

ESTTA Tracking number: **ESTTA590267**

Filing date: **03/03/2014**

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	LGVV, LLC
Granted to Date of previous extension	03/30/2014
Address	12300 Las Vegas Blvd. South Las Vegas, NV 89044 UNITED STATES
Party who filed Extension of time to oppose	LV Gaming Ventures, LLC LV Gaming Ventures, LLC
Relationship to party who filed Extension of time to oppose	LGVV, LLC, is the successor in interest to LV Gaming Ventures, LLC. On November 6, 2013, an assignment document was filed with the U.S. Trademark Office (Reel/Frame: 5147/0738) to record the change of ownership pursuant to the merger of LV GAMING VENTURES, LLC, a Nevada limited liability company, with and into LGVV, LLC, a Nevada limited liability company. LGVV, LLC is the surviving entity

Attorney information	HARA K JACOBS BALLARD SPAHR LLP 1735 MARKET STREET, 51ST FLOOR PHILADELPHIA, PA 19103-7599 UNITED STATES jacobsh@ballardspahr.com, larsont@ballardspahr.com, shorem@ballardspahr.com, phila_tmddocketing@ballardspahr.com, cramerp@ballardspahr.com Phone:215.864.8209
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**Applicant Information**

Application No	85736471	Publication date	10/01/2013
Opposition Filing Date	03/03/2014	Opposition Period Ends	03/30/2014
Applicant	Empire Resorts, Inc. 204 Rt.17B Monticello, NY 12701 GERMANY		

**Goods/Services Affected by Opposition**

Class 028. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Playing cards; dice; other playthings and sporting articles, namely, dolls, baby rattles, miniature toy cars, boats, trains, airplanes, rockets and spaceships; molded toy figurines; toy guns; water pistols; rubber balls; spinning tops; tennis balls and racquets; golf clubs and golf balls; beach balls; croquet mallets and balls; table tennis paddles and balls; lawn bowling balls; lacrosse sticks and balls; footballs; hockey pucks and sticks; board games; baseball bats, balls and gloves; softball bats, balls and gloves; badminton racquets; shuttlecocks;
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water polo balls; billiards and pool cues
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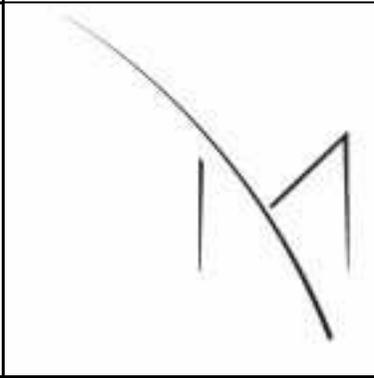
## Grounds for Opposition

Priority and likelihood of confusion
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Trademark Act section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3667648	Application Date	07/10/2008
Registration Date	08/11/2009	Foreign Priority Date	NONE
Word Mark	M		
Design Mark			
Description of Mark	The mark consists of a dark square on which centered is a white stylized letter "M" shown sideways; the middle of the mark features the representation of a green olive stuffed with a red pimento.		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Cocktail lounges; bar services		

U.S. Registration No.	3411031	Application Date	02/10/2006
Registration Date	04/08/2008	Foreign Priority Date	NONE
Word Mark	M		
Design Mark			
Description of Mark	The mark consists of stylized character "M".		
Goods/Services	Class 043. First use: First Use: 2007/10/01 First Use In Commerce: 2007/10/01 hotel services		

U.S. Registration No.	3628876	Application Date	02/10/2006
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Registration Date	05/26/2009	Foreign Priority Date	NONE
Word Mark	M		
Design Mark			
Description of Mark	The mark consists of stylized character "M".		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 bar and restaurant services		

U.S. Registration No.	3632946	Application Date	07/10/2008
Registration Date	06/02/2009	Foreign Priority Date	NONE
Word Mark	M CAFE		
Design Mark			
Description of Mark	The mark consists of the stylized letter "M" over the stylized word "CAFÉ#".		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Restaurant services		

U.S. Registration No.	3544752	Application Date	12/01/2007
Registration Date	12/09/2008	Foreign Priority Date	NONE
Word Mark	M RESORTÂ· SPA Â· CASINO LAS VEGAS		

Design Mark	
Description of Mark	The mark consists of Stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".
Goods/Services	Class 043. First use: First Use: 2008/04/01 First Use In Commerce: 2008/04/01 Hotel, bar and restaurant services

