of the registration certificates and corresponding TSDR status reports are attached hereto as Exhibit B and are made part of the record in these proceedings.

4. Since its establishment over 18 years ago, and continuously through to the present without abandonment, DIRECTV has advertised, promoted, marketed, offered, and sold its goods and services in commerce under the DIRECTV Marks, establishing valuable common law rights in the marks in addition to the rights afforded by its federal trademark registrations.

5. Through continuous and exclusive use in commerce, and as a result of extensive marketing, promotion, advertising, and sales activity, DIRECTV's well-known and distinctive DIRECTV Marks are closely associated with DIRECTV's long-standing reputation for quality and excellence in the telecommunications industry, and the purchasing public has come to know, rely upon, and recognize the goods and services of DIRECTV by such marks. Based on this extensive and prominent use, the DIRECTV Marks, including the DIRECTV Logo, have achieved widespread recognition and fame, and represent enormous value and goodwill.

6. Upon information and belief, Applicant Courion Corporation ("Courion" or "Applicant") is a Delaware corporation located at 1900 West Park Drive, First Floor, Westborough, Massachusetts 01581-3919.

7. According to the U.S. Patent and Trademark Office (“PTO”) records, on September 23, 2011, Applicant filed application Ser. No. 85/430,474 to register the design logo depicted immediately below:



(the “COURION & Design Mark”) covering:

“Computer software for use to compile, manage, encrypt and store personal information; Computer software for use to access, collect and modify network user identification; Computer software for workflow, helpdesk and network security management; Computer software for use to automate password management allowing users to securely reset and synchronize passwords across multiple applications, the internet, and local, wide area and other global computer networks; Computer software to enable users of other computer products to connect to and use customer help and support functions across multiple applications, the internet, and local, wide area and other global computer networks; Computer software for automating and managing security policy administration, enforcement, and compliance for users of software applications; computer software, namely, identification management software for defining, managing, establishing and assigning sets of users' access rights to applications, data, and networks; computer software to receive, aggregate, define, store, model, manage, send, and present information on relationships between people and their access rights to processes, projects, data, locations, and business resources in an organization; Computer software for registering and authenticating digital certificates; Computer software for accessing, creating and modifying network user identification information; computer software for workflow management, help desk management, and network security; Computer software which provides analysis of data being accessed within a network”

in Class 9 (the “COURION & Design Application”). The COURION & Design Application was filed on an intent-to-use basis.

8. According to the PTO records, on September 23, 2011, Applicant filed application Ser. No. 85/430,476 to register the design logo depicted immediately below:



(the “COURION SEE RISK & Design Mark”) covering:

“Computer software for use to compile, manage, encrypt and store personal information; Computer software for use to access, collect and modify network user identification; Computer software for workflow, helpdesk and network security management; Computer software for use to automate password management allowing users to securely reset and synchronize passwords across multiple applications, the internet, and local, wide area and other global computer networks; Computer software to enable users of other computer products to connect to and use customer help and support functions across multiple applications, the internet, and local, wide area and other global computer networks; Computer software for automating and managing security policy administration, enforcement, and compliance for users of software applications; computer software, namely, identification management software for defining, managing, establishing and assigning sets of users' access rights to applications, data, and networks; computer software to receive, aggregate, define, store, model, manage, send, and present information on relationships between people and their access rights to processes, projects, data, locations, and business resources in an organization; Computer software for registering and authenticating digital certificates; Computer software for accessing, creating and modifying network user identification information; computer software for workflow management, help desk management, and network security; Computer software which provides analysis of data being accessed within a network”

in Class 9 (the “COURION SEE RISK & Design Application”). The COURION SEE RISK & Design Application was filed on an intent-to-use basis (collectively, the COURION & Design Mark and the COURION SEE RISK & Design Mark are referred to as “Applicant’s Marks”).

9. Applicant’s Marks are highly similar to the DIRECTV Logo and DIRECTV Marks. In particular, Applicant’s Marks incorporate a curved design element (the “Applicant’s Logo”) that is confusingly similar to the DIRECTV Logo, as both logos display a curve that widens in the middle, appears to decrease at the ends, and is incorporated into a standard square design.

10. The similarities between Applicant’s Logo and the DIRECTV Logo are undeniable as there are clearly confusingly similar overlapping elements. These overlapping elements directly evoke the distinctive commercial impression associated with the DIRECTV Logo and DIRECTV Marks. Given the fame and reputation of the DIRECTV Marks, this overlap is likely to cause consumer confusion in the marketplace as to Applicant’s association with DIRECTV.

11. The additional wording COURION or COURION SEE RISK IN A WHOLE NEW WAY in Applicant’s Marks is insufficient to avoid confusion as consumers are likely to believe that there is a licensing, sponsorship, or some other agreement or affiliation between the parties, particularly given the

fame and well-known recognition of the DIRECTV Logo. Moreover, as discussed below, because the parties' goods are overlapping, there is an even greater likelihood that consumers encountering Applicant's Marks will assume that Applicant is an affiliate or licensee of DIRECTV.

12. Further exacerbating the potential likelihood of confusion, Applicant has applied to register (in a separate application) and uses Applicant's Logo in a similar blue coloring that DIRECTV has registered and uses its DIRECTV Logo.¹

13. The goods identified in Applicant's Applications are identical, overlapping and/or commercially related to the goods and services covered by DIRECTV's registrations and/or prior-filed applications for the DIRECTV Marks. Significantly, the DIRECTV Marks are used in connection with, among other things:

“Computer software for use in accessing and viewing interactive television program guides via global computer networks, wireless networks and electronic communication networks; Computer software for the remote programming of audio and video devices via global computer networks, wireless networks and electronic communication networks; Computer software for the reproduction, processing and streaming of audio, video and multimedia content...Telecommunications products, namely, computer hardware and software for receiving, converting, transmitting, streaming, and reviewing audio, video, graphics, images, data and information recorded on digital video recorders; Downloadable computer software for operating telecommunication products...”

14. Upon information and belief, the goods identified in Applicant's Applications would be offered to the same, substantially similar, and/or overlapping classes of consumers as those to which DIRECTV offers.

¹ Below is an example of one of the uses of Applicant's Logo and the DIRECTV Logo. While presented side-by-side here, we note that the standard for a likelihood of confusion is not a side-by-side comparison since ordinary consumers retain only a *general impression* of a mark. Courts tend to focus on the lesser standard of “general recollection” produced by the marks.

Applicant's Logo	DIRECTV Logo
	

15. Upon information and belief, the goods identified in Applicant's Applications would be offered through the same, substantially similar, and/or overlapping channels of trade as those through which DIRECTV offers its goods and services.

16. Applicant's Applications were filed on an intent-to-use basis on September 23, 2011, long after DIRECTV's first use in commerce and registration of its famous and distinctive DIRECTV Marks. DIRECTV clearly has priority of use and registration over Applicant.

17. There has never been any relationship between Applicant and DIRECTV and DIRECTV has not consented to or authorized Applicant's use or applications to register the marks opposed herein.²

18. Registration of Applicant's Marks in connection with the goods identified in the Applications would be inconsistent with DIRECTV's superior rights in the DIRECTV Marks and would be damaging to DIRECTV.

19. In short, due to the confusing similarities between the parties' marks and underlying goods, it is likely that consumers will mistakenly believe that Applicant's Marks are connected to or otherwise associated with DIRECTV, or that DIRECTV has, to some degree, sponsored or endorsed Applicant's goods and services. Accordingly, Applicant's Marks are likely to cause confusion, mistake and/or deception among the consuming public regarding the source, affiliation and/or sponsorship between DIRECTV and its goods and services, and Applicant and its goods and services. In addition, because of the fame acquired by the DIRECTV Marks, registration of Applicant's Marks would dilute the value and distinctive quality of the DIRECTV Marks.

20. The proposed use and registration by Applicant of Applicant's Marks for the goods identified in Application Serial Nos. 85/430,474 and 85/430,476 is likely to cause confusion, mistake or deception by having the public erroneously assume or believe that such goods emanate from the same source or origin as DIRECTV, or are in some other way associated, endorsed, licensed, authorized,

² Curiously, Applicant also maintains a registration for the mark DIRECT! (Reg. No. 3,089,904) in Class 9. Use of Applicant's Logo with or near Applicant's registered mark DIRECT! would undoubtedly cause consumer confusion as to the source or origin of Applicant's goods and services.

sponsored by, or, connected with DIRECTV, all to DIRECTV's irreparable damage in violation of Section 2(d) of the Trademark Act of 1946, 15 U.S.C. § 1052(d)

21. Applicant's proposed registration and use of Applicant's Marks would falsely suggest a connection with DIRECTV and/or DIRECTV's goods and/or services, thereby causing loss, damage and injury to DIRECTV, in violation of Section 2(a) of the Trademark Act of 1946, 15 U.S.C. § 1052(a).

22. By reason of the similarity between Applicant's Marks and the DIRECTV Marks, the fame of the DIRECTV Marks and the exclusive association between the DIRECTV Marks and DIRECTV, registration of Applicant's Marks would dilute and/or is likely to dilute the DIRECTV Marks by impairing the distinctiveness of the DIRECTV Marks to identify exclusively goods and services from DIRECTV. Accordingly, registration of the marks shown in the Applications herein opposed violates the Federal Trademark Dilution Act, 15 U.S.C. § 1125(c).

For the reasons set forth herein, DIRECTV believes and asserts that it will be damaged by the registration of Application Serial Nos. 85/430,474 and 85/430,476. Accordingly, DIRECTV prays that this Opposition be sustained, and that Applicant be refused registration of its mark for the goods set forth in Application Serial Nos. 85/430,474 and 85/430,476.

* * * *

This Consolidated Notice of Opposition is being filed electronically, accompanied by payment of the \$600.00 filing fee. In the event of a deficiency, please charge the filing fee to the deposit account of Opposer's counsel, No. 50-0653.

Respectfully submitted,

Dated: January 4, 2013

By: 

Susan L. Heller
Candice E. Kim
GREENBERG TRAUIG, LLP
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Los Angeles, California 90067
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Counsel for Opposer

CERTIFICATE OF SERVICE

I hereby certify that I served a copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION upon Applicant by depositing one copy thereof in the U.S. Mail, First-Class Certified Mail, postage prepaid, on January 4, 2013, addressed as follows:

Robert M. O'Connell, Jr.
Goodwin Procter LLP
Exchange Place 53 State Street
Boston, Massachusetts 02109

and to

Courion Corporation
1900 West Park Drive, First Floor
Westborough, Massachusetts 01581-3919



Exhibit A

EXHIBIT A

U.S. Registrations and Applications for DIRECTV Design Family of Marks

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	(Cl. 41) distribution of radio programs for others; distribution of television programs for others; entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather	78772562 13-DEC-2005	3687565 22-SEP-2009	REGISTERED
	(Cl. 41) distribution of television programs for others; entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather; entertainment services, namely, providing on-line reviews of movies; entertainment services, namely, providing prerecorded music, all on-line via a global computer network; providing ratings for television, movie and video content	78772713 13-DEC-2005	3396112 11-MAR-2008	REGISTERED
	(Cl. 38) audio broadcasting; communication via computer terminals, by digital transmission or by satellite; data transmission and reception services via telecommunication means; delivery of messages by electronic transmission; electronic, electric, and digital transmission of voice, data, images, signals, and messages; pay-per-view television transmission services; providing access to telecommunication networks; satellite television broadcasting; satellite transmission services; subscription television broadcasting; television broadcasting; television transmission services; transmission of messages over electronic media; transmission of sound and vision via satellite or interactive multimedia networks; videobroadcasting; video-on-demand transmission services	78772651 13-DEC-2005	3396111 11-MAR-2008	REGISTERED
	(Cl. 9) amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites;	78772645 13-DEC-2005	3396109 11-MAR-2008	REGISTERED

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes; television receivers; television sets; television transmitters; video projectors; and video tape recorders			
	(Cl. 38) Audio broadcasting; broadcasting programs via a global computer network; communication via computer terminals, by digital transmission or by satellite; communications services, namely, transmitting streamed sound and audio-visual recordings via the internet; data transmission and reception services via telecommunication means; delivery of messages by electronic transmission; electronic mail services; electronic message transmission; electronic, electric, and digital transmission of voice, data, images, signals, and messages; pay-per-view television transmission services; providing access to telecommunication networks; providing multiple-user access to a global computer information network; satellite television broadcasting; satellite transmission services; subscription television broadcasting; television broadcasting; television transmission services; transmission of messages over electronic media; transmission of sound and vision via satellite or interactive multimedia networks; video broadcasting; video-on-demand transmission services	78772638 13-DEC-2005	3396108 11-MAR-2008	REGISTERED
	(Cl. 9) Amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes; television receivers; television sets; television transmitters; video projectors; video tape recorders	78772509 13-DEC-2005	3396107 11-MAR-2008	REGISTERED
	(Cl. 38) Satellite television broadcasting services, broadcasting programs via a global computer network, providing access to telecommunication networks, telematic sending of information, electronic mail services, electronic transmission of messages and data, pay-per-view television transmission services, delivery of messages by electronic transmission; video broadcasting and instant messaging services, video-on-demand transmission services, providing multiple-user access to a	78564081 09-FEB-2005	3382802 12-FEB-2008	REGISTERED

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	global computer information network (Cl. 41) television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment, current events, sports, and television programming lists and schedules of others			
	(Cl. 38) Satellite television transmission and broadcasting services; pay-per-view television transmission services; on-demand television broadcast services	78514250 10-NOV-2004	3317113 23-OCT-2007	REGISTERED
	(Cl. 41) Television programming and production services, multi-language television programming services, providing on-line and via television schedules and lists of programming information and programming guides; programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others	78514253 10-NOV-2004	3225656 03-APR-2007	REGISTERED
	(Cl. 38) Satellite television broadcasting services, broadcasting programs via a global computer network, electronic mail services, electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; video broadcasting and messaging services, video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment	76342841 28-NOV-2001	3051286 24-JAN-2006	REGISTERED
	(Cl. 9) Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry	76342834 28-NOV-2001	3051285 24-JAN-2006	REGISTERED

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	<p>(Cl. 9) Telecommunications products, namely, receivers, receiver modules, decoder boxes, satellite dishes; remote controllers; video display devices, namely, television sets and video monitors, antennas, computer controlling hardware and software for use in the aforementioned goods, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry, decorative refrigerator magnets, calculators</p>	<p>76340810 21-NOV-2001</p>	<p>2939061 12-APR-2005</p>	<p>REGISTERED</p>
	<p>(Cl. 42) Computer data information services, namely, providing online databases featuring general and local news and information to specific geographic areas</p>	<p>76342804 28-NOV-2001</p>	<p>2820253 02-MAR-2004</p>	<p>REGISTERED</p>
	<p>(Cl. 41) Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others</p>	<p>76342844 28-NOV-2001</p>	<p>2740757 22-JUL-2003</p>	<p>REGISTERED</p>
	<p>(Cl. 25) Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, hats, sweaters, sweat pants, sleepwear, shorts, rainwear</p>	<p>76342848 28-NOV-2001</p>	<p>2738513 15-JUL-2003</p>	<p>REGISTERED</p>
	<p>(Cl. 9) Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry (Cl. 16) Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services,</p>	<p>76427432 03-JUL-2002</p>	<p>2715585 13-MAY-2003</p>	<p>REGISTERED</p>

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	<p>magazines, brochures, and printed programming guides in the field of direct-to-home satellite services, writing paper, posters, note pads, pens, pencils, address books, book marks, calendars, decals, desk sets, diaries, stationery-type portfolios, paper napkins</p> <p>(Cl. 38) Satellite television broadcasting services, broadcasting programs via a global computer network, providing and processing interactive access to information via an electronic communication network, electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment</p> <p>(Cl. 41) Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others; computer data information services, namely, providing databases featuring general and local news and information to specific geographic areas; providing on-line news in the nature of current events reporting</p>			
	(Cl. 38) Satellite television transmission and broadcasting services; pay-per-view television transmission services	76341049 21-NOV-2001	2639279 22-OCT-2002	REGISTERED
	(Cl. 25) Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats	76341195 21-NOV-2001	2628178 01-OCT-2002	REGISTERED
	(Cl. 16) Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, and printed programming guides in the field of direct-to-home satellite services, writing paper, posters, note pads, pens, pencils, address books, book marks, calendars, decals, desk sets, diaries, stationery-type portfolios	76341183 21-NOV-2001	2618103 10-SEP-2002	REGISTERED
	(Cl. 41) Television programming and production services; distribution of television programs for others	76341175 21-NOV-2001	2618102 10-SEP-2002	REGISTERED

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	<p>(Cl. 9) Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, encoders and decoders for the distribution of video signals, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and parts all for use in the direct-to-home satellite broadcasting industry</p> <p>(Cl. 16) Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, printed programming guides in the field of direct-to-home satellite services, writing paper, binders, posters, note pads, pens, pencils, address books, appointment books, book marks, calendars, decals, desk sets, diaries, stationery-type portfolios</p> <p>(Cl. 25) Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, hats, sweaters, sweat pants, sleepwear, shorts, rainwear</p> <p>(Cl. 35) Data processing; retail store services, namely, on-line retail store services featuring general merchandise; and retail store services, available through computer communications featuring general merchandise</p> <p>(Cl. 38) Satellite television broadcasting services, broadcasting programs via a global computer network, providing and processing interactive access to information via an electronic communication network, electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; video-on-demand transmission services, providing multiple-user access to a global computer information network</p> <p>(Cl. 41) Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, financial news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others</p> <p>(Cl. 42) Computer data information services, namely,</p>	<p>75600012 04-DEC-1998</p>	<p>2601497 30-JUL-2002</p>	<p>REGISTERED</p>

