

ESTTA Tracking number: **ESTTA594392**

Filing date: **03/24/2014**

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	Facebook, Inc.
Granted to Date of previous extension	03/23/2014
Address	1601 Willow Road Menlo Park, CA 94025 UNITED STATES

Attorney information	Lori F. Mayall Cooley LLP 1299 Pennsylvania Ave., NW, Suite 700 Washington, DC 20004 UNITED STATES trademarks@cooley.com, lmayall@cooley.com, thadid@cooley.com Phone:(650) 843-5130
----------------------	--

Applicant Information

Application No	85917730	Publication date	09/24/2013
Opposition Filing Date	03/24/2014	Opposition Period Ends	03/23/2014
Applicant	Blassbooks, LLC 601 W Flagler St Miami, FL 33130 FL		

Goods/Services Affected by Opposition

Class 045. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: On-line social networking services

Grounds for Opposition

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

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3041791	Application Date	02/24/2005
Registration Date	01/10/2006	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	<h1>FACEBOOK</h1>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking Class 038. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking

U.S. Registration No.	3122052	Application Date	02/24/2005
Registration Date	07/25/2006	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	<h1>FACEBOOK</h1>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2004/11/16 First Use In Commerce: 2004/11/16 [providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking] Class 038. First use: First Use: 2004/11/16 First Use In Commerce: 2004/11/16 providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking

U.S. Registration No.	3659516	Application Date	08/29/2006
Registration Date	07/21/2009	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2006/02/00 First Use In Commerce: 2006/02/00 Clothing for men women, and children, namely, shirts, t-shirts, jackets, tops, sweat shirts, headwear, hats, caps

U.S. Registration No.	3716926	Application Date	03/07/2007
Registration Date	11/24/2009	Foreign Priority Date	NONE

Word Mark	FACEBOOK
-----------	----------

Design Mark	
Description of Mark	NONE
Goods/Services	Class 018. First use: First Use: 2005/09/00 First Use In Commerce: 2005/09/00 Bags, namely, all purpose sports bags, all purpose carrying bags, bags and hold-alls for sports clothing, tote bags, book bags, carry-all bags, traveling bags; umbrellas; briefcase-type portfolios Class 020. First use: First Use: 2005/09/00 First Use In Commerce: 2005/09/00 Picture frames Class 021. First use: First Use: 2009/05/00 First Use In Commerce: 2009/05/00 Insulating sleeves for beverage cans; insulating sleeves for beverage bottles; portable can coolers; portable bottle coolers; thermally insulated containers for beverages

U.S. Registration No.	3734637	Application Date	05/24/2007
Registration Date	01/05/2010	Foreign Priority Date	NONE

Word Mark	FACEBOOK
-----------	----------

Design Mark	<h1>FACEBOOK</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network</p> <p>Class 038. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Audio and video broadcasting services over the Internet or other communications network, namely, uploading, posting, showing, displaying, tagging and electronically transmitting information, audio, and video clips; providing on-line chat rooms, listservers, and on-line forums for transmission of messages among computer users concerning user-defined content; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest</p> <p>Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 On-line journals, namely, blogs featuring user-defined content</p> <p>Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network</p>		

U.S. Registration No.	3801147	Application Date	11/07/2006
Registration Date	06/08/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark	<h1>FACEBOOK</h1>		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00		

	<p>Computer software development tools for social networking, building social networking applications and for allowing data retrieval, upload, access and management; application programming interface (API) for third-party software and online services for social networking, building social networking applications and for allowing data retrieval, upload, access and management</p> <p>Class 038. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 providing access to computer databases; electronic transmission of instant messages and data</p> <p>Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Electronic publishing services, namely, publishing of online works of others featuring user-created text, audio, video, and graphics; providing on-line journals and web logs featuring user-created content</p> <p>Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Providing temporary use of non-downloadable software applications for classifieds, virtual community, social networking, photo sharing, and transmission of photographic images</p>
--	---