U.S. Registration No.	3896121	Application Date	11/03/2009
Registration Date	12/28/2010	Foreign Priority Date	NONE
Word Mark	M RESORT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Casinos; Arranging for ticket reservations for shows and other entertainment events; Amusement arcades; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of theater productions; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Special event planning		

U.S. Registration No.	3896122	Application Date	11/03/2009
Registration Date	12/28/2010	Foreign Priority Date	NONE
Word Mark	M RESORT		

Design Mark	<h1>M RESORT</h1>		
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 2008/04/01 First Use In Commerce: 2008/04/01 Hotel, bar and restaurant services		

U.S. Registration No.	3977752	Application Date	11/03/2010
Registration Date	06/14/2011	Foreign Priority Date	NONE
Word Mark	M RESORT		
Design Mark	<h1>M RESORT</h1>		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2010/09/14 First Use In Commerce: 2010/09/14 Shirts; T-shirts		

U.S. Registration No.	3627974	Application Date	12/01/2007
Registration Date	05/26/2009	Foreign Priority Date	NONE
Word Mark	M RESORT Â· SPA Â· CASINO LAS VEGAS		

Design Mark	
Description of Mark	The mark consists of Stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".
Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Casinos; Arranging for ticket reservations for shows and other entertainment events; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of music concerts; Amusement arcades; Movie theaters; Night clubs; Health club services, namely, providing equipment in the field of physical exercise; Providing facilities for recreation activities; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Special event planning

U.S. Registration No.	3664380	Application Date	12/04/2007
Registration Date	08/04/2009	Foreign Priority Date	NONE

Word Mark	M RESORT · SPA · CASINO LAS VEGAS		
Design Mark			
Description of Mark	The mark consists of a stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".		
Goods/Services	Class 044. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Barbershops; Beauty salons; Health spa services, namely, cosmetic body care services; Massage; Tanning salons		

U.S. Registration No.	3747310	Application Date	12/04/2007
Registration Date	02/09/2010	Foreign Priority Date	NONE
Word Mark	M RESORT · SPA · CASINO LAS VEGAS		

Design Mark			
Description of Mark	The mark consists of a stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".		
Goods/Services	Class 025. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Caps; Footwear; Golf shirts; Hats; Jackets; Pants; Polo shirts; Pullovers; Robes; Shirts; Shorts; Slippers; T-shirts; Tank tops; Warm up suits		

U.S. Registration No.	3620814	Application Date	08/05/2008
Registration Date	05/12/2009	Foreign Priority Date	NONE
Word Mark	IMAGINE REWARDS		
Design Mark			
Description of Mark	The mark consists of the stylized word "IMAGINE" over the word "REWARDS" .		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 hotel, restaurant and bar services; customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers		

U.S. Registration No.	3620816	Application Date	08/15/2008
Registration Date	05/12/2009	Foreign Priority Date	NONE
Word Mark	IMAGINE REWARDS		

Design Mark	
Description of Mark	The mark consists of the word stylized word "IMAGINE" over the word "REWARDS".
Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 casino services; operation of a frequent casino players' incentive program

U.S. Registration No.	3920133	Application Date	04/23/2008
Registration Date	02/15/2011	Foreign Priority Date	NONE
Word Mark	M IS FOR ME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Restaurant, bar and catering services; cocktail lounges; restaurant, hotel and bar services, namely, customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers; arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; providing travel agency services, namely, making reservations and bookings for temporary lodging, restaurants and meals		

U.S. Registration No.	3512483	Application Date	05/12/2008
Registration Date	10/07/2008	Foreign Priority Date	NONE
Word Mark	M IS FOR ME		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 2008/05/05 First Use In Commerce: 2008/05/05 Hotel services; Providing convention facilities

U.S. Registration No.	3894290	Application Date	04/24/2008
Registration Date	12/21/2010	Foreign Priority Date	NONE
Word Mark	M IS FOR ME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Casinos; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilitiesfor recreation activities; Amusement arcades; Arranging for ticket reservationsfor shows and other entertainment events		