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	providing databases featuring general and local news and information to specific geographic areas			
	<p>(Cl. 9) Telecommunications products namely, receivers, receiver modules, decoder boxes, satellite dishes, remote controllers, video display devices, namely, television sets and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry</p> <p>(Cl. 16) Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, books, and printed programming guides in the field of direct-to-home satellite services, writing paper, binders, posters, note pads, pens, pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards, decals, desk sets, diaries, stationery-type portfolios, bumper stickers</p> <p>(Cl. 25) Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats</p>	<p>75625374 21-JAN-1999</p>	<p>2372271 01-AUG-2000</p>	REGISTERED
	<p>(Cl. 16) cardboard displays, writing paper, pens, printed programming guides, magazines and instruction manuals relating to satellite broadcasting services and equipment</p> <p>(Cl. 25) clothing, namely t-shirts, hats, jackets, sweatshirts, sweaters, pants and headwear</p> <p>(Cl. 38) satellite television broadcasting services</p> <p>(Cl. 41) pay-per view television programming and production services</p>	<p>75975011 10-DEC-1993</p>	<p>1989358 23-JUL-1996</p>	REGISTERED
	<p>(Cl. 37) Installation services for satellite receivers, satellite dishes, telecommunications products, namely receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily composed of a receiver and circuitry, computer controlling hardware for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely television sets, video projectors, and video monitors, antennas, and kits composed of cables, phone cords, cable ties, cable clips, ground wire, phone adapters, video distribution equipment, namely amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders and accessories namely telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry</p>	<p>85580999 27-MAR-2012</p>		PENDING
	(Cl. 38) Satellite television broadcasting; Satellite	85580882	4198618	REGISTERED

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	<p>transmission services; Broadcasting programs via a global computer network; Video-on-demand transmission services; Pay-per-view television transmission services; Streaming of audio and video content on the internet; Electronic transmission of data via global computer networks, wireless networks and electronic communication networks; Providing access to global computer networks, wireless networks and telecommunication networks for transmission or receipt of data; Satellite television broadcasting and transmission services featuring interactive television viewing functions that permit users to view and share audio files, video files, photographs, images and other multimedia content between and among computers, set-top-boxes, and other audiovisual devices, all of the aforementioned services excluding the transmission of games over satellite, broadcast and global computer networks, cellular-based entertainment services, and gaming services (Cl. 41) Distribution of television programs for others; television programming; programming on a global computer network; entertainment services, namely, providing ongoing television programs featuring music, musical entertainment, information about music and entertainment in the field of music, all via satellite; providing on-line interactive computer databases in the field of entertainment information featuring television programming lists, program schedules and program-related information; providing on-line interactive computer databases featuring entertainment information and schedules about television programming, movies, and other digital images, audio, video and other multimedia materials; Entertainment services, namely, providing on-line computer games; providing computer games via satellite transmission; providing a computer game for use network-wide by network users; Entertainment services, namely, providing ongoing television programs featuring general news and local news that also include interactive functions that permit viewers to view multiple images and sources of television programming simultaneously; Entertainment services, namely, providing ongoing television programs featuring general news and local news as well as a variety of information of interest to specific geographic areas that also include interactive components that let viewers choose what to watch at various times, to obtain information about popular programs in their local viewing area and to more narrowly define the types of related information they receive and programs they view; Entertainment services, namely, ongoing television programs in the field of geographical, categorical, real-time programming ratings that also include interactive components that let viewers</p>	27-MAR-2012	28-AUG-2012	

MARK	CLASS: GOODS/SERVICES	APP. NO. FILING DATE	REG. NO. REG. DATE	STATUS
	<p>more narrowly define the types of related information they receive and programs they view. Entertainment services, namely, providing ongoing television programs featuring general information relating to satellite television service, satellite television equipment and hardware, satellite television programming and audio, visual and other multimedia content that also include interactive components that allow users to define their viewing preference; On-line, nondownloadable newsletters featuring general information relating to entertainment, namely, television, movies and other multimedia entertainment-related content; On-line, nondownloadable newsletters featuring general information relating to satellite telecommunication services and satellite telecommunications hardware; and entertainment services, namely, providing ongoing television programs in a wide variety of fields that also feature interactive television viewing functions that permit viewers to view and use computer applications simultaneously while viewing television programs</p>			
	<p>(Cl. 9) telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; telecommunications products, namely, digital video recorders; computer software for use with telecommunications products, namely, set-topboxes primarily comprised of a receiver and circuitry; computer software for use with telecommunications products, namely, digital video recorders; computer software for use in accessing and viewing interactive television program guides via global computer networks, wireless networks and electronic communication networks; computer software for the remote programming of audio and video devices via global computer networks, wireless networks and electronic communication networks; computer software for the reproduction, processing and streaming of audio, video and multimedia content; remote controls; telecommunications products, namely, computer hardware and software for receiving, converting, transmitting, streaming, and reviewing audio, video, graphics, images, data and information recorded on digital video recorders; downloadable computer software for operating telecommunications products; downloadable software in the nature of a mobile application for operating telecommunications products</p>	<p>85581007 27-MAR-2012</p>		<p>PENDING</p>

Exhibit B

United States of America

United States Patent and Trademark Office



Reg. No. 3,687,565 DIRECTV, INC. (CALIFORNIA CORPORATION)
Registered Sep. 22, 2009 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

Int. Cl.: 41 FOR: DISTRIBUTION OF RADIO PROGRAMS FOR OTHERS; DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TELEVISION PROGRAMMING IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER; ENTERTAINMENT IN THE NATURE OF SERVICE MARK ON-GOING TELEVISION PROGRAMS IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).
PRINCIPAL REGISTER

FIRST USE 7-1-2005; IN COMMERCE 7-1-2005.

OWNER OF U.S. REG. NOS. 2,418,301, 2,715,585, AND OTHERS.

THE MARK CONSISTS OF A CYCLONE STYLE DESIGN IN A RECTANGLE. "DIRECTV" APPEARS ON THE LOWER EDGE AND "PLUS" WRITTEN VERTICALLY, FROM BOTTOM TO TOP, APPEARS ON THE RIGHT EDGE. A "+" DESIGN APPEARS AT THE CORNER.

SN 78-772,562, FILED 12-13-2005.

KYLE PEETE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2012-11-28 11:31:16 EST

Mark: DIRECTV + PLUS



US Serial Number:	78772562	Application Filing Date:	Dec. 13, 2005
US Registration Number:	3687565	Registration Date:	Sep. 22, 2009
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Sep. 22, 2009		
Publication Date:	Aug. 22, 2006	Notice of Allowance Date:	Nov. 14, 2006

Mark Information

Mark Literal Elements:	DIRECTV + PLUS
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	26.09.21 - Squares that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2418301,2639279,2715585,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Distribution of radio programs for others; Distribution of television programs for others; Entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; Entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2005 **Use in Commerce:** Jul. 01, 2005

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY
COMPANY

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens **Docket Number:** 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
FOSTER PEPPER PLLC
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3264
UNITED STATES

Phone: 206-447-8925 **Fax:** 206-749-2006

Correspondent e-mail: stepn@foster.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	
Sep. 22, 2009	REGISTERED-PRINCIPAL REGISTER	
Aug. 15, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	74221
Aug. 15, 2009	ASSIGNED TO LIE	74221
Aug. 10, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 03, 2009	NOTICE OF REINSTATEMENT MAILED	
Jul. 02, 2009	STATEMENT OF USE PROCESSING COMPLETE	66154
May 14, 2009	USE AMENDMENT FILED	66154

Jul. 02, 2009	REINSTATEMENT GRANTED - SOU FILED	66154
Jul. 02, 2009	ABANDONMENT - NO USE STATEMENT FILED	66154
May 15, 2009	LATE FILED EXTENSION REQUEST	
Jun. 02, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
May 15, 2009	TEAS EXTENSION RECEIVED	
May 14, 2009	TEAS STATEMENT OF USE RECEIVED	
Nov. 13, 2008	EXTENSION 4 GRANTED	98765
Nov. 13, 2008	EXTENSION 4 FILED	98765
Nov. 13, 2008	TEAS EXTENSION RECEIVED	
Jun. 05, 2008	EXTENSION 3 GRANTED	61813
May 14, 2008	EXTENSION 3 FILED	61813
Jun. 01, 2008	EXTENSION RECEIVED WITH TEAS PETITION	
Jun. 01, 2008	PETITION TO REVIVE-GRANTED	88889
Jun. 01, 2008	TEAS PETITION TO REVIVE RECEIVED	
May 30, 2008	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
May 29, 2008	ABANDONMENT - NO USE STATEMENT FILED	66154
May 16, 2008	LATE FILED STATEMENT OF USE	
May 16, 2008	PAPER RECEIVED	
Nov. 14, 2007	EXTENSION 2 GRANTED	98765
Nov. 14, 2007	EXTENSION 2 FILED	98765
Nov. 14, 2007	TEAS EXTENSION RECEIVED	
May 14, 2007	EXTENSION 1 GRANTED	98765
May 14, 2007	EXTENSION 1 FILED	98765
May 14, 2007	TEAS EXTENSION RECEIVED	
Nov. 14, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 22, 2006	PUBLISHED FOR OPPOSITION	
Aug. 02, 2006	NOTICE OF PUBLICATION	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189

Jun. 23, 2006	ASSIGNED TO LIE	74189
Jun. 16, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 16, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 16, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2006	EXAMINERS AMENDMENT -WRITTEN	81141
Jun. 12, 2006	ASSIGNED TO EXAMINER	81141
Apr. 23, 2006	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	76984
Apr. 23, 2006	TEAS VOLUNTARY AMENDMENT RECEIVED	
Dec. 20, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 19, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Aug. 15, 2009

Assignment Abstract of Title Information

Summary

Total Assignments: 3 **Registrant:** DIRECTV, Inc.

Assignment 1 of 3

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3340/0487 **Pages:** 6

Date Recorded: Jun. 29, 2006

Supporting Documents: assignment-tm-3340-0487.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
NY1-503-04-03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27560

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.

Address: NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121

Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC.

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 41

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

Reg. No. 3,396,112

United States Patent and Trademark Office

Registered Mar. 11, 2008

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FIRST USE 8-1-2006; IN COMMERCE 8-1-2006.

OWNER OF U.S. REG. NOS. 2,418,301, 2,715,585,
AND OTHERS.

FOR: DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TELEVISION PROGRAMMING IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER; ENTERTAINMENT IN THE NATURE OF ON-GOING TELEVISION PROGRAMS IN THE FIELD OF ENTERTAINMENT, GENERAL NEWS, CURRENT EVENTS, SPORTS AND WEATHER; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE REVIEWS OF MOVIES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRERECORDED MUSIC, ALL ON-LINE VIA A GLOBAL COMPUTER NETWORK; PROVIDING RATINGS FOR TELEVISION, MOVIE AND VIDEO CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

THE MARK CONSISTS OF A CYCLONE STYLE DESIGN IN A RECTANGLE. "DIRECTV" APPEARS ON THE LOWER EDGE AND "HDDVR" WRITTEN VERTICALLY, FROM BOTTOM TO TOP, APPEARS ON THE RIGHT EDGE. A "+" DESIGN APPEARS AT THE CORNER.

SN 78-772,713, FILED 12-13-2005.

KYLE PEETE, EXAMINING ATTORNEY

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Mark: D DIRECTV + HDDVR



US Serial Number:	78772713	Application Filing Date:	Dec. 13, 2005
US Registration Number:	3396112	Registration Date:	Mar. 11, 2008
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Mar. 11, 2008		
Publication Date:	Aug. 29, 2006	Notice of Allowance Date:	Nov. 21, 2006

Mark Information

Mark Literal Elements:	D DIRECTV + HDDVR
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Disclaimer:	"HDDVR"
Design Search Code(s):	26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2418301,2639279,2715585,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

distribution of television programs for others; entertainment services, namely, providing television programming in the field of entertainment, general news, current events, sports and weather; entertainment in the nature of on-going television programs in the field of entertainment, general news, current events, sports and weather; entertainment services, namely, providing on-line reviews of movies; entertainment services, namely, providing prerecorded music, all on-line via a global computer network; providing ratings for television, movie and video content

International Class:	041 - Primary Class	U.S Class:	100, 101, 107
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Aug. 01, 2006	Use in Commerce:	Aug. 01, 2006

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens **Docket Number:** 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
FOSTER PEPPER PLLC
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3299
UNITED STATES

Phone: 206-447-8925 **Fax:** 206-749-2006

Correspondent e-mail: stepn@foster.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	
Mar. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76532
Feb. 04, 2008	ASSIGNED TO LIE	76532
Dec. 26, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 03, 2007	STATEMENT OF USE PROCESSING COMPLETE	66230

Nov. 15, 2007	USE AMENDMENT FILED	66230
Nov. 15, 2007	TEAS STATEMENT OF USE RECEIVED	
May 14, 2007	EXTENSION 1 GRANTED	98765
May 14, 2007	EXTENSION 1 FILED	98765
May 14, 2007	TEAS EXTENSION RECEIVED	
Nov. 21, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 29, 2006	PUBLISHED FOR OPPOSITION	
Aug. 09, 2006	NOTICE OF PUBLICATION	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189
Jun. 23, 2006	ASSIGNED TO LIE	74189
Jun. 16, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 16, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 16, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2006	EXAMINERS AMENDMENT -WRITTEN	81141
Jun. 12, 2006	ASSIGNED TO EXAMINER	81141
Apr. 23, 2006	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	72067
Apr. 23, 2006	TEAS VOLUNTARY AMENDMENT RECEIVED	
Dec. 20, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 19, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Feb. 04, 2008

Assignment Abstract of Title Information

Summary

**Total
Assignments:** 3

Registrant: DIRECTV, Inc.

Assignment 1 of 3

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3340/0487 **Pages:** 6

Date Recorded: Jun. 29, 2006

**Supporting
Documents:** assignment-tm-3340-0487.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005

Legal Entity Type: CORPORATION **State or Country
Where
Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: NATIONAL BANKING
ASSOCIATION **State or Country
Where
Organized:** UNITED STATES

Address: 335 MADISON AVENUE
NY1-503-04-03
NEW YORK, NEW YORK 10017

Correspondent

**Correspondent
Name:** MOORE & VAN ALLEN PLLC

**Correspondent
Address:** 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27560

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

**Supporting
Documents:** assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. State or Country Where Organized: UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY State or Country Where Organized: CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent 2230 EAST IMPERIAL HWY
Address: EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 3,396,111

Registered Mar. 11, 2008

SERVICE MARK
PRINCIPAL REGISTER



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: AUDIO BROADCASTING; COMMUNICATION VIA COMPUTER TERMINALS, BY DIGITAL TRANSMISSION OR BY SATELLITE; DATA TRANSMISSION AND RECEPTION SERVICES VIA TELECOMMUNICATION MEANS; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; ELECTRONIC, ELECTRIC, AND DIGITAL TRANSMISSION OF VOICE, DATA, IMAGES, SIGNALS, AND MESSAGES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; PROVIDING ACCESS TO TELECOMMUNICATION NETWORKS; SATELLITE TELEVISION BROADCASTING; SATELLITE TRANSMISSION SERVICES; SUBSCRIPTION TELEVISION BROADCASTING; TELEVISION BROADCASTING; TELEVISION TRANSMISSION SERVICES; TRANSMISSION OF MESSAGES OVER ELECTRONIC MEDIA; TRANSMISSION OF SOUND AND VISION VIA SATELLITE OR INTERACTIVE MULTIMEDIA NETWORKS; VIDEO BROADCAST-

ING; VIDEO-ON-DEMAND TRANSMISSION SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-1-2006; IN COMMERCE 8-1-2006.

OWNER OF U.S. REG. NOS. 2,418,301, 2,715,585, AND OTHERS.

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

THE MARK CONSISTS OF A CYCLONE STYLE DESIGN IN A RECTANGLE. "DIRECTV" APPEARS ON THE LOWER EDGE AND "HDDVR" WRITTEN VERTICALLY, FROM BOTTOM TO TOP, APPEARS ON THE RIGHT EDGE. A "+" DESIGN APPEARS AT THE CORNER.

SN 78-772,651, FILED 12-13-2005.

KYLE PEETE, EXAMINING ATTORNEY

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Mark: DIRECTV + HDDVR



US Serial Number:	78772651	Application Filing Date:	Dec. 13, 2005
US Registration Number:	3396111	Registration Date:	Mar. 11, 2008
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Mar. 11, 2008		
Publication Date:	Aug. 29, 2006	Notice of Allowance Date:	Nov. 21, 2006

Mark Information

Mark Literal Elements:	DIRECTV + HDDVR
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Disclaimer:	"HDDVR" 01.15.12 - Cyclones;Tornadoes;Whirlpools 26.11.08 - Rectangles comprised of letters, numerals or punctuation and letters,

Design Search Code(s): numerals or punctuation forming the perimeter of a rectangle or bordering the perimeter of a rectangle.
 26.11.09 - Rectangles made of geometric figures, objects, humans, plants or animals
 26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2418301,2639279,2715585,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- • Brackets [...] indicate deleted goods/services;
- • Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- • Asterisks *..* identify additional (new) wording in the goods/services.