U.S. Registration No.	3814888	Application Date	11/07/2006
Registration Date	07/06/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/06/00 First Use In Commerce: 2007/06/00 Providing temporary use of non-downloadable software applications for video sharing		

U.S. Registration No.	3826546	Application Date	08/29/2006
Registration Date	07/27/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2010/05/06 First Use In Commerce: 2010/05/06 Clothing for men, women and children, namely, bottoms, pants, loungewear, sweatpants

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

Word Mark	FACEBOOK
-----------	----------

Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/04/00 Advertising and information distribution services, namely, providing classifiedadvertising space via the global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases in the field of classifieds Class 038. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Providing online chat rooms and electronic bulletin boards for registered usersfor transmission of messages concerningcollegiate life, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images; provision of on-line forums for the transmission of photographic images; provision of on-line forums for communications on topics of general interest Class 041. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Providing on-line computer databases and on-line searchable databases in the field of collegiate life concerning college athletics, concerts, entertainment events, art, performing arts, music, dance and academics; providing on-line computer databases and on-line searchable databases featuring collegiate student groupsconcerning subjects in the fields of academics and entertainment

	<p>Class 042. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Computer services, namely, hosting online web facilities for others for organizing and conducting online meetings, gatherings, and interactive discussions; and computer services in the nature of customized web pages featuring user-defined information, personal profiles and information; computer services, namely, creating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view and download digital photos</p> <p>Class 045. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Internet based introduction and social networking services; providing on-line computer databases and on-line searchable databases in the field of social networking</p>
--	--

U.S. Registration No.	3917332	Application Date	03/07/2007
Registration Date	02/08/2011	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 018. First use: First Use: 2010/05/00 First Use In Commerce: 2010/05/00 Bags, namely, backpacks, beach bags, gym bags; drawstring pouches</p> <p>Class 021. First use: First Use: 2009/09/11 First Use In Commerce: 2009/09/11 Bottle openers; plastic cups; mugs; cups; foam drink holders; glass and porcelain giftware, namely, cups; beverage glassware</p>		

U.S. Registration No.	3935447	Application Date	12/17/2009
Registration Date	03/22/2011	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
Goods/Services	Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Computer software development tools; Computer software for use as an application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks

U.S. Registration No.	4099518	Application Date	12/17/2009
Registration Date	02/14/2012	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
Goods/Services	Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing access to web sites for others hosted on computer servers accessible via a global computer network; providing access to third party web sites by enabling users to log in through a universal username and password via a global computer network and other communication networks; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; audio, text and video broadcasting services over the Internet or other communications networks featuring the uploaded, posted and tagged audio, text and video content of others; audio, text and video broadcasting services over the Internet or other communications networks, namely, electronically transmitting audio clips, text and video clips of others Class 045. First use: First Use: 2008/12/00 First Use In Commerce: 2008/12/00

	Identification verification services, namely, providing authentication of personal identification information
--	---

U.S. Registration No.	4102822	Application Date	12/17/2009
-----------------------	---------	------------------	------------

Registration Date	02/21/2012	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	FACEBOOK
-----------	----------



Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
---------------------	---

Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Peer-to-peer photo sharing services, namely, electronic transmission of digitalphoto files among internet users</p> <p>Class 041. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; on-line journals, namely, blogs in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; electronic publishing services, namely, publication of text and graphic works of others via computer and communications networksin the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online computer games and video games via computer or communication networks; arranging and conducting competitions for video gamersand computer game players</p> <p>Class 042. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Peer-to-browser photo sharing services,namely, providing a website featuring technology enabling users to upload, view, and download digital photos; providinga web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creatingand maintaining blogs for others; providing a web hosting platform for use of non-downloadable software in connection with interactive, multiplayer and single player games for third parties</p>
----------------	---

U.S. Registration No.	4102823	Application Date	12/17/2009
-----------------------	---------	------------------	------------

Registration Date	02/21/2012	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	FACEBOOK
-----------	----------

Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	<p>Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Compiling of information into computer databases</p> <p>Class 042. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data</p>		
U.S. Registration No.	4102824	Application Date	12/17/2009
Registration Date	02/21/2012	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00		