Attachments	77519380#TMSN.jpeg( bytes ) 78979735#TMSN.jpeg( bytes ) 78811911#TMSN.jpeg( bytes ) 77519385#TMSN.jpeg( bytes ) 77341800#TMSN.jpeg( bytes ) 77864304#TMSN.jpeg( bytes ) 77864323#TMSN.jpeg( bytes ) 85168500#TMSN.jpeg( bytes )
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### Certificate of Service

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

Signature	/Hara K. Jacobs/
Name	HARA K JACOBS
Date	03/03/2014



Mark	Services	Registration No.
M & Design 	Cocktail lounges; bar services (Class 43)	3667648
M & Design 	Hotel services (Class 43)	3411031
M & Design 	Bar and restaurant services (Class 43)	3628876
M CAFE & Design 	Restaurant services (Class 43)	3632946
M RESORT · SPA · CASINO LAS VEGAS & Design 	Hotel, bar and restaurant services (Class 43)	3544752
M RESORT	Casinos; Arranging for ticket reservations for shows and other entertainment events; Amusement arcades; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the	3896121

	nature of theater productions; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Special event planning (Class 41)	
M RESORT	Hotel, bar and restaurant services (Class 43)	3896122
M RESORT	Shirts; T-shirts (Class 25)	3977752
M RESORT · SPA · CASINO LAS VEGAS & Design  	Casinos; Arranging for ticket reservations for shows and other entertainment events; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of music concerts; Amusement arcades; Movie theaters; Night clubs; Health club services, namely, providing equipment in the field of physical exercise; Providing facilities for recreation activities; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Special event planning (Class 41)	3627974
M RESORT · SPA · CASINO LAS VEGAS & Design	Barbershops; Beauty salons; Health spa services, namely, cosmetic body care services; Massage; Tanning salons	3664380

	(Class 44)	
<p>M RESORT · SPA · CASINO LAS VEGAS &amp; Design</p> 	Caps; Footwear; Golf shirts; Hats; Jackets; Pants; Polo shirts; Pullovers; Robes; Shirts; Shorts; Slippers; T-shirts; Tank tops; Warm up suits (Class 25)	3747310
<p>IMAGINE REWARDS &amp; Design</p> 	Hotel, restaurant and bar services; customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers (Class 43)	3620814
<p>IMAGINE REWARDS &amp; Design</p> 	Casino services; operation of a frequent casino players' incentive program (Class 41)	3620816
<p>M IS FOR ME</p>	Restaurant, bar and catering services; cocktail lounges; restaurant, hotel and bar services, namely, customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers; arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; providing travel agency services, namely, making reservations and bookings for temporary lodging, restaurants and meals (Class 43)	3920133

M IS FOR ME	Hotel services; Providing convention facilities (Class 43)	3512483
M IS FOR ME	Casinos; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Amusement arcades; Arranging for ticket reservations for shows and other entertainment events (Class 41)	3,894,290

Attached hereto as Exhibit A are the current reports from the electronic database records of the USPTO showing the current status and title of above-referenced registrations.

3. Opposer offers, among other things, resort hotel services, including amusement arcades, gaming contests, facilities for recreation activities, equipment in the field of physical exercise, retail gift shops, and retail store services featuring a wide variety of consumer goods; casino services; restaurant, bar, night club, and cocktail lounge services; facilities for special events featuring casino, gaming, and tournaments; musical, comedy, news, theater, concert and audio-visual performances; health club, spa, beauty salon, massage, cosmetic body care, and tanning services; special events planning services; ticket reservation services; movie theaters;

customer loyalty programs; travel agency services; and providing convention facilities under the M Marks.

4. Applicant seeks to register the mark M (stylized) for “playing cards; dice; other playthings and sporting articles, namely, dolls, baby rattles, miniature toy cars, boats, trains, airplanes, rockets and spaceships; molded toy figurines; toy guns; water pistols; rubber balls; spinning tops; tennis balls and racquets; golf clubs and golf balls; beach balls; croquet mallets and balls; table tennis paddles and balls; lawn bowling balls; lacrosse sticks and balls; footballs; hockey pucks and sticks; board games; baseball bats, balls and gloves; softball bats, balls and gloves; badminton racquets; shuttlecocks; water polo balls; billiards and pool cues” in Class 28, as evidenced by the publication of said mark in the Official Gazette on October 1, 2013.

5. The Application for the goods herein opposed was filed on September 24, 2012 based on Applicant’s alleged intent to use the mark in commerce.