For: audio broadcasting; communication via computer terminals, by digital transmission or by satellite; data transmission and reception services via telecommunication means; delivery of messages by electronic transmission; electronic, electric, and digital transmission of voice, data, images, signals, and messages; pay-per-view television transmission services; providing access to telecommunication networks; satellite television broadcasting; satellite transmission services; subscription television broadcasting; television broadcasting; television transmission services; transmission of messages over electronic media; transmission of sound and vision via satellite or interactive multimedia networks; video broadcasting; video-on-demand transmission services

International Class:	038 - Primary Class	U.S Class:	100, 101, 104
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Aug. 01, 2006	Use in Commerce:	Aug. 01, 2006

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No

Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
 2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
 UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens
Docket Number: 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
 FOSTER PEPPER PLLC
 1111 3RD AVE STE 3400
 SEATTLE, WASHINGTON 98101-3299
 UNITED STATES

Phone: 206-447-8925
Fax: 206-749-2006

Correspondent e-mail: stepn@foster.com
Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	

Aug. 24, 2010	NOTICE OF SUIT	
Mar. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76532
Feb. 04, 2008	ASSIGNED TO LIE	76532
Dec. 26, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 04, 2007	STATEMENT OF USE PROCESSING COMPLETE	66230
Nov. 15, 2007	USE AMENDMENT FILED	66230
Nov. 15, 2007	TEAS STATEMENT OF USE RECEIVED	
May 14, 2007	EXTENSION 1 GRANTED	98765
May 14, 2007	EXTENSION 1 FILED	98765
May 14, 2007	TEAS EXTENSION RECEIVED	
Nov. 21, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 29, 2006	PUBLISHED FOR OPPOSITION	
Aug. 09, 2006	NOTICE OF PUBLICATION	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189
Jun. 23, 2006	ASSIGNED TO LIE	74189
Jun. 16, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 16, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 16, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2006	EXAMINERS AMENDMENT -WRITTEN	81141
Jun. 12, 2006	ASSIGNED TO EXAMINER	81141
Dec. 20, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 19, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Feb. 04, 2008

Documents: _____

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA
Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 9

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

Reg. No. 3,396,109

United States Patent and Trademark Office

Registered Mar. 11, 2008

TRADEMARK
PRINCIPAL REGISTER



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: AMPLIFIERS; ANTENNAS; AUDIO TAPE RECORDERS; AUDIO-VIDEO RECEIVERS; COMPUTER HARDWARE; COMPUTER SOFTWARE FOR USE WITH TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, TELEVISION AND VIDEO RECORDERS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY; COMPUTERS AND INSTRUCTIONAL MANUALS SOLD AS A UNIT; DIGITAL VIDEO RECORDERS; PRE-AMPLIFIERS; PROGRAMMABLE DIGITAL TELEVISION RECORDERS; RECEIVERS FOR SATELLITES; REMOTE CONTROLS FOR OPERATING TELEVISION EQUIPMENT, VIDEO EQUIPMENT AND COMPUTER EQUIPMENT; SATELLITE RECEIVERS; SET-TOP BOXES; TELEVISION RECEIVERS; TELEVISION SETS; TELEVISION

TRANSMITTERS; VIDEO PROJECTORS; AND VIDEO TAPE RECORDERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-1-2006; IN COMMERCE 8-1-2006.

OWNER OF U.S. REG. NOS. 2,418,301, 2,715,585, AND OTHERS.

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

THE MARK CONSISTS OF A CYCLONE STYLE DESIGN IN A RECTANGLE. "DIRECTV" APPEARS ON THE LOWER EDGE AND "HDDVR" WRITTEN VERTICALLY, FROM BOTTOM TO TOP, APPEARS ON THE RIGHT EDGE. A "+" DESIGN APPEARS AT THE CORNER.

SN 78-772,645, FILED 12-13-2005.

KYLE PEETE, EXAMINING ATTORNEY

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Mark: DIRECTV + HDDVR



US Serial Number:	78772645	Application Filing Date:	Dec. 13, 2005
US Registration Number:	3396109	Registration Date:	Mar. 11, 2008
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Mar. 11, 2008		
Publication Date:	Aug. 29, 2006	Notice of Allowance Date:	Nov. 21, 2006

Mark Information

Mark Literal Elements:	DIRECTV + HDDVR
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "HDDVR" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Disclaimer:	"HDDVR" 01.15.12 - Cyclones;Tornadoes;Whirlpools

Design Search Code(s):

- 26.11.08 - Rectangles comprised of letters, numerals or punctuation and letters, numerals or punctuation forming the perimeter of a rectangle or bordering the perimeter of a rectangle.
- 26.11.09 - Rectangles made of geometric figures, objects, humans, plants or animals
- 26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2418301,2639279,2715585,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- • Brackets [...] indicate deleted goods/services;
- • Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- • Asterisks *..* identify additional (new) wording in the goods/services.

For: amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes; television receivers; television sets; television transmitters; video projectors; and video tape recorders

International Class: 009 - Primary Class **U.S Class:** 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2006 **Use in Commerce:** Aug. 01, 2006

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No

Filed 44D: No **Currently 44D:** No **Amended 44D:** No
Filed 44E: No **Currently 44E:** No **Amended 44E:** No
Filed 66A: No **Currently 66A:** No
Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens **Docket Number:** 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
FOSTER PEPPER PLLC
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3299
UNITED STATES
Phone: 206-447-8925 **Fax:** 206-749-2006
Correspondent e-mail: stepn@foster.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	

Aug. 24, 2010	NOTICE OF SUIT	
Mar. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76532
Feb. 04, 2008	ASSIGNED TO LIE	76532
Dec. 26, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 04, 2007	STATEMENT OF USE PROCESSING COMPLETE	66230
Nov. 15, 2007	USE AMENDMENT FILED	66230
Nov. 15, 2007	TEAS STATEMENT OF USE RECEIVED	
May 14, 2007	EXTENSION 1 GRANTED	98765
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Nov. 21, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 29, 2006	PUBLISHED FOR OPPOSITION	
Aug. 09, 2006	NOTICE OF PUBLICATION	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189
Jun. 23, 2006	ASSIGNED TO LIE	74189
Jun. 16, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 16, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 16, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2006	EXAMINERS AMENDMENT -WRITTEN	81141
Jun. 12, 2006	ASSIGNED TO EXAMINER	81141
Dec. 20, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 19, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Feb. 04, 2008

Supporting Documents: [assignment-tm-4471-0159.pdf](#)

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: [assignment-tm-4742-0121.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY

EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 3,396,108

Registered Mar. 11, 2008

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: AUDIO BROADCASTING; BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK; COMMUNICATION VIA COMPUTER TERMINALS, BY DIGITAL TRANSMISSION OR BY SATELLITE; COMMUNICATIONS SERVICES, NAMELY, TRANSMITTING STREAMED SOUND AND AUDIO-VISUAL RECORDINGS VIA THE INTERNET; DATA TRANSMISSION AND RECEPTION SERVICES VIA TELECOMMUNICATION MEANS; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; ELECTRONIC MAIL SERVICES; ELECTRONIC MESSAGE TRANSMISSION; ELECTRONIC, ELECTRIC, AND DIGITAL TRANSMISSION OF VOICE, DATA, IMAGES, SIGNALS, AND MESSAGES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; PROVIDING ACCESS TO TELECOMMUNICATION NETWORKS; PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK; SATELLITE TELEVISION BROADCASTING; SATELLITE TRANSMISSION SERVICES; SUBSCRIPTION TELE-

VISION BROADCASTING; TELEVISION BROADCASTING; TELEVISION TRANSMISSION SERVICES; TRANSMISSION OF MESSAGES OVER ELECTRONIC MEDIA; TRANSMISSION OF SOUND AND VISION VIA SATELLITE OR INTERACTIVE MULTIMEDIA NETWORKS; VIDEO BROADCASTING; VIDEO-ON-DEMAND TRANSMISSION SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 7-1-2005; IN COMMERCE 7-1-2005.

OWNER OF U.S. REG. NOS. 2,418,301, 2,715,585, AND OTHERS.

THE MARK CONSISTS OF A CYCLONE STYLE DESIGN IN A RECTANGLE. "DIRECTV" APPEARS ON THE LOWER EDGE AND "PLUS" WRITTEN VERTICALLY, FROM BOTTOM TO TOP, APPEARS ON THE RIGHT EDGE. A "+" DESIGN APPEARS AT THE CORNER.

SN 78-772,638, FILED 12-13-2005.

KYLE PEETE, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 11:33:53 EST

Mark: DIRECTV PLUS +



US Serial Number:	78772638	Application Filing Date:	Dec. 13, 2005
US Registration Number:	3396108	Registration Date:	Mar. 11, 2008
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Mar. 11, 2008		
Publication Date:	Aug. 22, 2006	Notice of Allowance Date:	Nov. 14, 2006

Mark Information

Mark Literal Elements:	DIRECTV PLUS +
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Color(s) Claimed:	Color is not claimed as a feature of the mark. 01.15.12 - Cyclones;Tornadoes;Whirlpools 26.11.08 - Rectangles comprised of letters, numerals or punctuation and letters,

Design Search Code(s): numerals or punctuation forming the perimeter of a rectangle or bordering the perimeter of a rectangle.
26.11.09 - Rectangles made of geometric figures, objects, humans, plants or animals
26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2418301,2639279,2715585,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Audio broadcasting; Broadcasting programs via a global computer network; Communication via computer terminals, by digital transmission or by satellite; Communications services, namely, transmitting streamed sound and audio-visual recordings via the Internet; Data transmission and reception services via telecommunication means; Delivery of messages by electronic transmission; Electronic mail services; Electronic message transmission; Electronic, electric, and digital transmission of voice, data, images, signals, and messages; Pay-per-view television transmission services; Providing access to telecommunication networks; Providing multiple-user access to a global computer information network; Satellite television broadcasting; Satellite transmission services; Subscription television broadcasting; Television broadcasting; Television transmission services; Transmission of messages over electronic media; Transmission of sound and vision via satellite or interactive multimedia networks; Video broadcasting; Video-on-demand transmission services

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104
Class Status: ACTIVE
Basis: 1(a)
First Use: Jul. 01, 2005 **Use in Commerce:** Jul. 01, 2005

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
 2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
 UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens
Docket Number: 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
 FOSTER PEPPER PLLC
 1111 3RD AVE STE 3400
 SEATTLE, WASHINGTON 98101-3299
 UNITED STATES

Phone: 206-447-8925
Fax: 206-749-2006

Correspondent e-mail: stepn@foster.com
Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	
Mar. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76532
Feb. 04, 2008	ASSIGNED TO LIE	76532
Dec. 26, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 30, 2007	STATEMENT OF USE PROCESSING COMPLETE	66230
Nov. 14, 2007	USE AMENDMENT FILED	66230
Nov. 14, 2007	TEAS STATEMENT OF USE RECEIVED	
May 14, 2007	EXTENSION 1 GRANTED	98765
May 14, 2007	EXTENSION 1 FILED	98765
May 14, 2007	TEAS EXTENSION RECEIVED	
Nov. 14, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 22, 2006	PUBLISHED FOR OPPOSITION	
Aug. 02, 2006	NOTICE OF PUBLICATION	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189
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Jun. 12, 2006	ASSIGNED TO EXAMINER	81141
Dec. 20, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 19, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Date Recorded: Feb. 08, 2011

Supporting Documents: [assignment-tm-4471-0159.pdf](#)

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: [assignment-tm-4742-0121.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 9

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

Reg. No. 3,396,107

United States Patent and Trademark Office

Registered Mar. 11, 2008

**TRADEMARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: AMPLIFIERS; ANTENNAS; AUDIO TAPE RECORDERS; AUDIO-VIDEO RECEIVERS; COMPUTER HARDWARE; COMPUTER SOFTWARE FOR USE WITH TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, TELEVISION AND VIDEO RECORDERS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY; COMPUTERS AND INSTRUCTIONAL MANUALS SOLD AS A UNIT; DIGITAL VIDEO RECORDERS; PRE-AMPLIFIERS; PROGRAMMABLE DIGITAL TELEVISION RECORDERS; RECEIVERS FOR SATELLITES; REMOTE CONTROLS FOR OPERATING TELEVISION EQUIPMENT, VIDEO EQUIPMENT AND COMPUTER EQUIPMENT;

SATELLITE RECEIVERS; SET-TOP BOXES; TELEVISION RECEIVERS; TELEVISION SETS; TELEVISION TRANSMITTERS; VIDEO PROJECTORS; VIDEO TAPE RECORDERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-1-2005; IN COMMERCE 7-1-2005.

OWNER OF U.S. REG. NOS. 2,418,301, 2,715,585, AND OTHERS.

THE MARK CONSISTS OF A CYCLONE STYLE DESIGN IN A RECTANGLE. "DIRECTV" APPEARS ON THE LOWER EDGE AND "PLUS" WRITTEN VERTICALLY, FROM BOTTOM TO TOP, APPEARS ON THE RIGHT EDGE. A "+" DESIGN APPEARS AT THE CORNER.

SN 78-772,509, FILED 12-13-2005.

KYLE PEETE, EXAMINING ATTORNEY

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Mark: DIRECTV PLUS



US Serial Number:	78772509	Application Filing Date:	Dec. 13, 2005
US Registration Number:	3396107	Registration Date:	Mar. 11, 2008
Filed as TEAS Plus:	Yes	Currently TEAS Plus:	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Mar. 11, 2008		
Publication Date:	Aug. 22, 2006	Notice of Allowance Date:	Nov. 14, 2006

Mark Information

Mark Literal Elements:	DIRECTV PLUS
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of A cyclone style design in a rectangle. "DIRECTV" appears on the lower edge and "PLUS" written vertically, from bottom to top, appears on the right edge. A "+" design appears at the corner.
Color(s) Claimed:	Color is not claimed as a feature of the mark.

24.13.02 - Cross, Greek (equal sides);Greek cross (equal sized lines)
26.11.02 - Plain single line rectangles;Rectangles (single line)

Design Search Code(s): 26.11.03 - Incomplete rectangles;Rectangles (incomplete)
 26.11.21 - Rectangles that are completely or partially shaded
 26.17.09 - Lines, curved;Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s)

Related Properties Information

Claimed Ownership of US Registrations: 2418301,2639279,2715585,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- • Brackets [...] indicate deleted goods/services;
- • Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- • Asterisks *..* identify additional (new) wording in the goods/services.

For: amplifiers; antennas; audio tape recorders; audio-video receivers; computer hardware; computer software for use with telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, television and video recorders, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry; computers and instructional manuals sold as a unit; digital video recorders; pre-amplifiers; programmable digital television recorders; receivers for satellites; remote controls for operating television equipment, video equipment and computer equipment; satellite receivers; set-top boxes;television receivers; television sets; television transmitters; video projectors; video tape recorders

International Class: 009 - Primary Class **U.S Class:** 021, 023, 026, 036, 038
Class Status: ACTIVE
Basis: 1(a)
First Use: Jul. 01, 2005 **Use in Commerce:** Jul. 01, 2005

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No

Filed 44E: No **Currently 44E:** No **Amended 44E:** No
Filed 66A: No **Currently 66A:** No
Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens **Docket Number:** 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
FOSTER PEPPER PLLC
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3299
UNITED STATES
Phone: 206-447-8925 **Fax:** 206-749-2006
Correspondent e-mail: stepn@foster.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	

Mar. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76532
Feb. 04, 2008	ASSIGNED TO LIE	76532
Dec. 26, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 30, 2007	STATEMENT OF USE PROCESSING COMPLETE	66230
Nov. 14, 2007	USE AMENDMENT FILED	66230
Nov. 14, 2007	TEAS STATEMENT OF USE RECEIVED	
May 14, 2007	EXTENSION 1 GRANTED	98765
May 14, 2007	EXTENSION 1 FILED	98765
May 14, 2007	TEAS EXTENSION RECEIVED	
Nov. 14, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 22, 2006	PUBLISHED FOR OPPOSITION	
Aug. 02, 2006	NOTICE OF PUBLICATION	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189
Jun. 23, 2006	ASSIGNED TO LIE	74189
Jun. 16, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 16, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 16, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2006	EXAMINERS AMENDMENT -WRITTEN	81141
Jun. 12, 2006	ASSIGNED TO EXAMINER	81141
Dec. 20, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 19, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Feb. 04, 2008

Assignment Abstract of Title Information

Summary

**Total
Assignments:** 3

Registrant: DIRECTV, Inc.

Assignment 1 of 3

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3340/0487

Pages: 6

Date Recorded: Jun. 29, 2006

**Supporting
Documents:** assignment-tm-3340-0487.pdf

Assignor

Name: DIRECTV, INC.

Execution Date: Apr. 13, 2005

Legal Entity Type: CORPORATION

**State or Country
Where
Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: NATIONAL BANKING
ASSOCIATION

**State or Country
Where
Organized:** UNITED STATES

Address: 335 MADISON AVENUE
NY1-503-04-03
NEW YORK, NEW YORK 10017

Correspondent

**Correspondent
Name:** MOORE & VAN ALLEN PLLC

**Correspondent
Address:** 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27560

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159

Pages: 7

Date Recorded: Feb. 08, 2011

**Supporting
Documents:** assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA
Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cls.: 38 and 41

Prior U.S. Cls.: 100, 101, 104, and 107

United States Patent and Trademark Office

Reg. No. 3,382,802

Registered Feb. 12, 2008

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING ACCESS TO TELECOMMUNICATION NETWORKS, TELEMATIC SENDING OF INFORMATION, ELECTRONIC MAIL SERVICES, ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; VIDEO BROADCASTING AND INSTANT MESSAGING SERVICES, VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 1-1-2005; IN COMMERCE 1-1-2005.

FOR: TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF

ENTERTAINMENT, CURRENT EVENTS, SPORTS, AND TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-1-2005; IN COMMERCE 1-1-2005.

OWNER OF U.S. REG. NOS. 2,417,347, 2,698,197, AND OTHERS.

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

THE MARK CONSISTS OF A WHITE CURVE IN A BLUE AND LIGHT BLUE RECTANGLE. THE COLOR BLUE APPEARS TO THE RIGHT OF THE WHITE CURVE IN THE RECTANGLE AND IN THE TEXT "DIRECTV" AND THE COLOR LIGHT BLUE APPEARS TO THE LEFT OF THE WHITE CURVE IN THE RECTANGLE.

SN 78-564,081, FILED 2-9-2005.

TASNEEM HUSSAIN, EXAMINING ATTORNEY

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Mark: DIRECTV



US Serial Number:	78564081	Application Filing Date:	Feb. 09, 2005
US Registration Number:	3382802	Registration Date:	Feb. 12, 2008
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Feb. 12, 2008		
Publication Date:	Mar. 13, 2007	Notice of Allowance Date:	Jun. 05, 2007

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
Color Drawing:	Yes
Color(s) Claimed:	The color(s) Blue, Light Blue, and White is/are claimed as a feature of the mark.
Color Location:	The mark consists of a white curve in a blue and light blue rectangle. The color blue appears to the right of the white curve in the rectangle and in the text "DIRECTV" and the color light blue appears to the left of the white curve in the rectangle. 26.11.02 - Plain single line rectangles;Rectangles (single line)

Design Search Code(s): 26.11.11 - Rectangles divided twice into three sections
26.11.21 - Rectangles that are completely or partially shaded
26.17.09 - Lines, curved; Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s)

Related Properties Information

Claimed Ownership of US Registrations: 2417347,2639279,2698197, and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Satellite television broadcasting services, broadcasting programs via a global computer network, providing access to telecommunication networks, telematic sending of information, electronic mail services, electronic transmission of messages and data, pay-per-view television transmission services, delivery of messages by electronic transmission; video broadcasting and instant messaging services, video-on-demand transmission services, providing multiple-user access to a global computer information network

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2005 **Use in Commerce:** Jan. 01, 2005

For: Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment, current events, sports, and television programming lists and schedules of others

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2005

Use in Commerce: Jan. 01, 2005

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens
Docket Number: 93483-1

Correspondent

Correspondent Name/Address: Nancy V. Stephens
FOSTER PEPPER PLLC
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3299
UNITED STATES

Phone: 206-447-8925
Fax: 206-447-9700

Correspondent e-mail: stepn@foster.com
Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 13, 2011	NOTICE OF SUIT	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	
Feb. 12, 2008	REGISTERED-PRINCIPAL REGISTER	
Jan. 08, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	70138
Jan. 08, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 07, 2008	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 05, 2007	USE AMENDMENT FILED	66154
Dec. 05, 2007	TEAS STATEMENT OF USE RECEIVED	
Jun. 05, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 13, 2007	PUBLISHED FOR OPPOSITION	
Feb. 21, 2007	NOTICE OF PUBLICATION	
Jan. 26, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jan. 26, 2007	ASSIGNED TO LIE	70138
Dec. 26, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 26, 2006	EXAMINERS AMENDMENT MAILED	
Dec. 26, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 26, 2006	EXAMINERS AMENDMENT -WRITTEN	81112
Dec. 22, 2006	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 22, 2006	ASSIGNED TO EXAMINER	81112
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 26, 2006	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
May 02, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Apr. 21, 2006	ASSIGNED TO LIE	76243
Apr. 19, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 18, 2006	EXAMINERS AMENDMENT MAILED	

Apr. 18, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 18, 2006	EXAMINERS AMENDMENT -WRITTEN	81112
Apr. 18, 2006	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Apr. 10, 2006	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Mar. 17, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Mar. 10, 2006	ASSIGNED TO LIE	65864
Mar. 08, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 08, 2006	EXAMINER'S AMENDMENT ENTERED	76243
Mar. 03, 2006	EXAMINERS AMENDMENT MAILED	
Mar. 02, 2006	EXAMINERS AMENDMENT -WRITTEN	81112
Feb. 23, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	78413
Feb. 15, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	78413
Feb. 15, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 12, 2005	NON-FINAL ACTION MAILED	
Sep. 12, 2005	NON-FINAL ACTION WRITTEN	81112
Sep. 07, 2005	ASSIGNED TO EXAMINER	81112
Feb. 18, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jan. 08, 2008

Assignment Abstract of Title Information

Summary

Total Assignments: 3 **Registrant:** DIRECTV, Inc.

Assignment 1 of 3

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3340/0487 **Pages:** 6

Date Recorded: Jun. 29, 2006

Supporting Documents: [assignment-tm-3340-0487.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
NY1-503-04-03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27560

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 4471/0159 **Pages:** 7
Date Recorded: Feb. 08, 2011
Supporting Documents: [assignment-tm-4471-0159.pdf](#)

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
State or Country

Legal Entity Type: CORPORATION **Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 3,317,113

Registered Oct. 23, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

OWNER OF U.S. REG. NOS. 1,872,038, 2,698,197
AND OTHERS.

FOR: SATELLITE TELEVISION TRANSMISSION
AND BROADCASTING SERVICES; PAY-PER-VIEW
TELEVISION TRANSMISSION SERVICES; ON-DE-
MAND TELEVISION BROADCAST SERVICES, IN
CLASS 38 (U.S. CLS. 100, 101 AND 104).

THE MARK CONSISTS OF THE TRADEMARKS
DIRECTV AND WORLDDIRECT AND A CURVED
LINE.

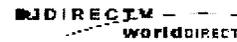
SER. NO. 78-514,250, FILED 11-10-2004.

FIRST USE 12-3-2004; IN COMMERCE 12-3-2004.

JOHN DWYER, EXAMINING ATTORNEY

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Mark: DIRECTV WORLDDIRECT



US Serial Number:	78514250	Application Filing Date:	Nov. 10, 2004
US Registration Number:	3317113	Registration Date:	Oct. 23, 2007
Register:	Principal		
Mark Type:	Service Mark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Oct. 23, 2007		
Publication Date:	Aug. 07, 2007		

Mark Information

Mark Literal Elements:	DIRECTV WORLDDIRECT
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of the trademarks DIRECTV and WORLDDIRECT and a curved line.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Lines, curved;Curved line(s), band(s) or bar(s);Bands, curved;Bars, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2618102,2698197,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: SATELLITE TELEVISION TRANSMISSION AND BROADCASTING SERVICES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; ON-DEMAND TELEVISION BROADCAST SERVICES

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 03, 2004 **Use in Commerce:** Dec. 03, 2004

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens **Docket Number:** 93483-1

Correspondent

Correspondent Name/Address: NANCY V STEPHENS
FOSTER PEPPER & SHEFELMAN
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3299
UNITED STATES

Phone: 206/447-8925

Fax: 206/749-2006

Correspondent e-mail: stepn@foster.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 23, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 07, 2007	PUBLISHED FOR OPPOSITION	
Jul. 18, 2007	NOTICE OF PUBLICATION	
Jun. 29, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629
Jun. 22, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 21, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	70629
Jun. 21, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	70629
Jun. 20, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 31, 2007	LETTER OF SUSPENSION MAILED	
Jan. 30, 2007	SUSPENSION LETTER WRITTEN	76081
Jan. 30, 2007	USE AMENDMENT ACCEPTED	76081
Jan. 18, 2007	AMENDMENT TO USE PROCESSING COMPLETE	70629
Dec. 19, 2006	USE AMENDMENT FILED	70629
Jan. 18, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	70629

Dec. 19, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	70629
Jan. 18, 2007	ASSIGNED TO LIE	70629
Dec. 19, 2006	TEAS AMENDMENT OF USE RECEIVED	
Dec. 19, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 21, 2006	NON-FINAL ACTION MAILED	
Nov. 20, 2006	NON-FINAL ACTION WRITTEN	76081
Nov. 13, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	68171
Nov. 07, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Nov. 07, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 07, 2006	PETITION TO REVIVE-GRANTED	88888
Nov. 07, 2006	TEAS PETITION TO REVIVE RECEIVED	
Oct. 23, 2006	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Oct. 23, 2006	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Mar. 27, 2006	INQUIRY AS TO SUSPENSION MAILED	
Mar. 26, 2006	SUSPENSION INQUIRY WRITTEN	76081
Mar. 23, 2006	LIE CHECKED SUSP - TO ATTY FOR ACTION	78145
Sep. 23, 2005	LETTER OF SUSPENSION MAILED	
Sep. 22, 2005	SUSPENSION LETTER WRITTEN	76081
Sep. 22, 2005	TEAS/EMAIL CORRESPONDENCE ENTERED	73793
Sep. 19, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	73793
Sep. 19, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 17, 2005	NON-FINAL ACTION MAILED	
Jun. 17, 2005	NON-FINAL ACTION WRITTEN	76081
Jun. 10, 2005	ASSIGNED TO EXAMINER	76081
Nov. 15, 2004	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Oct. 23, 2007

Assignment Abstract of Title Information

Summary

Total Assignments: 1 **Registrant:** DIRECTV, Inc.

Assignment 1 of 1

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI
Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 41

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

Reg. No. 3,225,656

United States Patent and Trademark Office

Registered Apr. 3, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

DIRECTV
worldDIRECT

DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: TELEVISION PROGRAMMING AND PRODUCTION SERVICES, MULTI-LANGUAGE TELEVISION PROGRAMMING SERVICES, PROVIDING ON-LINE AND VIA TELEVISION SCHEDULES AND LISTS OF PROGRAMMING INFORMATION AND PROGRAMMING GUIDES; PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DA-

TABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-3-2004; IN COMMERCE 12-3-2004.

SN 78-514,253, FILED 11-10-2004.

JOHN DWYER, EXAMINING ATTORNEY

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Mark: DIRECTV WORLDDIRECT



US Serial Number: 78514253

Application Filing Date: Nov. 10, 2004

US Registration Number: 3225656

Registration Date: Apr. 03, 2007

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 03, 2007

Publication Date: Sep. 27, 2005

Notice of Allowance Date: Dec. 20, 2005

Mark Information

Mark Literal Elements: DIRECTV WORLDDIRECT

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 26.11.21 - Rectangles that are completely or partially shaded
26.17.09 - Lines, curved;Curved line(s), band(s) or bar(s);Bands, curved;Bars, curved

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

TELEVISION PROGRAMMING AND PRODUCTION SERVICES, MULTI-

For: LANGUAGE TELEVISION PROGRAMMING SERVICES, PROVIDING ON-LINE AND VIA TELEVISION SCHEDULES AND LISTS OF PROGRAMMING INFORMATION AND PROGRAMMING GUIDES; PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Dec. 03, 2004 **Use in Commerce:** Dec. 03, 2004

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens

Docket Number: 93483-1

Correspondent

**Correspondent
Name/Address:**

NANCY V STEPHENS
FOSTER PEPPER & SHEFELMAN
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101-3299
UNITED STATES

Phone: 206/447-8925

Fax: 206/749-2006

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 03, 2007	REGISTERED-PRINCIPAL REGISTER	
Feb. 12, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	76537
Feb. 10, 2007	ASSIGNED TO LIE	76537
Jan. 09, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 08, 2007	STATEMENT OF USE PROCESSING COMPLETE	64657
Nov. 07, 2006	USE AMENDMENT FILED	64657
Nov. 07, 2006	TEAS STATEMENT OF USE RECEIVED	
Jul. 17, 2006	EXTENSION 1 GRANTED	64657
Jun. 20, 2006	EXTENSION 1 FILED	64657
Jun. 20, 2006	TEAS EXTENSION RECEIVED	
Dec. 20, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 27, 2005	PUBLISHED FOR OPPOSITION	
Sep. 07, 2005	NOTICE OF PUBLICATION	
Jun. 29, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Jun. 24, 2005	ASSIGNED TO LIE	78145
Jun. 20, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 20, 2005	EXAMINER'S AMENDMENT MAILED	
Jun. 17, 2005	EXAMINERS AMENDMENT -WRITTEN	76081

Jun. 10, 2005 ASSIGNED TO EXAMINER

76081

Nov. 15, 2004 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION
Date in Location: Feb. 26, 2007

Assignment Abstract of Title Information

Summary

Total Assignments: 1
Registrant: DIRECTV, Inc.

Assignment 1 of 1

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY

Address: EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 3,051,286

Registered Jan. 24, 2006

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 902450956

FOR: SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, ELECTRONIC MAIL SERVICES, ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; VIDEO BROADCASTING AND MESSAGING SERVICES, VIDEO-ON-DEMAND TRANSMISSION SERVICES,

PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK, RENTAL OF SATELLITE BROADCASTING EQUIPMENT, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924, AND OTHERS.

SN 76-342,841, FILED 11-28-2001.

SEAN CROWLEY, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 11:37:26 EST

Mark: DIRECTV



US Serial Number:	76342841	Application Filing Date:	Nov. 28, 2001
US Registration Number:	3051286	Registration Date:	Jan. 24, 2006
Register:	Principal		
Mark Type:	Service Mark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Mar. 13, 2012		
Publication Date:	Jan. 25, 2005	Notice of Allowance Date:	Apr. 19, 2005

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single 26.03.03 - Incomplete ovals;Ovals, incomplete 26.11.03 - Rectangles (incomplete);Incomplete rectangles 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s);Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Satellite television broadcasting services, broadcasting programs via a global computer network, electronic mail services, electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; video broadcasting and messaging services, video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY

Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY
COMPANY

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Correspondent e-mail: trademarks@directv.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 13, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 13, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Mar. 10, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jan. 24, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jan. 18, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 24, 2006	REGISTERED-PRINCIPAL REGISTER	
Dec. 12, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	78145
Dec. 09, 2005	ASSIGNED TO LIE	78145

Dec. 02, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 30, 2005	ASSIGNED TO EXAMINER	81853
Oct. 28, 2005	STATEMENT OF USE PROCESSING COMPLETE	71280
Oct. 17, 2005	USE AMENDMENT FILED	71280
Oct. 17, 2005	TEAS STATEMENT OF USE RECEIVED	
Apr. 19, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 25, 2005	PUBLISHED FOR OPPOSITION	
Jan. 05, 2005	NOTICE OF PUBLICATION	
Nov. 19, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Nov. 19, 2004	ASSIGNED TO LIE	65864
Nov. 02, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 12, 2004	AMENDMENT FROM APPLICANT ENTERED	68171
Oct. 06, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Oct. 06, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 16, 2004	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70138
Jun. 06, 2003	CASE FILE IN TICRS	
Jun. 06, 2003	CASE FILE IN TICRS	
Jun. 06, 2003	CASE FILE IN TICRS	
Apr. 01, 2002	LETTER OF SUSPENSION E-MAILED	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Mar. 13, 2012

Assignment Abstract of Title Information

Summary

**Total
Assignments:**

6

Registrant: DIRECTV, Inc.

Assignment 1 of 6

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728

Pages: 9

Date Recorded: Mar. 13, 2003

**Supporting
Documents:** assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC.

Execution Date: Mar. 06, 2003

Legal Entity Type: CORPORATION

**State or Country
Where
Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS

Legal Entity Type: COLLATERAL AGENT

**State or Country
Where
Organized:** No Place Where Organized
Found

Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

**Correspondent
Name:** WHITE & CASE LLP

**Correspondent
Address:** HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 6

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3095/0667 Pages: 6
Date Recorded: Jun. 02, 2005
Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. Execution Date: Apr. 13, 2005
Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION State or Country Where Organized: UNITED STATES
Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 6

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 3099/0901 Pages: 4
Date Recorded: Jun. 09, 2005
Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS, AS COLLATERAL AGENT Execution Date: Apr. 13, 2005
Legal Entity Type: CORPORATION State or Country Where Organized: No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 6

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 6

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4697/0775 **Pages:** 9
Date Recorded: Jan. 12, 2012
Supporting Documents: assignment-tm-4697-0775.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC **State or Country Where Organized:** CALIFORNIA
Legal Entity Type: LIMITED LIABILITY COMPANY
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI
Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Assignment 6 of 6

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 9

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

Reg. No. 3,051,285

United States Patent and Trademark Office

Registered Jan. 24, 2006

**TRADEMARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 902450956

FOR: TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, VIDEO PROJECTORS, AND VIDEO MONITORS, ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO

DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, ELECTRICAL SWITCHES, ENCODERS, DECODERS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, CABLES, CONNECTORS AND FITTINGS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-1-1998; IN COMMERCE 10-1-1998.

OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924, AND OTHERS.

SN 76-342,834, FILED 11-28-2001.

SEAN CROWLEY, EXAMINING ATTORNEY

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Mark: DIRECTV



US Serial Number:	76342834	Application Filing Date:	Nov. 28, 2001
US Registration Number:	3051285	Registration Date:	Jan. 24, 2006
Register:	Principal		
Mark Type:	Trademark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Mar. 09, 2012		
Publication Date:	Jan. 25, 2005	Notice of Allowance Date:	Apr. 19, 2005

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single 26.03.03 - Incomplete ovals;Ovals, incomplete 26.11.03 - Rectangles (incomplete);Incomplete rectangles 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s);Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry

International Class:	009 - Primary Class	U.S Class:	021, 023, 026, 036, 038
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Oct. 01, 1998	Use in Commerce:	Oct. 01, 1998

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Correspondent e-mail: trademarks@directv.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 09, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 09, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Mar. 09, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jan. 23, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jan. 18, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	

Jan. 24, 2006	REGISTERED-PRINCIPAL REGISTER	
Dec. 12, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	78145
Dec. 09, 2005	ASSIGNED TO LIE	78145
Dec. 02, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 30, 2005	ASSIGNED TO EXAMINER	81853
Oct. 27, 2005	STATEMENT OF USE PROCESSING COMPLETE	64657
Oct. 17, 2005	USE AMENDMENT FILED	64657
Oct. 17, 2005	TEAS STATEMENT OF USE RECEIVED	
Apr. 19, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 25, 2005	PUBLISHED FOR OPPOSITION	
Jan. 05, 2005	NOTICE OF PUBLICATION	
Nov. 19, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Nov. 19, 2004	ASSIGNED TO LIE	65864
Nov. 19, 2004	ASSIGNED TO LIE	65864
Nov. 02, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 12, 2004	AMENDMENT FROM APPLICANT ENTERED	68171
Oct. 06, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Oct. 06, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 16, 2004	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70138
Jun. 06, 2003	CASE FILE IN TICRS	
Jun. 06, 2003	CASE FILE IN TICRS	
Jun. 06, 2003	CASE FILE IN TICRS	
Apr. 01, 2002	LETTER OF SUSPENSION E-MAILED	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of

Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116 **Date in Location:** Mar. 09, 2012

Assignment Abstract of Title Information

Summary

Total Assignments: 6 **Registrant:** DIRECTV, Inc.

Assignment 1 of 6

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728 **Pages:** 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS

Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found

Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
HELEN BRUNO

**Correspondent
Address:** 1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 6

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3095/0667 **Pages:** 6

Date Recorded: Jun. 02, 2005

**Supporting
Documents:** assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country
Where
Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING
ASSOCIATION **State or Country
Where
Organized:** UNITED STATES
Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

**Correspondent
Name:** MOORE & VAN ALLEN PLLC
**Correspondent
Address:** 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 6

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

**Supporting
Documents:** assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 6

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 6

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4697/0775 **Pages:** 9
Date Recorded: Jan. 12, 2012
Supporting Documents: assignment-tm-4697-0775.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI
Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Assignment 6 of 6

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI
Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,939,061

Registered Apr. 12, 2005

TRADEMARK
PRINCIPAL REGISTER



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, DECODER BOXES, SATELLITE DISHES; REMOTE CONTROLLERS; VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS AND VIDEO MONITORS, ANTENNAS, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, AND ACCESSORIES, NAME-

LY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY, DECORATIVE REFRIGERATOR MAGNETS, CALCULATORS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-1-1998; IN COMMERCE 10-1-1998.

OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924 AND OTHERS.