6. Opposer’s dates of first use in commerce, application dates, and registration dates for each of the M Marks precede Applicant’s filing date.

7. The registrations for the M Marks are valid and subsisting.

8. Opposer’s use of the M Marks has been continuous, exclusive and commercially significant for many years in connection with its services.

9. Opposer’s M Marks are valid and have been valid and in continuous use since at least their respective dates of first use and have not been abandoned.

10. Opposer’s M Marks are inherently distinctive as applied to Opposer’s services.

11. Because of the substantial investment of time and resources nationally to promote, advertise, and enforce the M Marks, consumers have come to associate the M Marks exclusively with Opposer’s services.

12. By virtue of Opposer's continuous use in commerce of the M Marks in connection with hotel, casino and gaming related services, such services have become favorably known to the relevant trade and public under such marks.

13. In the Application for the goods herein opposed, there are no restrictions on trade channels, so it must be presumed that the goods of the Application identified will travel through all trade channels appropriate for services of that type.

14. On information and belief, Applicant's goods for playing cards; dice; other playthings and sporting articles, namely, dolls, baby rattles, miniature toy cars, boats, trains, airplanes, rockets and spaceships; molded toy figurines; toy guns; water pistols; rubber balls; spinning tops; tennis balls and racquets; golf clubs and golf balls; beach balls; croquet mallets and balls; table tennis paddles and balls; lawn bowling balls; lacrosse sticks and balls; footballs; hockey pucks and sticks; board games; baseball bats, balls and gloves; softball bats, balls and gloves; badminton racquets; shuttlecocks; water polo balls; billiards and pool cues in Class 28, and Opposer's services are intended to be marketed through overlapping channels of trade and are intended to be sold to overlapping classes of purchasers.

15. Applicant's M (stylized) mark as intended to be used in association with playing cards; dice; other playthings and sporting articles, namely, dolls, baby rattles, miniature toy cars, boats, trains, airplanes, rockets and spaceships; molded toy figurines; toy guns; water pistols; rubber balls; spinning tops; tennis balls and racquets; golf clubs and golf balls; beach balls; croquet mallets and balls; table tennis paddles and balls; lawn bowling balls; lacrosse sticks and balls; footballs; hockey pucks and sticks; board games; baseball bats, balls and gloves; softball bats, balls and gloves; badminton racquets; shuttlecocks; water polo balls; billiards and pool

ques” in Class 28 is confusingly similar to the M Marks established by Opposer because the marks are similar in sound, appearance and overall commercial impression.

16. The dominant element in both Applicant’s mark and each of Opposer’s M Marks is the letter “M.”

17. The dominant element in Applicant’s mark is the stylized letter “M,” which is very similar to the stylized “M” in Opposer’s ‘031, ‘876, ‘946, ‘752, ‘974, ‘983, ‘380, ‘310, ‘814, ‘816, and ‘649 Registrations in that, for example, both contain the distinctive break between the left vertical line and the left diagonal line that make up the letter “M.”

18. The goods identified in the Application are closely related to, and overlap with, Opposer’s services, including the services identified in the Registration for the M Marks.

19. Applicant’s M (stylized) mark as applied to the goods identified in the Application so resembles the M Marks as applied to resort hotel services, including amusement arcades, gaming contests, facilities for recreation activities, equipment in the field of physical exercise, retail gift shops, and retail store services featuring a wide variety of consumer goods; casino services; restaurant, bar, night club, and cocktail lounge services; facilities for special events featuring casino, gaming, and tournaments; musical, comedy, news, theater, concert and audio-visual performances; health club, spa, beauty salon, massage, cosmetic body care, and tanning services; special events planning services; ticket reservation services; movie theaters; customer loyalty programs; travel agency services; and providing convention facilities that it is likely to cause confusion, mistake and/or deception.

20. If Applicant is permitted to register the M (stylized) mark for the goods set forth in Class 28 of the Application, confusion of the relevant trade and public is likely to result, which will damage and injure Opposer.

21. Any defect, objection to, or fault found with Applicant's goods under the M (stylized) mark would necessarily reflect on and seriously injure the reputation that Opposer has established for its services and business.

22. If Applicant is granted a registration for the mark herein opposed, it would obtain thereby at least a *prima facie* exclusive right to use the mark. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, LVGV, LLC prays that registration of the mark of Application Serial No. 85/736,471 in International Class 28 be refused and that this opposition be sustained.