SER. NO. 76-340,810, FILED 11-21-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 12:48:54 EST

Mark: DIRECTV



US Serial Number:	76340810	Application Filing Date:	Nov. 21, 2001
US Registration Number:	2939061	Registration Date:	Apr. 12, 2005
Register:	Principal		
Mark Type:	Trademark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	May 07, 2011		
Publication Date:	Jan. 18, 2005		

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single 26.03.03 - Incomplete ovals;Ovals, incomplete 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s);Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Telecommunications products, namely, receivers, receiver modules, decoder boxes, satellite dishes; remote controllers; video display devices, namely, television sets and video monitors, antennas, computer controlling hardware and software for use in the aforementioned goods, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry, decorative refrigerator magnets, calculators

International Class: 009 - Primary Class **U.S Class:** 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 1998 **Use in Commerce:** Oct. 01, 1998

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

2230 EAST IMPERIAL HWY

Owner Address: EL SEGUNDO, CALIFORNIA 90245

UNITED STATES

**Legal Entity
Type:**

LIMITED LIABILITY
COMPANY

**State or Country
Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

**Correspondent
Name/Address:** Takehiko Suzuki
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: (310) 662-9931

**Correspondent e-
mail:** tsuzuki@directv.com

**Correspondent e-
mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 07, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Apr. 30, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Apr. 13, 2011	TEAS SECTION 8 & 15 RECEIVED	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Apr. 12, 2005	REGISTERED-PRINCIPAL REGISTER	
Jan. 18, 2005	PUBLISHED FOR OPPOSITION	
Dec. 29, 2004	NOTICE OF PUBLICATION	
Nov. 19, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Nov. 19, 2004	ASSIGNED TO LIE	65864
Nov. 02, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	

Oct. 12, 2004	TEAS/EMAIL CORRESPONDENCE ENTERED	68171
Oct. 06, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Oct. 06, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 16, 2004	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70138
Jun. 06, 2003	CASE FILE IN TICRS	
Jun. 06, 2003	CASE FILE IN TICRS	
Apr. 01, 2002	LETTER OF SUSPENSION E-MAILED	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116 **Date in Location:** May 07, 2011

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728

Pages: 9

Date Recorded: Mar. 13, 2003

Supporting Documents: [assignment-tm-2692-0728.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: [assignment-tm-3095-0667.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159

Pages: 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121

Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,820,253

Registered Mar. 2, 2004

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 902450956

FIRST USE 10-0-2000; IN COMMERCE 10-0-2000.

FOR: COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING ONLINE DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS, IN CLASS 42 (U.S. CLS. 100 AND 101).

OWNER OF U.S. REG. NOS. 1,872,038, 2,601,497, AND OTHERS.

SN 76-342,804, FILED 11-28-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

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Mark: DIRECTV



US Serial Number:	76342804	Application Filing Date:	Nov. 28, 2001
US Registration Number:	2820253	Registration Date:	Mar. 02, 2004
Register:	Principal		
Mark Type:	Service Mark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Mar. 17, 2010		
Publication Date:	Jun. 18, 2002	Notice of Allowance Date:	Sep. 10, 2002

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single 26.03.01 - Ovals as carriers and single line borders 26.11.03 - Rectangles (incomplete);Incomplete rectangles 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Curved line(s), band(s) or bar(s);Bands, curved;Bars, curved;Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,2601497,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Computer data information services, namely, providing online databases featuring general and local news and information to specific geographic areas

International Class: 042 - Primary Class **U.S Class:** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2000 **Use in Commerce:** Oct. 2000

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

2230 EAST IMPERIAL HWY

Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
DIRECTV, Inc.
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 17, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Mar. 17, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Mar. 01, 2010	TEAS SECTION 8 & 15 RECEIVED	
Mar. 01, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 01, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 02, 2004	REGISTERED-PRINCIPAL REGISTER	
Jan. 07, 2004	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 15, 2003	ASSIGNED TO EXAMINER	76145
Nov. 18, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 18, 2003	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 20, 2003	NON-FINAL ACTION MAILED	
May 14, 2003	CASE FILE IN TICRS	
Feb. 19, 2003	STATEMENT OF USE PROCESSING COMPLETE	

Feb. 19, 2003	USE AMENDMENT FILED	
Feb. 19, 2003	PAPER RECEIVED	
Sep. 10, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 18, 2002	PUBLISHED FOR OPPOSITION	
May 29, 2002	NOTICE OF PUBLICATION	
Apr. 01, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116 **Date in Location:** Mar. 17, 2010

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728

Pages: 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES
Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159

Pages: 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. Execution Date: Feb. 07, 2011

Legal Entity Type: N.A. State or Country Where Organized: UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121

Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Assignee

Name: DIRECTV, LLC

LIMITED LIABILITY State or Country CALIFORNIA

Legal Entity Type: COMPANY

**Where
Organized:**

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 41

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

Reg. No. 2,740,757

United States Patent and Trademark Office

Registered July 22, 2003

**SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 902450956

FOR: TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION

ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924, AND OTHERS.

SN 76-342,844, FILED 11-28-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

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Mark: DIRECTV



US Serial Number:	76342844	Application Filing Date:	Nov. 28, 2001
US Registration Number:	2740757	Registration Date:	Jul. 22, 2003
Register:	Principal		
Mark Type:	Service Mark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Oct. 24, 2008		
Publication Date:	Sep. 03, 2002	Notice of Allowance Date:	Nov. 26, 2002

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single 26.03.03 - Incomplete ovals;Ovals, incomplete 26.11.03 - Rectangles (incomplete);Incomplete rectangles 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s);Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924, and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others

International Class:	041 - Primary Class	U.S Class:	100, 101, 107
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jun. 17, 1994	Use in Commerce:	Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245

UNITED STATES

**Legal Entity
Type:**

LIMITED LIABILITY
COMPANY

**State or Country
Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens **Docket Number:** 93483-1-17-9

Correspondent

**Correspondent
Name/Address:** Nancy V. Stephens
Foster Pepper PLLC
1111 Third Avenue, STE 3400
Seattle, WASHINGTON 98101
UNITED STATES

Phone: 206-447-8925

Fax: 206-447-2006

**Correspondent e-
mail:** stepn@foster.com

**Correspondent e-
mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 24, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70619
Oct. 24, 2008	ASSIGNED TO PARALEGAL	70619
Oct. 13, 2008	TEAS SECTION 8 & 15 RECEIVED	
Jul. 22, 2003	REGISTERED-PRINCIPAL REGISTER	
May 29, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 27, 2003	CASE FILE IN TICRS	
May 21, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 18, 2003	USE AMENDMENT FILED	
Apr. 18, 2003	TEAS STATEMENT OF USE RECEIVED	

Nov. 26, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 03, 2002	PUBLISHED FOR OPPOSITION	
Aug. 14, 2002	NOTICE OF PUBLICATION	
Jun. 11, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 11, 2002	EXAMINERS AMENDMENT E-MAILED	
Jun. 07, 2002	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Apr. 01, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Oct. 24, 2008

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728 **Pages:** 9

Date Recorded: Mar. 13, 2003

Supporting Documents: [assignment-tm-2692-0728.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: [assignment-tm-3095-0667.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,738,513

Registered July 15, 2003

**TRADEMARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 902450956

FIRST USE 10-0-2000; IN COMMERCE 10-0-2000.

FOR: CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR, WRIST BANDS , IN CLASS 25 (U.S. CLS. 22 AND 39).

OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924, AND OTHERS.

SN 76-342,848, FILED 11-28-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

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Mark: DIRECTV



US Serial Number:	76342848	Application Filing Date:	Nov. 28, 2001
US Registration Number:	2738513	Registration Date:	Jul. 15, 2003
Register:	Principal		
Mark Type:	Trademark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Jan. 29, 2009		
Publication Date:	Jun. 18, 2002	Notice of Allowance Date:	Sep. 10, 2002

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single 26.11.03 - Rectangles (incomplete);Incomplete rectangles 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Curved line(s), band(s) or bar(s);Bands, curved;Bars, curved;Lines, curved

Related Properties Information

Claimed Ownership 1872038,2525509,2549924,and others

of US Registrations: _____

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, hats, sweaters, sweat pants, sleepwear, shorts, rainwear [, wrist bands]

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2000 **Use in Commerce:** Oct. 2000

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens

Correspondent

Correspondent Name/Address: Nancy V. Stephens
Foster Pepper PLLC
111 Third Ave., STE 3400
Seattle, WASHINGTON 98101
UNITED STATES

Phone: 206-447-8925

Fax: 206-749-2006

Correspondent e-mail: stepn@foster.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 20, 2009	UNDELIVERABLE MAIL - NO ACTION TAKEN	99888
Jan. 29, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Jan. 12, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jul. 15, 2003	REGISTERED-PRINCIPAL REGISTER	
Jun. 16, 2003	PAPER RECEIVED	
May 09, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 07, 2003	CASE FILE IN TICRS	
Apr. 18, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Feb. 24, 2003	USE AMENDMENT FILED	
Feb. 24, 2003	PAPER RECEIVED	
Oct. 01, 2002	PAPER RECEIVED	

Sep. 10, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 18, 2002	PUBLISHED FOR OPPOSITION	
May 29, 2002	NOTICE OF PUBLICATION	
Apr. 01, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Jan. 29, 2009

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728 **Pages:** 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003

Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 3099/0901 **Pages:** 4
Date Recorded: Jun. 09, 2005
Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT
Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 4471/0159 **Pages:** 7
Date Recorded: Feb. 08, 2011

Supporting Documents: [assignment-tm-4471-0159.pdf](#)

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA
Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: [assignment-tm-4742-0121.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY

EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cls.: 9, 16, 38 and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, 104 and 107

Reg. No. 2,715,585

United States Patent and Trademark Office

Registered May 13, 2003

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, VIDEO PROJECTORS, AND VIDEO MONITORS, ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, ELECTRICAL SWITCHES, ENCODERS, DECODERS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, CABLES, CONNECTORS AND FITTINGS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-1-1998; IN COMMERCE 10-1-1998.

FOR: CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH

DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, MAGAZINES, BROCHURES, BOOKS, AND PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, WRITING PAPER, BINDERS, POSTERS, NOTE PADS, PENS, PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS, DECALS, DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS, PAPER NAPKINS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-17-1994; IN COMMERCE 10-1-1998.

FOR: SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, ELECTRONIC MAIL SERVICES, ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; VIDEO BROADCASTING AND MESSAGING SERVICES, VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK, RENTAL OF SATELLITE BROADCASTING EQUIPMENT, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-17-1994; IN COMMERCE 10-1-1998.

FOR: TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF

TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS; COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS; PROVIDING ON-LINE NEWS IN THE NATURE OF CURRENT

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

FIRST USE 6-17-1994; IN COMMERCE 10-1-1998.

OWNER OF U.S. REG. NOS. 2,372,271 AND 2,525,509.

THE DRAWING IS LINED FOR THE COLOR BLUE.

SER. NO. 76-427,432, FILED 7-3-2002.

MICHAEL BAIRD, EXAMINING ATTORNEY

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Mark: D



US Serial Number:	76427432	Application Filing Date:	Jul. 03, 2002
US Registration Number:	2715585	Registration Date:	May 13, 2003
Register:	Principal		
Mark Type:	Trademark, Service Mark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Feb. 03, 2009		
Publication Date:	Feb. 18, 2003		

Mark Information

Mark Literal Elements:	D
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Lining and Stippling Statement:	The drawing is lined for the color Blue.
Design Search Code(s):	26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 2372271,2525509

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily comprised of a receiver and circuitry, computer controlling hardware and software for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders, and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry

International Class: 009 - Primary Class **U.S Class:** 021, 023, 026, 036, 038
Class Status: ACTIVE
Basis: 1(a)
First Use: Oct. 01, 1998 **Use in Commerce:** Oct. 01, 1998

For: Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, [books,] and printed programming guides in the field of direct-to-home satellite services, writing paper, [binders,] posters, note pads, pens, pencils, address books, [appointment books,] book marks, [stationery boxes,] calendars, [gift cards,] decals, desk sets, diaries, stationery-type portfolios, [bumper stickers,] paper napkins

International Class: 016 - Primary Class **U.S Class:** 002, 005, 022, 023, 029, 037, 038, 050
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 17, 1994 **Use in Commerce:** Oct. 01, 1998

For: Satellite television broadcasting services, broadcasting programs via a global computer network, providing and processing interactive access to information via an electronic communication network, [electronic mail services,] electronic transmission of messages and data, pay-per-view transmission services, delivery of messages by electronic transmission; [video broadcasting and messaging services,] video-on-demand transmission services, providing multiple user access to a global computer information network, rental of satellite broadcasting equipment

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 17, 1994 **Use in Commerce:** Oct. 01, 1998

For: Television programming and production services, programming on a global computer network, distribution of television programs for others, providing on-line interactive computer databases of information in the fields of entertainment news, current events, sports, and providing on-line interactive computer databases of information on satellite television programming lists and schedules of others; computer data information services, namely, providing databases featuring general and local news and information to specific geographic areas; providing on-line news in the nature of current events reporting

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 17, 1994 **Use in Commerce:** Oct. 01, 1998

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Nancy V. Stephens
Docket Number: 93483-1-10

Correspondent

Correspondent Name/Address: Nancy V. Stephens
FOSTER PEPPER PLLC
TRADEMARK DEPARTMENT
1111 THIRD AVENUE, SUITE 3400
SEATTLE, WASHINGTON 98101
UNITED STATES

Phone: (206) 447-8925
Fax: (206) 749-2006

Correspondent e-mail: stepn@foster.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 18, 2009	CASE FILE IN TICRS	
Feb. 03, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74886
Jan. 22, 2009	ASSIGNED TO PARALEGAL	74886
Jan. 14, 2009	TEAS SECTION 8 & 15 RECEIVED	
May 13, 2003	REGISTERED-PRINCIPAL REGISTER	

Feb. 18, 2003	PUBLISHED FOR OPPOSITION	
Jan. 29, 2003	NOTICE OF PUBLICATION	
Dec. 20, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 10, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 13, 2002	NON-FINAL ACTION MAILED	
Nov. 06, 2002	ASSIGNED TO EXAMINER	76145
Nov. 04, 2002	ASSIGNED TO EXAMINER	76585

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND **Date in Location:** Feb. 18, 2009

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728 **Pages:** 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003

Legal Entity Type: CORPORATION **State or Country Where:** DELAWARE

Organized:

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS

Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found

Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP

Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3095/0667 **Pages:** 6

Date Recorded: Jun. 02, 2005

Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

**Correspondent
Address:** 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

**Supporting
Documents:** assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country
Where
Organized:** No Place Where Organized
Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country
Where
Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** MOORE & VAN ALLEN PLLC

**Correspondent
Address:** 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

**Supporting
Documents:** assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA
Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 2,639,279

Registered Oct. 22, 2002

**SERVICE MARK
PRINCIPAL REGISTER**



**DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245**

**FOR: SATELLITE TELEVISION TRANSMISSION
AND BROADCASTING SERVICES; PAY-PER-VIEW
TELEVISION TRANSMISSION SERVICES, IN CLASS
38 (U.S. CLS. 100, 101 AND 104).**

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

**OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924
AND OTHERS.**

SER. NO. 76-341,049, FILED 11-21-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 11:53:06 EST

Mark: DIRECTV



US Serial Number:	76341049	Application Filing Date:	Nov. 21, 2001
US Registration Number:	2639279	Registration Date:	Oct. 22, 2002
Register:	Principal		
Mark Type:	Service Mark		
Status:	The registration has been renewed.		
Status Date:	Nov. 02, 2012		
Publication Date:	Jul. 30, 2002		

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	26.11.03 - Incomplete rectangles;Rectangles (incomplete) 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Curved line(s), band(s) or bar(s);Bars, curved;Lines, curved;Bands, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Satellite television transmission and broadcasting services; pay-per-view television transmission services

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: 206-447-8925

Correspondent e-mail: tsuzuki@directv.com; trademarks@directv.com; segibbons@directv.com; dasklar@directv.com

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 02, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 02, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Nov. 02, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Nov. 02, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Oct. 09, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 13, 2011	NOTICE OF SUIT	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	
Nov. 06, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70619

Supporting Documents: [assignment-tm-2692-0728.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: [assignment-tm-3095-0667.pdf](#)

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159

Pages: 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121

Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,628,178

Registered Oct. 1, 2002

**TRADEMARK
PRINCIPAL REGISTER**



**DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245**

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

**OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924
AND OTHERS.**

**FOR: CLOTHING, NAMELY, SHIRTS, GOLF
SHIRTS, JACKETS, WIND-RESISTANT JACKETS,
SWEATSHIRTS, T-SHIRTS, CAPS, AND HATS, IN
CLASS 25 (U.S. CLS. 22 AND 39).**

SER. NO. 76-341,195, FILED 11-21-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

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Mark: DIRECTV



US Serial Number:	76341195	Application Filing Date:	Nov. 21, 2001
US Registration Number:	2628178	Registration Date:	Oct. 01, 2002
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Sep. 28, 2012		
Publication Date:	Jul. 09, 2002		

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark. 01.15.12 - Cyclones;Tornadoes;Whirlpools 01.15.13 - Ripple (single wave);Waves, single
Design Search Code(s):	26.09.21 - Squares that are completely or partially shaded 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved;Bars, curved;Curved line(s), band(s) or bar(s);Lines, curved

Related Properties Information

Claimed Ownership

of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Highway
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: 206-447-8925

Correspondent e-mail: trademarks@directv.com;tsuzuki@directv.com;dasklar@directv.com;segibbons@direct

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 28, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 28, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69471
Sep. 28, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	69471
Sep. 28, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Sep. 12, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Dec. 05, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67603
Oct. 06, 2008	ASSIGNED TO PARALEGAL	67603
Oct. 01, 2008	TEAS SECTION 8 & 15 RECEIVED	

Jun. 10, 2008	CASE FILE IN TICRS	
Oct. 01, 2002	REGISTERED-PRINCIPAL REGISTER	
Jul. 09, 2002	PUBLISHED FOR OPPOSITION	
Jun. 19, 2002	NOTICE OF PUBLICATION	
Apr. 01, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Mar. 26, 2002	ASSIGNED TO EXAMINER	76145
Mar. 22, 2002	ASSIGNED TO EXAMINER	77764
Jan. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 01, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Sep. 28, 2012

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, INC.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728 **Pages:** 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES
Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03

NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159

Pages: 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. Execution Date: Feb. 07, 2011

Legal Entity Type: N.A. State or Country Where Organized: UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121

Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION State or Country Where Organized: CALIFORNIA

Assignee

Name: DIRECTV, LLC

LIMITED LIABILITY State or Country

Legal Entity Type: COMPANY

**Where
Organized:**

CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 16

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

Reg. No. 2,618,103

United States Patent and Trademark Office

Registered Sep. 10, 2002

**TRADEMARK
PRINCIPAL REGISTER**



**DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245**

**FOR: CARDBOARD FLOOR DISPLAY UNITS
FOR MERCHANDISING PRODUCTS, INSTRU-
TION MANUALS FOR USE IN CONNECTION WITH
DIRECT-TO-HOME SATELLITE EQUIPMENT AND
SERVICES, MAGAZINES, BROCHURES, BOOKS,
AND PRINTED PROGRAMMING GUIDES IN THE
FIELD OF DIRECT-TO-HOME SATELLITE SER-
VICES, WRITING PAPER, BINDERS, POSTERS, NOTE
PADS, PENS, PENCILS, ADDRESS BOOKS, AP-
POINTMENT BOOKS, BOOK MARKS, STATION-**

**ERY BOXES, CALENDARS, GIFT CARDS, DECALS,
DESK SETS, DIARIES, STATIONERY-TYPE PORT-
FOLIOS, BUMPER STICKERS, PAPER NAPKINS, IN
CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).**

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

**OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924
AND OTHERS.**

SER. NO. 76-341,183, FILED 11-21-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 11:54:29 EST

Mark: DIRECTV



US Serial Number:	76341183	Application Filing Date:	Nov. 21, 2001
US Registration Number:	2618103	Registration Date:	Sep. 10, 2002
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Sep. 28, 2012		
Publication Date:	Jun. 18, 2002		

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	26.09.21 - Squares that are completely or partially shaded 26.17.09 - Lines, curved;Curved line(s), band(s) or bar(s);Bands, curved;Bars, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, [magazines,] brochures, [books,] and printed programming guides in the field of direct-to-home satellite services, writing paper, [binders,] posters, [note pads,] pens, [pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards,] decals, [desk sets, diaries, stationery-type portfolios, bumper stickers, paper napkins]

International Class:	016 - Primary Class	U.S Class:	002, 005, 022, 023, 029, 037, 038, 050
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jun. 17, 1994	Use in Commerce:	Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name:	DIRECTV, LLC		
	2230 EAST IMPERIAL HWY		
Owner Address:	EL SEGUNDO, CALIFORNIA 90245		
	UNITED STATES		
Legal Entity	LIMITED LIABILITY	State or Country	

Type: COMPANY

Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Highway
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: 206-447-8925

Correspondent e-mail: trademarks@directv.com;tsuzuki@directv.com;dasklar@directv.com;segibbons@direct

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 28, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 28, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69471
Sep. 28, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	69471
Sep. 28, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Sep. 12, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Sep. 16, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159

Pages: 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121

Pages: 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cl.: 41

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

Reg. No. 2,618,102

United States Patent and Trademark Office

Registered Sep. 10, 2002

**SERVICE MARK
PRINCIPAL REGISTER**



**DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245**

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

**OWNER OF U.S. REG. NOS. 1,872,038, 2,549,924
AND OTHERS.**

**FOR: TELEVISION PROGRAMMING AND PRO-
DUCTION SERVICES; DISTRIBUTION OF TELEVI-
SION PROGRAMS FOR OTHERS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).**

SER. NO. 76-341,175, FILED 11-21-2001.

MICHAEL BAIRD, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 11:55:11 EST

Mark: DIRECTV



US Serial Number:	76341175	Application Filing Date:	Nov. 21, 2001
US Registration Number:	2618102	Registration Date:	Sep. 10, 2002
Register:	Principal		
Mark Type:	Service Mark		
Status:	The registration has been renewed.		
Status Date:	Sep. 28, 2012		
Publication Date:	Jun. 18, 2002		

Mark Information

Mark Literal Elements:	DIRECTV
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	26.09.21 - Squares that are completely or partially shaded 26.17.09 - Lines, curved;Curved line(s), band(s) or bar(s);Bands, curved;Bars, curved

Related Properties Information

Claimed Ownership of US Registrations: 1872038,2525509,2549924,and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Television programming and production services; distribution of television programs for others

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Docket Number: 93483-1-17-5

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Highway
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: 206-447-8925

Fax: 206-749-2006

Correspondent e-mail: trademarks@directv.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 28, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 28, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Sep. 28, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	71378
Sep. 28, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Sep. 12, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Sep. 16, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	59807
Sep. 12, 2008	ASSIGNED TO PARALEGAL	59807
Sep. 10, 2008	TEAS SECTION 8 & 15 RECEIVED	
Dec. 03, 2007	CASE FILE IN TICRS	
Sep. 10, 2002	REGISTERED-PRINCIPAL REGISTER	
Jun. 18, 2002	PUBLISHED FOR OPPOSITION	

May 29, 2002	NOTICE OF PUBLICATION	
Apr. 01, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2002	EXAMINERS AMENDMENT E-MAILED	
Dec. 18, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 06, 2002	ASSIGNED TO EXAMINER	76145
Feb. 06, 2002	ASSIGNED TO EXAMINER	78353

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Sep. 10, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Sep. 28, 2012

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST
Reel/Frame: 2692/0728 **Pages:** 9
Date Recorded: Mar. 13, 2003
Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where:** DELAWARE

Organized:

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS

Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found

Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP

Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3095/0667 **Pages:** 6

Date Recorded: Jun. 02, 2005

Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

**Correspondent
Address:** 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 3099/0901 **Pages:** 4
Date Recorded: Jun. 09, 2005
Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 4471/0159 **Pages:** 7
Date Recorded: Feb. 08, 2011
Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA
Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL
Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012
Reel/Frame: 4742/0121 **Pages:** 14
Date Recorded: Mar. 23, 2012
Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA
Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** TAKEHIKO SUZUKI

**Correspondent
Address:** 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cls.: 9, 16, 25, 35, 38, 41, and 42

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,
50, 100, 101, 102, 104, and 107

Reg. No. 2,601,497

United States Patent and Trademark Office

Registered July 30, 2002

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, DATA PROCESSORS, INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, VIDEO PROJECTORS, AND VIDEO MONITORS, ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, ELECTRICAL SWITCHES, ENCODERS AND DECODERS FOR THE DISTRIBUTION OF VIDEO SIGNALS, AND ACCESSORIES, NAMELY, TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS, CABLES, CONNECTORS AND PARTS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

FOR: CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, MAGAZINES, BROCHURES, BOOKS, AND PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, WRITING PAPER, BINDERS, POSTERS, NOTE PADS, PENS, PENCILS, ADDRESS BOOKS, APPOINTMENT BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS, DECALS, DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

FOR: CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR, WRIST BANDS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

FOR: DATA PROCESSING; RETAIL STORE SERVICES, NAMELY, ON-LINE RETAIL STORE SERVICES FEATURING GENERAL MERCHANDISE; AND RETAIL STORE SERVICES, AVAILABLE THROUGH COMPUTER COMMUNICATIONS AND INTERACTIVE TELEVISIONS FEATURING GENERAL MERCHANDISE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

FOR: SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, ELECTRONIC MAIL SERVICES, ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; VIDEO BROADCASTING AND MESSAGING SERVICES, VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

FOR: TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF

ENTERTAINMENT NEWS, FINANCIAL NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

FOR: COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

OWNER OF U.S. REG. NO. 1,989,358.

THE MARK CONSISTS OF A STYLIZED LETTER "D" AND A CYCLONE WITHIN A RECTANGLE.

SN 75-600,012, FILED 12-4-1998.

SHARON MEIER, EXAMINING ATTORNEY

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Mark: D



US Serial Number:	75600012	Application Filing Date:	Dec. 04, 1998
US Registration Number:	2601497	Registration Date:	Jul. 30, 2002
Register:	Principal		
Mark Type:	Trademark, Service Mark		
Status:	The registration has been renewed.		
Status Date:	Sep. 28, 2012		
Publication Date:	May 02, 2000	Notice of Allowance Date:	Jul. 25, 2000

Mark Information

Mark Literal Elements:	D
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a stylized letter "D" and a cyclone within a rectangle.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.12 - Cyclones;Tornadoes;Whirlpools 26.11.02 - Plain single line rectangles;Rectangles (single line) 26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

Claimed Ownership

of US Registrations: 1989358

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: TELECOMMUNICATIONS PRODUCTS, NAMELY, RECEIVERS, RECEIVER MODULES, MODULATORS, TRANSMITTERS, MULTIPLEXERS, DECODER BOXES, [DATA PROCESSORS,] INTEGRATED CIRCUITS, SET-TOP BOXES PRIMARILY COMPRISED OF A RECEIVER AND CIRCUITRY, COMPUTER CONTROLLING HARDWARE AND SOFTWARE FOR USE IN THE AFOREMENTIONED GOODS, SATELLITE DISHES, REMOTE CONTROLLERS, VIDEO DISPLAY DEVICES, NAMELY, TELEVISION SETS, [VIDEO PROJECTORS, AND VIDEO MONITORS,] ANTENNAS, INSTALLATION KITS PRIMARILY COMPRISING CABLES, PHONE CORDS, CABLE TIES, CABLE CLIPS, GROUND WIRE, PHONE ADAPTERS, AND PARTS FOR THE AFORESAID GOODS, VIDEO DISTRIBUTION EQUIPMENT, NAMELY, AMPLIFIERS, PRE-AMPLIFIERS, BLOCK SIGNAL CONVERTERS, ROUTERS, [ELECTRICAL SWITCHES,] ENCODERS AND DECODERS FOR THE DISTRIBUTION OF VIDEO SIGNALS, AND ACCESSORIES, NAMELY, [TELEPHONE JACKS, CHIMNEY MOUNTS, SURGE PROTECTORS,] CABLES, CONNECTORS AND PARTS ALL FOR USE IN THE DIRECT-TO-HOME SATELLITE BROADCASTING INDUSTRY

International Class:	009 - Primary Class	U.S Class:	021, 023, 026, 036, 038
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Aug. 01, 2000	Use in Commerce:	Aug. 01, 2000

For: CARDBOARD FLOOR DISPLAY UNITS FOR MERCHANDISING PRODUCTS, INSTRUCTION MANUALS FOR USE IN CONNECTION WITH DIRECT-TO-HOME SATELLITE EQUIPMENT AND SERVICES, [MAGAZINES,] BROCHURES, [BOOKS, AND] PRINTED PROGRAMMING GUIDES IN THE FIELD OF DIRECT-TO-HOME SATELLITE SERVICES, [WRITING PAPER, BINDERS,] POSTERS, [NOTE PADS,] PENS, [PENCILS, ADDRESS BOOKS, APPOINTMENT

BOOKS, BOOK MARKS, STATIONERY BOXES, CALENDARS, GIFT CARDS,] DECALS, [DESK SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS, BUMPER STICKERS]

International Class: 016 - Primary Class **U.S Class:** 002, 005, 022, 023, 029, 037, 038, 050
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 01, 2000 **Use in Commerce:** Aug. 01, 2000

For: CLOTHING, NAMELY, SHIRTS, GOLF SHIRTS, JACKETS, WIND-RESISTANT JACKETS, SWEATSHIRTS, T-SHIRTS, CAPS, HATS, SWEATERS, SWEAT PANTS, SLEEPWEAR, SHORTS, RAINWEAR [, WRIST BANDS]

International Class: 025 - Primary Class **U.S Class:** 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 01, 2000 **Use in Commerce:** Aug. 01, 2000

For: DATA PROCESSING; RETAIL STORE SERVICES, NAMELY, ON-LINE RETAIL STORE SERVICES FEATURING GENERAL MERCHANDISE; AND RETAIL STORE SERVICES, AVAILABLE THROUGH COMPUTER COMMUNICATIONS [AND INTERACTIVE TELEVISIONS] FEATURING GENERAL MERCHANDISE

International Class: 035 - Primary Class **U.S Class:** 100, 101, 102
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 01, 2000 **Use in Commerce:** Aug. 01, 2000

For: SATELLITE TELEVISION BROADCASTING SERVICES, BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK, PROVIDING AND PROCESSING INTERACTIVE ACCESS TO INFORMATION VIA AN ELECTRONIC COMMUNICATION NETWORK, [ELECTRONIC MAIL SERVICES,] ELECTRONIC TRANSMISSION OF MESSAGES AND DATA, PAY-PER-VIEW TRANSMISSION SERVICES, DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; [VIDEO BROADCASTING AND MESSAGING SERVICES,] VIDEO-ON-DEMAND TRANSMISSION SERVICES, PROVIDING MULTIPLE-USER ACCESS TO

A GLOBAL COMPUTER INFORMATION NETWORK

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 01, 2000 **Use in Commerce:** Aug. 01, 2000

For: TELEVISION PROGRAMMING AND PRODUCTION SERVICES, PROGRAMMING ON A GLOBAL COMPUTER NETWORK, DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS, PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION IN THE FIELDS OF ENTERTAINMENT NEWS, FINANCIAL NEWS, CURRENT EVENTS, SPORTS, AND PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES OF INFORMATION ON SATELLITE TELEVISION PROGRAMMING LISTS AND SCHEDULES OF OTHERS

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 01, 2000 **Use in Commerce:** Aug. 01, 2000

For: COMPUTER DATA INFORMATION SERVICES, NAMELY, PROVIDING DATABASES FEATURING GENERAL AND LOCAL NEWS AND INFORMATION TO SPECIFIC GEOGRAPHIC AREAS

International Class: 042 - Primary Class **U.S Class:** 100, 101
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 01, 2000 **Use in Commerce:** Aug. 01, 2000

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No

Filed 66A: No **Currently 66A:** No
Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: 206-447-8925 **Fax:** 206-749-2006

Correspondent e-mail: trademarks@directv.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 29, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 28, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Sep. 28, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	71378
Sep. 28, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378

Sep. 14, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 03, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Jan. 12, 2009	TEAS SECTION 8 & 15 RECEIVED	
Mar. 21, 2003	COUNTERCLAIM OPP. NO. 999999	154121
Jul. 30, 2002	REGISTERED-PRINCIPAL REGISTER	
May 15, 2002	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 17, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 17, 2002	PAPER RECEIVED	
Apr. 03, 2002	NON-FINAL ACTION MAILED	
Mar. 27, 2002	ASSIGNED TO EXAMINER	76137
Feb. 23, 2002	STATEMENT OF USE PROCESSING COMPLETE	
Jan. 25, 2002	USE AMENDMENT FILED	
Aug. 07, 2001	EXTENSION 2 GRANTED	
Jul. 25, 2001	EXTENSION 2 FILED	
Mar. 20, 2001	EXTENSION 1 GRANTED	
Jan. 23, 2001	EXTENSION 1 FILED	
Jul. 25, 2000	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 02, 2000	PUBLISHED FOR OPPOSITION	
Mar. 31, 2000	NOTICE OF PUBLICATION	
Feb. 14, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2000	EXAMINER'S AMENDMENT MAILED	
Feb. 14, 2000	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Jan. 07, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 06, 2000	EXAMINER'S AMENDMENT MAILED	
Nov. 22, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 19, 1999	NON-FINAL ACTION MAILED	
Apr. 09, 1999	ASSIGNED TO EXAMINER	76137

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Jul. 30, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Sep. 28, 2012

Assignment Abstract of Title Information

Summary

Total Assignments: 5 **Registrant:** DIRECTV, INC.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728 **Pages:** 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Mar. 06, 2003
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS
Legal Entity Type: COLLATERAL AGENT **State or Country Where Organized:** No Place Where Organized Found
Address: 31 WEST 52ND STREET

NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP
Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES
Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 3099/0901 **Pages:** 4

Date Recorded: Jun. 09, 2005

Supporting Documents: [assignment-tm-3099-0901.pdf](#)

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: [4471/0159](#) **Pages:** 7

Date Recorded: Feb. 08, 2011

Supporting Documents: [assignment-tm-4471-0159.pdf](#)

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cls.: 9, 16 and 25

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37,
38, 39 and 50

Reg. No. 2,372,271

United States Patent and Trademark Office

Registered Aug. 1, 2000

**TRADEMARK
PRINCIPAL REGISTER**



DIRECTV, INC. (CALIFORNIA CORPORATION)
2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CA 90245

FOR: TELECOMMUNICATIONS PRODUCTS
NAMESLY, RECEIVERS, RECEIVER MODULES, DE-
CODER BOXES, SATELLITE DISHES, REMOTE
CONTROLLERS, VIDEO DISPLAY DEVICES, NAME-
LY, TELEVISION SETS AND VIDEO MONITORS,
ANTENNAS, INSTALLATION KITS PRIMARILY
COMPRISING CABLES, PHONE CORDS, CABLE
TIES, CABLE CLIPS, GROUND WIRE, PHONE
ADAPTERS, AND PARTS FOR THE AFORESAID
GOODS, AND ACCESSORIES, NAMELY, TELE-
PHONE JACKS, CHIMNEY MOUNTS, SURGE PRO-
TECTORS, ALL FOR USE IN THE DIRECT-TO-HOME
SATELLITE BROADCASTING INDUSTRY, IN CLASS
9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-1-1998; IN COMMERCE 10-1-1998.

FOR: CARDBOARD FLOOR DISPLAY UNITS FOR
MERCHANDISING PRODUCTS, INSTRUCTION
MANUALS FOR USE IN CONNECTION WITH DI-
RECT-TO-HOME SATELLITE EQUIPMENT AND

SERVICES, MAGAZINES, BROCHURES, BOOKS,
AND PRINTED PROGRAMMING GUIDES IN THE
FIELD OF DIRECT-TO-HOME SATELLITE SER-
VICES, WRITING PAPER, BINDERS, POSTERS, NOTE
PADS, PENS, PENCILS, ADDRESS BOOKS, AP-
POINTMENT BOOKS, BOOK MARKS, STATIONERY
BOXES, CALENDARS, GIFT CARDS, DECALS, DESK
SETS, DIARIES, STATIONERY-TYPE PORTFOLIOS,
BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5,
22, 23, 29, 37, 38 AND 50).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

FOR: CLOTHING, NAMELY, SHIRTS, GOLF
SHIRTS, JACKETS, WIND-RESISTANT JACKETS,
SWEATSHIRTS, T-SHIRTS, CAPS, AND HATS, IN
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.
OWNER OF U.S. REG. NO. 1,989,358.