Dated: March 3, 2014

Respectfully submitted,

By: /Hara K. Jacobs/

Hara K. Jacobs

Troy Larson

**BALLARD SPAHR LLP**

1735 Market Street, 51st Floor

Philadelphia, Pennsylvania 19103-7599

(215) 665-8500

**ATTORNEYS FOR OPPOSER**

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of this Notice of Opposition was served on March 3, 2014 by First Class U.S. Mail on the Correspondent of Record for the Applicant of Application Serial No. 85/736, 471 at the following mail and e-mail addresses:

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ipdocket@foxrothschild.com

By: /s/ Michael S. Shore  
Michael S. Shore

# EXHIBIT A



United States Patent and Trademark Office

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## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Mar 3 03:10:42 EST 2014

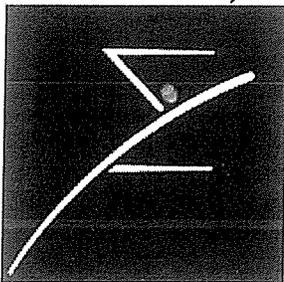
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<b>Word Mark</b>	M
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Cocktail lounges; bar services. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	05.09.06 - Avocados; Fruits with pits (apricots, peaches, plums, olives and the like) 05.09.25 - Coconuts; Other fruits 26.01.21 - Circles that are totally or partially shaded. 26.09.21 - Squares that are completely or partially shaded
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves
<b>Serial Number</b>	77519380
<b>Filing Date</b>	July 10, 2008
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	December 9, 2008
<b>Registration Number</b>	3667648
<b>Registration Date</b>	August 11, 2009
<b>Owner</b>	(REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA  
 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Kelley L. Nyquist

**Description of Mark** The color(s) black, white, green and red is/are claimed as a feature of the mark. The mark consists of a dark square on which centered is a white stylized letter "M" shown sideways; the middle of the mark features the representation of a green olive stuffed with a red pimento.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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## Trademarks > Trademark Electronic Search System (TESS)

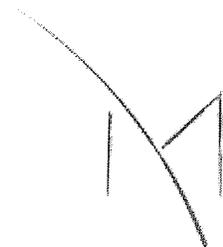
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<b>Word Mark</b>	M
<b>Goods and Services</b>	IC 043. US 100 101. G & S: hotel services. FIRST USE: 20071001. FIRST USE IN COMMERCE: 20071001
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-MISC Miscellaneous shaped designs
<b>Serial Number</b>	78979735
<b>Filing Date</b>	February 10, 2006
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	August 29, 2006
<b>Registration Number</b>	3411031
<b>Registration Date</b>	April 8, 2008
<b>Owner</b>	(REGISTRANT) M HOLDINGS, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044
<b>Assignment</b>	ASSIGNMENT RECORDED

**Recorded**

**Attorney of Record** Kelley L. Nyquist

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of stylized character "M".

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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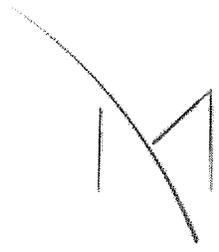
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Word Mark M  
 Goods and Services IC 043. US 100 101. G & S: bar and restaurant services. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225  
 Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM  
 Trademark Search Facility Classification Code LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-MISC Miscellaneous shaped designs  
 Serial Number 78811911  
 Filing Date February 10, 2006  
 Current Basis 1A  
 Original Filing Basis 1B  
 Published for Opposition August 29, 2006  
 Registration Number 3628876  
 Registration Date May 26, 2009  
 Owner (REGISTRANT) M HOLDINGS, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  
 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044  
 Assignment ASSIGNMENT RECORDED

**Recorded**  
**Attorney of Record** Kelley L. Nyquist  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of stylized character "M".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	M CAFE
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Restaurant services. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
<b>Serial Number</b>	77519385
<b>Filing Date</b>	July 10, 2008
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	December 9, 2008
<b>Registration Number</b>	3632946
<b>Registration Date</b>	June 2, 2009
<b>Owner</b>	(REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044
<b>Assignment</b>	ASSIGNMENT RECORDED

**Recorded**  
**Attorney of Record** Kelley L. Nyquist  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CAFÉ" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the stylized letter "M" over the stylized word "CAFÉ".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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RESORT · SPA · CASINO  
LAS VEGAS