THE MARK CONSISTS OF A STYLIZED LETTER
"D" AND A CYCLONE WITHIN A RECTANGLE.

SER. NO. 75-625,374, FILED 1-21-1999.

SHARON MEIER, EXAMINING ATTORNEY

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Mark:



US Serial Number:	75625374	Application Filing Date:	Jan. 21, 1999
US Registration Number:	2372271	Registration Date:	Aug. 01, 2000
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Jul. 29, 2010		
Publication Date:	May 09, 2000		

Mark Information

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a stylized letter "D" and a cyclone within a rectangle.
Design Search Code(s):	26.11.03 - Rectangles (incomplete);Incomplete rectangles 26.11.21 - Rectangles that are completely or partially shaded 26.13.25 - Quadrilaterals with one or more curved sides

Related Properties Information

Claimed Ownership of US Registrations: 1989358

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Telecommunications products namely, receivers, receiver modules, decoder boxes, satellite dishes, remote controllers, video display devices, namely, television sets and video monitors, antennas, installation kits primarily comprising cables, phone cords, cable ties, cable clips, ground wire, phone adapters, and parts for the aforesaid goods, and accessories, namely, telephone jacks, chimney mounts, surge protectors, all for use in the direct-to-home satellite broadcasting industry

International Class: 009 - Primary Class **U.S Class:** 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 1998 **Use in Commerce:** Oct. 01, 1998

For: Cardboard floor display units for merchandising products, instruction manuals for use in connection with direct-to-home satellite equipment and services, magazines, brochures, books, and printed programming guides in the field of direct-to-home satellite services, writing paper, binders, posters, note pads, pens, pencils, address books, appointment books, book marks, stationery boxes, calendars, gift cards, decals, desk sets, diaries, stationery-type portfolios, bumper stickers

International Class: 016 - Primary Class **U.S Class:** 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

For: Clothing, namely, shirts, golf shirts, jackets, wind-resistant jackets, sweatshirts, t-shirts, caps, and hats

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)
First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki **Docket Number:** T98042

Correspondent

Correspondent Name/Address: Takehiko Suzuki
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Phone: 206-447-8925 **Fax:** 206-749-2006

Correspondent e-mail: tsuzuki@directv.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 26, 2012	NOTICE OF SUIT	
Oct. 25, 2012	NOTICE OF SUIT	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jul. 29, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Jul. 29, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 28, 2010	TEAS SECTION 8 & 9 RECEIVED	
Jun. 09, 2008	NOTICE OF SUIT	
Oct. 31, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 31, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 25, 2006	UNDELIVERABLE MAIL - NO ACTION TAKEN	99888
Sep. 30, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68502
Sep. 27, 2006	ASSIGNED TO PARALEGAL	68502
Aug. 01, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 01, 2006	TEAS SECTION 8 & 15 RECEIVED	
Mar. 06, 2006	CASE FILE IN TICRS	
Aug. 01, 2000	REGISTERED-PRINCIPAL REGISTER	
May 09, 2000	PUBLISHED FOR OPPOSITION	
Apr. 08, 2000	NOTICE OF PUBLICATION	
Mar. 05, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 29, 2000	EXAMINER'S AMENDMENT MAILED	
Feb. 28, 2000	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 17, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 18, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 19, 1999	NON-FINAL ACTION MAILED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Aug. 01, 2010

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Jul. 29, 2010

Assignment Abstract of Title Information

Summary

Total Assignments: 5
Registrant: DIRECTV, INC.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728

Pages: 9

Date Recorded: Mar. 13, 2003

Supporting Documents: assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC.

Execution Date: Mar. 06, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS

Legal Entity Type: COLLATERAL AGENT

State or Country Where Organized: No Place Where Organized Found

Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: WHITE & CASE LLP

Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST

Reel/Frame: 3095/0667 **Pages:** 6

Date Recorded: Jun. 02, 2005

Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES

Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 3099/0901 **Pages:** 4
Date Recorded: Jun. 09, 2005
Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT
Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 4471/0159 **Pages:** 7
Date Recorded: Feb. 08, 2011
Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011
Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Int. Cls.: 16, 25, 38 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,
101, 104 and 107

Reg. No. 1,989,358

United States Patent and Trademark Office

Registered July 23, 1996

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



HUGHES COMMUNICATIONS, INC. (CALIFORNIA CORPORATION)
1990 GRAND AVENUE
EL SEGUNDO, CA 90245

FOR: CARDBOARD DISPLAYS, WRITING PAPER, PENS, PRINTED PROGRAMMING GUIDES, MAGAZINES AND INSTRUCTION MANUALS RELATING TO SATELLITE BROADCASTING SERVICES AND EQUIPMENT, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

FOR: CLOTHING, NAMELY T-SHIRTS, HATS, JACKETS, SWEATSHIRTS, SWEATERS, PANTS AND HEADWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-20-1994; IN COMMERCE 1-20-1994.

FOR: SATELLITE TELEVISION BROADCASTING SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

FOR: PAY-PER VIEW TELEVISION PROGRAMMING AND PRODUCTION SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-17-1994; IN COMMERCE 6-17-1994.

THE MARK CONSISTS OF A RECTANGLE WITH A STYLIZED CYCLONE REVERSED OUT OF IT.

SN 75-975,011, FILED 12-10-1993.

GLENN CLARK, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 12:03:44 EST

Mark:



US Serial Number:	75975011	Application Filing Date:	Dec. 10, 1993
US Registration Number:	1989358	Registration Date:	Jul. 23, 1996
Register:	Principal		
Mark Type:	Trademark, Service Mark		
Status:	The registration has been renewed.		
Status Date:	Sep. 28, 2006		
Publication Date:	Jan. 24, 1995	Notice of Allowance Date:	Apr. 18, 1995

Mark Information

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a rectangle with a stylized cyclone reversed out of it.
Design Search Code(s):	26.11.21 - Rectangles that are completely or partially shaded 26.11.25 - Rectangles with one or more curved sides

Related Properties Information

Claimed Ownership of US Registrations:	<u>74469359</u>
Child Of:	<u>74469359</u>

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- • Brackets [..] indicate deleted goods/services;
- • Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- • Asterisks *..* identify additional (new) wording in the goods/services.

For: cardboard displays, writing paper, pens, printed programming guides, magazines and instruction manuals relating to satellite broadcasting services and equipment

International Class: 016 - Primary Class **U.S Class:** 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

For: clothing, namely T-shirts, hats, jackets, sweatshirts, sweaters, pants and headwear

International Class: 025 - Primary Class **U.S Class:** 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 20, 1994 **Use in Commerce:** Jan. 20, 1994

For: satellite television broadcasting services

International Class: 038 - Primary Class **U.S Class:** 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

For: pay-per view television programming and production services

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107

Class:
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 17, 1994 **Use in Commerce:** Jun. 17, 1994

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 EAST IMPERIAL HWY
Owner Address: EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: /Nancy V. Stephens/

Correspondent

Correspondent Name/Address: /NANCY V STEPHENS/
FOSTER PEPPER PLLC
1111 3RD AVE STE 3400
SEATTLE, WASHINGTON 98101
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 26, 2012	NOTICE OF SUIT	
Oct. 25, 2012	NOTICE OF SUIT	
Oct. 18, 2012	NOTICE OF SUIT	
Apr. 04, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 13, 2011	NOTICE OF SUIT	
Feb. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 24, 2010	NOTICE OF SUIT	
Jun. 09, 2008	NOTICE OF SUIT	
Sep. 28, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Sep. 28, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 26, 2006	ASSIGNED TO PARALEGAL	59136
Jul. 24, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 24, 2006	TEAS SECTION 8 & 9 RECEIVED	
Jul. 13, 2006	CASE FILE IN TICRS	
Sep. 19, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 04, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 23, 1996	REGISTERED-PRINCIPAL REGISTER	
Apr. 03, 1996	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 02, 1996	STATEMENT OF USE PROCESSING COMPLETE	
Jan. 02, 1996	EXTENSION 1 GRANTED	
Oct. 18, 1995	USE AMENDMENT FILED	
Oct. 18, 1995	EXTENSION 1 FILED	
Jan. 02, 1996	DIVISIONAL PROCESSING COMPLETE	
Apr. 18, 1995	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 24, 1995	PUBLISHED FOR OPPOSITION	

Dec. 23, 1994 NOTICE OF PUBLICATION
 Jul. 26, 1994 APPROVED FOR PUB - PRINCIPAL REGISTER
 Jul. 05, 1994 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Apr. 28, 1994 NON-FINAL ACTION MAILED
 Apr. 12, 1994 ASSIGNED TO EXAMINER 69191

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Jul. 23, 2006

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Sep. 28, 2006

Assignment Abstract of Title Information

Summary

Total Assignments: 6 **Registrant:** HUGHES COMMUNICATIONS, INC.

Assignment 1 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST
Reel/Frame: 1988/0130 **Pages:** 7
Date Recorded: Nov. 08, 1999
Supporting Documents: assignment-tm-1988-0130.pdf

Assignor

Name: HUGHES COMMUNICATIONS, INC. **Execution Date:** Nov. 04, 1999
Legal Entity Type: CORPORATION **State or Country Where:** CALIFORNIA

Organized:

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION

**State or
Country Where
Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

**Correspondent
Name:** HUGHES ELECTRONICS CORPORATION

**Correspondent
Address:** TINA M. POMPEY
C/O CORPORATE PATENTS AND LICENSING
P.O. BOX 956, ES, BLDG. 001, M/S A109
EL SEGUNDO, CA 90245-0956

Domestic Representative - Not Found

Assignment 2 of 6

Conveyance: SECURITY INTEREST

Reel/Frame: 2692/0728

Pages: 9

Date Recorded: Mar. 13, 2003

**Supporting
Documents:** assignment-tm-2692-0728.pdf

Assignor

Name: DIRECTV, INC.

Execution Date: Mar. 06, 2003

Legal Entity Type: CORPORATION

**State or
Country Where
Organized:** DELAWARE

Assignee

Name: DEUTSCHE BANK TRUST COMPANY AMERICAS

Legal Entity Type: COLLATERAL AGENT

**State or
Country Where
Organized:** No Place Where Organized
Found

Address: 31 WEST 52ND STREET
NEW YORK, NEW YORK 10019

Correspondent

**Correspondent
Name:** WHITE & CASE LLP

Correspondent Address: HELEN BRUNO
1155 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

Domestic Representative - Not Found

Assignment 3 of 6

Conveyance: NOTICE OF GRANT OF SECURITY INTEREST
Reel/Frame: 3095/0667 **Pages:** 6
Date Recorded: Jun. 02, 2005
Supporting Documents: assignment-tm-3095-0667.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Apr. 13, 2005
Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES
Address: 335 MADISON AVENUE
MAIL CODE: NY1-503-04.03
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC
Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 4 of 6

Conveyance: TERMINATION OF SECURITY INTEREST
Reel/Frame: 3099/0901 **Pages:** 4
Date Recorded: Jun. 09, 2005
Supporting Documents: assignment-tm-3099-0901.pdf

Assignor

Name: DEUTSCHE BANK TRUST
COMPANY AMERICAS, AS **Execution Date:** Apr. 13, 2005
COLLATERAL AGENT

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 2230 EAST IMPERIAL HIGHWAY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: MOORE & VAN ALLEN PLLC

Correspondent Address: 430 DAVIS DRIVE
SUITE 500
MORRISVILLE, NC 27650

Domestic Representative - Not Found

Assignment 5 of 6

Conveyance: TERMINATION OF SECURITY INTEREST

Reel/Frame: 4471/0159 **Pages:** 7

Date Recorded: Feb. 08, 2011

Supporting Documents: assignment-tm-4471-0159.pdf

Assignor

Name: BANK OF AMERICA, N.A. **Execution Date:** Feb. 07, 2011

Legal Entity Type: N.A. **State or Country Where Organized:** UNITED STATES

Assignee

Name: DIRECTV, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Address: 2230 E. IMPERIAL HIGHWAY

EL SEGUNDO,, CALIFORNIA 90245

Correspondent

Correspondent Name: VINDRA RICHTER C/O WEIL ET AL

Correspondent Address: 767 FIFTH AVE.
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 6 of 6

Conveyance: MERGER EFFECTIVE 01/01/2012

Reel/Frame: 4742/0121 **Pages:** 14

Date Recorded: Mar. 23, 2012

Supporting Documents: assignment-tm-4742-0121.pdf

Assignor

Name: DIRECTV, INC. **Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION **State or Country Where Organized:** CALIFORNIA

Assignee

Name: DIRECTV, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245

Correspondent

Correspondent Name: TAKEHIKO SUZUKI

Correspondent Address: 2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2012-11-28 12:05:56 EST

Mark: DIRECTV



US Serial Number: 85580999

Application Filing Date: Mar. 27, 2012

Register: Principal

Mark Type: Service Mark

Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

Status Date: Aug. 07, 2012

Publication Date: Jun. 12, 2012

Notice of Allowance Date: Aug. 07, 2012

Mark Information

Mark Literal Elements: DIRECTV

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of cyclone design adjacent and to the left of "DIRECTV" in an overall horizontal configuration.

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

Design Search Code(s): 01.15.12 - Cyclones;Tornadoes;Whirlpools
26.11.21 - Rectangles that are completely or partially shaded

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Installation services for satellite receivers, satellite dishes, telecommunications products, namely, receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily composed of a receiver and circuitry, computer controlling hardware for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely, television sets, video projectors, and video monitors, antennas, and kits composed of cables, phone cords, cable ties, cable clips, ground wire, phone adapters, video distribution equipment, namely, amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders and accessories, namely, telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry

International Class: 037 - Primary Class

U.S Class: 100, 103, 106

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use:	No	Currently Use:	No	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	Yes	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: www.directv.com
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: TAKEHIKO SUZUKI
2230 E IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Correspondent e-mail: trademarks@directv.com;dasklar@directv.com;segibbons@directv.com;tsuzuki@direct

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 07, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 12, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 12, 2012	PUBLISHED FOR OPPOSITION	
May 23, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 05, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
May 03, 2012	ASSIGNED TO LIE	76568
Apr. 17, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 17, 2012	ASSIGNED TO EXAMINER	83280
Apr. 03, 2012	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Apr. 02, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 30, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: KAJUBI, ELIZABETH N **Law Office Assigned:** LAW OFFICE 107

File Location

Current Location: INTENT TO USE SECTION **Date in Location:** Aug. 07, 2012

Trademark/Service Mark Application, Principal Register

Serial Number: 85580999

Filing Date: 03/27/2012

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85580999
MARK INFORMATION	
*MARK	<u>\\TICRS\EXPORT11\IMAGEOUT 11\855\809\85580999\xml1\ APP0002.JPG</u>
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	DIRECTV
COLOR MARK	NO
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of Cyclone design adjacent and to the left of DIRECTV in an overall horizontal configuration.
PIXEL COUNT ACCEPTABLE	NO
PIXEL COUNT	1119 x 148
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	DIRECTV, LLC
INTERNAL ADDRESS	www.directv.com
*STREET	2230 East Imperial Hwy
*CITY	El Segundo
*STATE (Required for U.S.)	California

applicants)	
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	90245
EMAIL ADDRESS	trademarks@directv.com
WEBSITE ADDRESS	www.directv.com
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	California
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	037
* IDENTIFICATION	Installation services for satellite receivers, satellite dishes, telecommunications products namely receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily composed of a receiver and circuitry, computer controlling hardware for use in the aforementioned goods, satellite remote controllers, video display devices, namely television sets, video projectors, and monitors, antennas, and kits composed of cables, phone cords, cable ties, cable clips, ground wire, phone adapters, video distribution equipment, namely amplifiers, pre-amplifiers, telephone signal converters, routers, electrical switches, encoders, decoders and accessories namely telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Takehiko Suzuki
INTERNAL ADDRESS	www.directv.com
STREET	2230 East Imperial Hwy
CITY	El Segundo
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	90245
EMAIL ADDRESS	trademarks@directv.com

AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
--	-----

CORRESPONDENCE INFORMATION

NAME	Takehiko Suzuki
INTERNAL ADDRESS	www.directv.com
STREET	2230 East Imperial Hwy
CITY	El Segundo
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	90245
EMAIL ADDRESS	trademarks@directv.com;dasklar@directv.com;segibbons@directv.com;tsuzuki@directv.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

FEE INFORMATION

NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325

SIGNATURE INFORMATION

SIGNATURE	/TSuzuki/
SIGNATORY'S NAME	Takehiko Suzuki
SIGNATORY'S POSITION	Attorney of record, California bar member
DATE SIGNED	03/27/2012

Trademark/Service Mark Application, Principal Register

Serial Number: 85580999

Filing Date: 03/27/2012

To the Commissioner for Trademarks:

MARK: DIRECTV (stylized and/or with design, see mark)

The literal element of the mark consists of DIRECTV.

The applicant is not claiming color as a feature of the mark. The mark consists of Cyclone design adjacent and to the left of DIRECTV in an overall horizontal configuration.

The applicant, DIRECTV, LLC, a limited liability company legally organized under the laws of California, having an address of

www.directv.com,
2230 East Imperial Hwy
El Segundo, California 90245
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 037: Installation services for satellite receivers, satellite dishes, telecommunications products, namely receivers, receiver modules, modulators, transmitters, multiplexers, decoder boxes, data processors, integrated circuits, set-top boxes primarily composed of a receiver and circuitry, computer controlling hardware for use in the aforementioned goods, satellite dishes, remote controllers, video display devices, namely television sets, video projectors, and video monitors, antennas, and kits composed of cables, phone cords, cable ties, cable clips, ground wire, phone adapters, video distribution equipment, namely amplifiers, pre-amplifiers, block signal converters, routers, electrical switches, encoders, decoders and accessories namely telephone jacks, chimney mounts, surge protectors, cables, connectors and fittings all for use in the direct-to-home satellite broadcasting industry
Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For informational purposes only, applicant's website address is: www.directv.com

The applicant's current Attorney Information:

Takehiko Suzuki

www.directv.com

2230 East Imperial Hwy
El Segundo, California 90245
United States

The applicant's current Correspondence Information:

Takehiko Suzuki
www.directv.com
2230 East Imperial Hwy
El Segundo, California 90245
trademarks@directv.com;dasklar@directv.com;segibbons@directv.com;tsuzuki@directv.com
(authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /TSuzuki/ Date Signed: 03/27/2012
Signatory's Name: Takehiko Suzuki
Signatory's Position: Attorney of record, California bar member

RAM Sale Number: 813
RAM Accounting Date: 03/28/2012

Serial Number: 85580999
Internet Transmission Date: Tue Mar 27 14:25:18 EDT 2012
TEAS Stamp: USPTO/BAS-147.21.8.1-2012032714251806242
7-85580999-490fcfd8cc41ac937b6e267dfeba
04d97-CC-813-20120327140754356323



United States of America

United States Patent and Trademark Office



Reg. No. 4,198,618

Registered Aug. 28, 2012

Int. Cls.: 38 and 41

SERVICE MARK

PRINCIPAL REGISTER

DIRECTV, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
2230 EAST IMPERIAL HWY
EL SEGUNDO, CA 90245

FOR: SATELLITE TELEVISION BROADCASTING; SATELLITE TRANSMISSION SERVICES; BROADCASTING PROGRAMS VIA A GLOBAL COMPUTER NETWORK; VIDEO-ON-DEMAND TRANSMISSION SERVICES; PAY-PER-VIEW TELEVISION TRANSMISSION SERVICES; STREAMING OF AUDIO AND VIDEO CONTENT ON THE INTERNET; ELECTRONIC TRANSMISSION OF DATA VIA GLOBAL COMPUTER NETWORKS, WIRELESS NETWORKS AND ELECTRONIC COMMUNICATION NETWORKS; PROVIDING ACCESS TO GLOBAL COMPUTER NETWORKS, WIRELESS NETWORKS AND TELECOMMUNICATION NETWORKS FOR TRANSMISSION OR RECEIPT OF DATA; SATELLITE TELEVISION BROADCASTING AND TRANSMISSION SERVICES FEATURING INTERACTIVE TELEVISION VIEWING FUNCTIONS THAT PERMIT USERS TO VIEW AND SHARE AUDIO FILES, VIDEO FILES, PHOTOGRAPHS, IMAGES AND OTHER MULTIMEDIA CONTENT BETWEEN AND AMONG COMPUTERS, SET-TOP-BOXES, AND OTHER AUDIOVISUAL DEVICES, ALL OF THE AFOREMENTIONED SERVICES EXCLUDING THE TRANSMISSION OF GAMES OVER SATELLITE, BROADCAST AND GLOBAL COMPUTER NETWORKS, CELLULAR-BASED ENTERTAINMENT SERVICES, AND GAMING SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 10-7-2010; IN COMMERCE 10-7-2010.



David J. Kappas

Director of the United States Patent and Trademark Office

FOR: DISTRIBUTION OF TELEVISION PROGRAMS FOR OTHERS; TELEVISION PROGRAMMING; PROGRAMMING ON A GLOBAL COMPUTER NETWORK; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING MUSIC, MUSICAL ENTERTAINMENT, INFORMATION ABOUT MUSIC AND ENTERTAINMENT IN THE FIELD OF MUSIC, ALL VIA SATELLITE; PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES IN THE FIELD OF ENTERTAINMENT INFORMATION FEATURING TELEVISION PROGRAMMING LISTS, PROGRAM SCHEDULES AND PROGRAM-RELATED INFORMATION; PROVIDING ON-LINE INTERACTIVE COMPUTER DATABASES FEATURING ENTERTAINMENT INFORMATION AND SCHEDULES ABOUT TELEVISION PROGRAMMING, MOVIES, AND OTHER DIGITAL IMAGES, AUDIO, VIDEO AND OTHER MULTIMEDIA MATERIALS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES; PROVIDING COMPUTER GAMES VIA SATELLITE TRANSMISSION; PROVIDING A COMPUTER GAME FOR USE NETWORK-WIDE BY NETWORK USERS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-

Reg. No. 4,198,618 GOING TELEVISION PROGRAMS FEATURING GENERAL NEWS AND LOCAL NEWS THAT ALSO INCLUDE INTERACTIVE FUNCTIONS THAT PERMIT VIEWERS TO VIEW MULTIPLE IMAGES AND SOURCES OF TELEVISION PROGRAMMING SIMULTANEOUSLY; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING GENERAL NEWS AND LOCAL NEWS AS WELL AS A VARIETY OF INFORMATION OF INTEREST TO SPECIFIC GEOGRAPHIC AREAS THAT ALSO INCLUDE INTERACTIVE COMPONENTS THAT LET VIEWERS CHOOSE WHAT TO WATCH AT VARIOUS TIMES, TO OBTAIN INFORMATION ABOUT POPULAR PROGRAMS IN THEIR LOCAL VIEWING AREA AND TO MORE NARROWLY DEFINE THE TYPES OF RELATED INFORMATION THEY RECEIVE AND PROGRAMS THEY VIEW; ENTERTAINMENT SERVICES, NAMELY, ONGOING TELEVISION PROGRAMS IN THE FIELD OF GEOGRAPHICAL, CATEGORICAL, REAL-TIME PROGRAMMING RATINGS THAT ALSO INCLUDE INTERACTIVE COMPONENTS THAT LET VIEWERS MORE NARROWLY DEFINE THE TYPES OF RELATED INFORMATION THEY RECEIVE AND PROGRAMS THEY VIEW. ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS FEATURING GENERAL INFORMATION RELATING TO SATELLITE TELEVISION SERVICE, SATELLITE TELEVISION EQUIPMENT AND HARDWARE, SATELLITE TELEVISION PROGRAMMING AND AUDIO, VISUAL AND OTHER MULTIMEDIA CONTENT THAT ALSO INCLUDE INTERACTIVE COMPONENTS THAT ALLOW USERS TO DEFINE THEIR VIEWING PREFERENCE; ON-LINE, NONDOWNLOADABLE NEWSLETTERS FEATURING GENERAL INFORMATION RELATING TO ENTERTAINMENT, NAMELY, TELEVISION, MOVIES AND OTHER MULTIMEDIA ENTERTAINMENT-RELATED CONTENT; ON-LINE, NONDOWNLOADABLE NEWSLETTERS FEATURING GENERAL INFORMATION RELATING TO SATELLITE TELECOMMUNICATION SERVICES AND SATELLITE TELECOMMUNICATIONS HARDWARE; AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONGOING TELEVISION PROGRAMS IN A WIDE VARIETY OF FIELDS THAT ALSO FEATURE INTERACTIVE TELEVISION VIEWING FUNCTIONS THAT PERMIT VIEWERS TO VIEW AND USE COMPUTER APPLICATIONS SIMULTANEOUSLY WHILE VIEWING TELEVISION PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-7-2010; IN COMMERCE 10-7-2010.

THE MARK CONSISTS OF CYCLONE DESIGN ADJACENT AND TO THE LEFT OF THE WORD "DIRECTV" IN AN OVERALL HORIZONTAL CONFIGURATION.

SER. NO. 85-580,882, FILED 3-27-2012.

ELIZABETH KAJUBI, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2012-11-28 12:06:48 EST

Mark: DIRECTV



US Serial Number: 85580882

Application Filing Date: Mar. 27, 2012

US Registration Number: 4198618

Registration Date: Aug. 28, 2012

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 28, 2012

Publication Date: Jun. 12, 2012

Mark Information

Mark Literal Elements: DIRECTV

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of cyclone design adjacent and to the left of the word "DIRECTV" in an overall horizontal configuration.

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

Design Search Code(s): 01.15.12 - Cyclones;Tornadoes;Whirlpools
26.11.21 - Rectangles that are completely or partially shaded

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Satellite television broadcasting; Satellite transmission services; Broadcasting programs via a global computer network; Video-on-demand transmission services; Pay-per-view television transmission services; Streaming of audio and video content on the internet; Electronic transmission of data via global computer networks, wireless networks and electronic communication networks; Providing access to global computer networks, wireless networks and telecommunication networks for transmission or receipt of data; Satellite television broadcasting and transmission services featuring interactive television viewing functions that permit users to view and share audio files, video files, photographs, images and other multimedia content between and among computers, set-top-boxes, and other audiovisual devices, all of the aforementioned services excluding the transmission of games over satellite, broadcast and global computer networks, cellular-based entertainment services, and gaming services

International Class:	038 - Primary Class	U.S Class:	100, 101, 104
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Oct. 07, 2010	Use in Commerce:	Oct. 07, 2010

For: Distribution of television programs for others; television programming; programming on a global computer network; entertainment services, namely, providing ongoing television programs featuring music, musical entertainment, information about music and entertainment in the field of music, all via satellite; providing on-line interactive computer databases in the field of entertainment information featuring television programming lists, program schedules and program-related information; providing on-line interactive computer databases featuring entertainment information and schedules about television programming, movies, and other digital images, audio, video and other multimedia materials; Entertainment services, namely, providing on-line computer games; providing computer games via satellite transmission; providing a computer game for use network-wide by network users; Entertainment services, namely, providing ongoing television programs featuring general news and local news that also include interactive functions that permit viewers to view multiple images and sources of television programming simultaneously; Entertainment services, namely, providing ongoing television programs featuring general news and local news as well as a variety of information of interest to specific geographic areas that also include interactive components that let viewers choose what to watch at various times, to obtain information about popular programs in their local viewing area and to more narrowly define the types of related information they receive and programs they view; Entertainment services, namely, ongoing television programs in the field of geographical, categorical, real-time programming ratings that also include interactive components that let viewers more narrowly define the types of related information they receive and programs they view.

Entertainment services, namely, providing ongoing television programs featuring general information relating to satellite television service, satellite television equipment and hardware, satellite television programming and audio, visual and other multimedia content that also include interactive components that allow users to define their viewing preference; On-line, nondownloadable newsletters featuring general information relating to entertainment, namely, television, movies and other multimedia entertainment-related content; On-line, nondownloadable newsletters featuring general information relating to satellite telecommunication services and satellite telecommunications hardware; and entertainment services, namely, providing ongoing television programs in a wide variety of fields that also feature interactive television viewing functions that permit viewers to view and use computer applications simultaneously while viewing television programs

International Class: 041 - Primary Class **U.S Class:** 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Oct. 07, 2010 **Use in Commerce:** Oct. 07, 2010

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC
2230 East Imperial Hwy
Owner Address: El Segundo, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: TAKEHIKO SUZUKI
2230 E IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Correspondent e-mail: trademarks@directv.com; dasklar@directv.com; segibbons@directv.com; tsuzuki@directv.com

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 28, 2012	REGISTERED-PRINCIPAL REGISTER	
Jun. 12, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 12, 2012	PUBLISHED FOR OPPOSITION	
May 23, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 05, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
May 03, 2012	ASSIGNED TO LIE	76568
Apr. 17, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 17, 2012	ASSIGNED TO EXAMINER	83280
Apr. 03, 2012	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Apr. 02, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 30, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE
SECTION

Date in Location: Aug. 28, 2012

Generated on: This page was generated by TSDR on 2012-11-28 12:07:38 EST

Mark: DIRECTV



US Serial Number: 85581007

Application Filing Date: Mar. 27, 2012

Register: Principal

Mark Type: Trademark

Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

Status Date: Aug. 07, 2012

Publication Date: Jun. 12, 2012

Notice of Allowance Date: Aug. 07, 2012

Mark Information

Mark Literal Elements: DIRECTV

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of cyclone design adjacent and to the left of "DIRECTV" in overall horizontal orientation.

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

Design Search Code(s): 01.15.12 - Cyclones;Tornadoes;Whirlpools
26.11.21 - Rectangles that are completely or partially shaded

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Telecommunications products, namely, digital video recorders; Computer software for use with telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Computer software for use with telecommunications products, namely, digital video recorders; Computer software for use in accessing and viewing interactive television program guides via global computer networks, wireless networks and electronic communication networks; Computer software for the remote programming of audio and video devices via global computer networks, wireless networks and electronic communication networks; Computer software for the reproduction, processing and streaming of audio, video and multimedia content; remote controls; Telecommunications products, namely, computer hardware and software for receiving, converting, transmitting, streaming, and reviewing audio, video, graphics, images, data and information recorded on digital video recorders; Downloadable computer software for operating telecommunications products; Downloadable software in the nature of a mobile application for operating telecommunications products

International Class: 009 - Primary Class

U.S Class: 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use:	No	Currently Use:	No	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	Yes	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: DIRECTV, LLC

Owner Address: www.directv.com
2230 East Imperial Hwy
El Segundo, CALIFORNIA 90245
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Takehiko Suzuki

Correspondent

Correspondent Name/Address: TAKEHIKO SUZUKI
2230 E IMPERIAL HWY
EL SEGUNDO, CALIFORNIA 90245
UNITED STATES

Correspondent e-mail: trademarks@directv.com;dasklar@directv.com;segibbons@directv.com;tsuzuki@direct

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 07, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 12, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 12, 2012	PUBLISHED FOR OPPOSITION	
May 23, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 05, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
May 03, 2012	ASSIGNED TO LIE	76568
Apr. 17, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 17, 2012	ASSIGNED TO EXAMINER	83280
Apr. 04, 2012	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Apr. 03, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 30, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: KAJUBI, ELIZABETH N **Law Office Assigned:** LAW OFFICE 107

File Location

Current Location: INTENT TO USE SECTION **Date in Location:** Aug. 07, 2012

Trademark/Service Mark Application, Principal Register

Serial Number: 85581007

Filing Date: 03/27/2012

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85581007
MARK INFORMATION	
*MARK	<u>\\TICRS\EXPORT11\IMAGEOUT 11\855\810\85581007\xml1\ APP0002.JPG</u>
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	DIRECTV
COLOR MARK	NO
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of Cyclone design adjacent and to the left of DIRECTV in overall horizontal orientation.
PIXEL COUNT ACCEPTABLE	NO
PIXEL COUNT	1119 x 148
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	DIRECTV, LLC
INTERNAL ADDRESS	www.directv.com
*STREET	2230 East Imperial Hwy
*CITY	El Segundo
*STATE (Required for U.S.)	California

applicants)	
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	90245
EMAIL ADDRESS	trademarks@directv.com
WEBSITE ADDRESS	www.directv.com
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	California
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009
* IDENTIFICATION	Telecommunications products, namely, set-top boxes primarily comprised of a receiver circuitry; Telecommunications products, namely, digital video recorders; Computer software for use with telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Computer software for use with telecommunications products, namely, digital video recorders; Computer software for use in accessing and viewing interactive television program guides via global computer networks, wireless networks and electronic communication networks; Computer software for the remote programming of audio and video devices via global computer networks, wireless networks and electronic communication networks; Computer software for the reproduction, processing and streaming of audio, video and multimedia content; remote controls; Telecommunications products, namely, computer hardware and software for receiving, converting, transmitting, streaming, and reviewing audio, video, graphics, images, data and information recorded on digital video recorders; Downloadable computer software for operating telecommunications products; Downloadable software in the nature of a mobile application for operating telecommunications products
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Takehiko Suzuki
INTERNAL ADDRESS	www.directv.com
STREET	2230 East Imperial Hwy
CITY	El Segundo
STATE	California
COUNTRY	United States

ZIP/POSTAL CODE	90245
EMAIL ADDRESS	trademarks@directv.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Takehiko Suzuki
INTERNAL ADDRESS	www.directv.com
STREET	2230 East Imperial Hwy
CITY	El Segundo
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	90245
EMAIL ADDRESS	trademarks@directv.com;dasklar@directv.com;segibbons@directv.com;tsuzuki@directv.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325
SIGNATURE INFORMATION	
SIGNATURE	/TSuzuki/
SIGNATORY'S NAME	Takehiko Suzuki
SIGNATORY'S POSITION	Attorney of record, California bar member
DATE SIGNED	03/27/2012

Trademark/Service Mark Application, Principal Register

Serial Number: 85581007

Filing Date: 03/27/2012

To the Commissioner for Trademarks:

MARK: DIRECTV (stylized and/or with design, see mark)

The literal element of the mark consists of DIRECTV.

The applicant is not claiming color as a feature of the mark. The mark consists of Cyclone design adjacent and to the left of DIRECTV in overall horizontal orientation.

The applicant, DIRECTV, LLC, a limited liability company legally organized under the laws of California, having an address of

www.directv.com,
2230 East Imperial Hwy
El Segundo, California 90245
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Telecommunications products, namely, digital video recorders; Computer software for use with telecommunications products, namely, set-top boxes primarily comprised of a receiver and circuitry; Computer software for use with telecommunications products, namely, digital video recorders; Computer software for use in accessing and viewing interactive television program guides via global computer networks, wireless networks and electronic communication networks; Computer software for the remote programming of audio and video devices via global computer networks, wireless networks and electronic communication networks; Computer software for the reproduction, processing and streaming of audio, video and multimedia content; remote controls; Telecommunications products, namely, computer hardware and software for receiving, converting, transmitting, streaming, and reviewing audio, video, graphics, images, data and information recorded on digital video recorders; Downloadable computer software for operating telecommunications products; Downloadable software in the nature of a mobile application for operating telecommunications products

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For informational purposes only, applicant's website address is: www.directv.com

The applicant's current Attorney Information:

Takehiko Suzuki

www.directv.com

2230 East Imperial Hwy

El Segundo, California 90245

United States

The applicant's current Correspondence Information:

Takehiko Suzuki

www.directv.com

2230 East Imperial Hwy

El Segundo, California 90245

trademarks@directv.com;dasklar@directv.com;segibbons@directv.com;tsuzuki@directv.com

(authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /TSuzuki/ Date Signed: 03/27/2012

Signatory's Name: Takehiko Suzuki

Signatory's Position: Attorney of record, California bar member

RAM Sale Number: 867

RAM Accounting Date: 03/28/2012

Serial Number: 85581007

Internet Transmission Date: Tue Mar 27 14:27:17 EDT 2012

TEAS Stamp: USPTO/BAS-147.21.8.1-2012032714271700495

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