**Word Mark** M RESORT · SPA · CASINO LAS VEGAS  
**Goods and Services** IC 043. US 100 101. G & S: Hotel, bar and restaurant services. FIRST USE: 20080401. FIRST USE IN COMMERCE: 20080401  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)  
 26.17.04 - Bands, vertical; Bars, vertical; Lines, vertical; Vertical line(s), band(s) or bar(s)  
 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal  
 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved  
 27.03.01 - Geometric figures forming letters, numerals or punctuation  
**Trademark Search Facility Classification Code** LETS-1 M A single letter, multiples of a single letter or in combination with a design  
 NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks  
 SHAPES-BAR-BANDS Designs with bar, bands or lines  
 SHAPES-MISC Miscellaneous shaped designs  
**Serial Number** 77341800  
**Filing Date** December 1, 2007  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** July 1, 2008  
**Registration** 3544752

**Number**  
**Registration Date** December 9, 2008  
**Owner** (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  
 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT SPA CASINO LAS VEGAS" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of Stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# M RESORT

<b>Word Mark</b>	M RESORT
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: Casinos; Arranging for ticket reservations for shows and other entertainment events; Amusement arcades; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of theater productions; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Special event planning. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design
<b>Serial Number</b>	77864304
<b>Filing Date</b>	November 3, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 12, 2010
<b>Registration Number</b>	3896121
<b>Registration</b>	

**Date** December 28, 2010  
**Owner** (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  
 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Prior Registrations** 3544752;3627983;3664380;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# M RESORT

<b>Word Mark</b>	M RESORT
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Hotel, bar and restaurant services. FIRST USE: 20080401. FIRST USE IN COMMERCE: 20080401
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design
<b>Serial Number</b>	77864323
<b>Filing Date</b>	November 3, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 12, 2010
<b>Registration Number</b>	3896122
<b>Registration Date</b>	December 28, 2010
<b>Owner</b>	

(REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA  
12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Prior Registrations** 3544752;3627983;3664380;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# M RESORT

**Word Mark** M RESORT  
**Goods and Services** IC 025, US 022 039, G & S: Shirts; T-shirts. FIRST USE: 20100914. FIRST USE IN COMMERCE: 20100914  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 85168500  
**Filing Date** November 3, 2010  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** March 29, 2011  
**Registration Number** 3977752  
**Registration Date** June 14, 2011  
**Owner** (REGISTRANT) The M Resort, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Las Vegas NEVADA 89044  
  
 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Prior Registrations** 3544752;3664380;3747310;AND OTHERS  
**Type of Mark** TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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RESORT · SPA · CASINO  
LAS VEGAS

**Word Mark** M RESORT · SPA · CASINO LAS VEGAS  
**Goods and Services** IC 041. US 100 101 107. G & S: Casinos; Arranging for ticket reservations for shows and other entertainment events; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of music concerts; Amusement arcades; Movie theaters; Night clubs; Health club services, namely, providing equipment in the field of physical exercise; Providing facilities for recreation activities; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Special event planning. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 26.17.04 - Bands, vertical; Bars, vertical; Lines, vertical; Vertical line(s), band(s) or bar(s)  
 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal  
 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal  
**Trademark Search Facility Classification Code** LETS-1 M A single letter, multiples of a single letter or in combination with a design  
 NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks  
 SHAPES-BAR-BANDS Designs with bar, bands or lines  
 SHAPES-MISC Miscellaneous shaped designs  
**Serial Number** 77341801  
**Filing Date** December 1, 2007  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** July 1, 2008  
**Registration** 3627974

**Number**  
**Registration Date** May 26, 2009  
**Owner** (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  
 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT"; "SPA"; "CASINO" & "LAS VEGAS" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of Stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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M RESORT · SPA · CASINO  
LAS VEGAS

**Word Mark** M RESORT · SPA · CASINO LAS VEGAS  
**Goods and Services** IC 044. US 100 101. G & S: Barbershops; Beauty salons; Health spa services, namely, cosmetic body care services; Massage; Tanning salons. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225  
**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM  
**Trademark Search Facility Classification Code** LETS-1 M A single letter, multiples of a single letter or in combination with a design NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks  
**Serial Number** 77344167  
**Filing Date** December 4, 2007  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** July 1, 2008  
**Registration Number** 3664380  
**Registration Date** August 4, 2009  
**Owner** (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA  
 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT", "SPA", "CASINO" & "LAS VEGAS" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of a stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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RESORT · SPA · CASINO  
LAS VEGAS

**Word Mark** M RESORT · SPA · CASINO LAS VEGAS

**Goods and Services** IC 025. US 022 039. G & S: Caps; Footwear; Golf shirts; Hats; Jackets; Pants; Polo shirts; Pullovers; Robes; Shirts; Shorts; Slippers; T-shirts; Tank tops; Warm up suits. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Trademark Search Facility Classification Code** LETS-1 M A single letter, multiples of a single letter or in combination with a design  
 NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks  
 SHAPES-BAR-BANDS Designs with bar, bands or lines  
 SHAPES-MISC Miscellaneous shaped designs

**Serial Number** 77344171

**Filing Date** December 4, 2007

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** August 26, 2008

**Registration Number** 3747310

**Registration Date** February 9, 2010

**Owner** (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas

Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA  
12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Kelley L. Nyquist

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAS VEGAS" AND "RESORT-SPA-CASINO" APART FROM THE MARK AS SHOWN

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of a stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Word Mark** IMAGINE REWARDS  
**Goods and Services** IC 043. US 100 101. G & S: hotel, restaurant and bar services; customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Trademark Search Facility Classification Code** SHAPES-MISC Miscellaneous shaped designs

**Serial Number** 77539654

**Filing Date** August 5, 2008

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** December 9, 2008

**Registration Number** 3620814

**Registration Date** May 12, 2009

**Owner** (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded**      ASSIGNMENT RECORDED  
**Attorney of Record**      Kelley L. Nyquist  
**Disclaimer**                NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "REWARDS" APART FROM THE MARK AS SHOWN  
**Description of Mark**      Color is not claimed as a feature of the mark. The mark consists of the stylized word "IMAGINE" over the word "REWARDS" .  
**Type of Mark**              SERVICE MARK  
**Register**                    PRINCIPAL  
**Live/Dead Indicator**      LIVE

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<b>Word Mark</b>	IMAGINE REWARDS
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: casino services; operation of a frequent casino players' incentive program. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Trademark Search Facility Classification Code</b>	SHAPES-MISC Miscellaneous shaped designs
<b>Serial Number</b>	77548194
<b>Filing Date</b>	August 15, 2008
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	December 9, 2008
<b>Registration Number</b>	3620816
<b>Registration Date</b>	May 12, 2009
<b>Owner</b>	(REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044  (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044
<b>Assignment</b>	ASSIGNMENT RECORDED

**Recorded**  
**Attorney of Record** Kelley L. Nyquist  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "REWARDS" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the word stylized word "IMAGINE" over the word "REWARDS".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# M IS FOR ME

**Word Mark** M IS FOR ME  
**Goods and Services** IC 043. US 100 101. G & S: Restaurant, bar and catering services; cocktail lounges; restaurant, hotel and bar services, namely, customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers; arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; providing travel agency services, namely, making reservations and bookings for temporary lodging, restaurants and meals. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77456525

**Filing Date** April 23, 2008

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** September 9, 2008

**Registration Number** 3920133

**Registration Date** February 15, 2011

**Owner** (REGISTRANT) THE M RESORT, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA

12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# M IS FOR ME

<b>Word Mark</b>	M IS FOR ME
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Hotel services; Providing convention facilities. FIRST USE: 20080505. FIRST USE IN COMMERCE: 20080505
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design
<b>Serial Number</b>	77472401
<b>Filing Date</b>	May 12, 2008
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 22, 2008
<b>Registration Number</b>	<b>3512483</b>
<b>Registration Date</b>	October 7, 2008
<b>Owner</b>	

(REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA  
12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Kelley L. Nyquist  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# M IS FOR ME

<b>Word Mark</b>	M IS FOR ME
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: Casinos; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Amusement arcades; Arranging for ticket reservations for shows and other entertainment events. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design
<b>Serial Number</b>	77456532
<b>Filing Date</b>	April 24, 2008
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 22, 2008
<b>Change In Registration</b>	CHANGE IN REGISTRATION HAS OCCURRED

**Registration Number** 3894290

**Registration Date** December 21, 2010

**Owner** (REGISTRANT) THE M RESORT, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

(LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Kelley L. Nyquist

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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