	<p>Providing access to computer databases in the fields of social networking, social introduction and dating</p> <p>Class 045. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00</p> <p>Social introduction, networking and dating services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities</p>
--	--

U.S. Registration No.	4129126	Application Date	12/17/2009
-----------------------	---------	------------------	------------

Registration Date	04/17/2012	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	FACEBOOK
-----------	----------



Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
---------------------	---

Goods/Services	<p>Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04</p> <p>Marketing, advertising and promotion services; market research and information services; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities</p> <p>Class 038. First use: First Use: 2009/04/00 First Use In Commerce: 2009/04/00</p> <p>Delivery of digital music by electronic transmission</p> <p>Class 041. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00</p> <p>Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product</p>
----------------	---

U.S. Registration No.	4339122	Application Date	10/07/2010
-----------------------	---------	------------------	------------

Registration Date	05/21/2013	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	FACEBOOK
-----------	----------

Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Computer software development tools; Computer software for use as an application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks

U.S. Registration No.	4339123	Application Date	10/07/2010
Registration Date	05/21/2013	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting on-line web facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing of audio and video content, photographic images, text, graphics and data; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online

	users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for enabling, facilitating, or enhancing social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio and video content, photographic images, text, graphics and data; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos; providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software for enabling, facilitating or enhancing interactive, multiplayer and single player games for third parties
--	---

U.S. Registration No.	4392662	Application Date	10/07/2010
Registration Date	08/27/2013	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 045. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Social introduction, networking and dating services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities; Identification verification services, namely, providing authentication of personal identification information		

U.S. Registration No.	4432823	Application Date	09/01/2010
Registration Date	11/12/2013	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2013/01/00 First Use In Commerce: 2013/01/00 Magnetically encoded gift cards Class 016. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00 Gift cards Class 035. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00 Pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services

U.S. Registration No.	4429115	Application Date	09/01/2010
Registration Date	11/05/2013	Foreign Priority Date	NONE

Word Mark	FACEBOOK
-----------	----------



Description of Mark	The mark consists of the word "FACEBOOK" in white letters inside of a blue rectangle background.
---------------------	--

Goods/Services	Class 009. First use: First Use: 2013/01/00 First Use In Commerce: 2013/01/00 Magnetically encoded gift cards Class 016. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00 Gift cards Class 035. First use: First Use: 2010/09/00 First Use In Commerce: 2010/09/00 Pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services
----------------	--

U.S. Registration No.	4471161	Application Date	10/07/2010
Registration Date	01/21/2014	Foreign Priority Date	NONE

Word Mark	FACEBOOK
-----------	----------

Design Mark	FACEBOOK
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Providing computer, electronic and online databases in the field of cultural commentary, social entertainment events, art, performing arts, music, dance, and education; on-line journals, namely, blogs in the fields of cultural commentary, social entertainment events, art, performing arts, music, dance, education, politics, culture, economics, and science; electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of cultural commentary, social entertainment events, art, performing arts, music, dance, education, politics, culture, economics, and science; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online non-downloadable computer games and video games via computer or communication networks; contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product

U.S. Registration No.	4466906	Application Date	10/05/2011
Registration Date	01/14/2014	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark	FACEBOOK		
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05 Cards, namely, business cards and non-magnetically encoded identity cards Class 035. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05		

	<p>Business card design services Class 040. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05 Printing services Class 042. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05 Providing temporary use of online non-downloadable software for creating business and identity cards for facilitating social and business networking; developing customized web pages and other data feed formats featuring user-defined information in the form of online business and identity cards for facilitating social and business networking; identity card design services</p>
--	--

U.S. Registration No.	4491419	Application Date	10/07/2010
Registration Date	03/04/2014	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 compiling of information into computer databases; marketing, advertising and promotion services; market research services, namely, research in the fields of collegiate life, virtual community and social networking; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities		

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

Design Mark	<h1>FACEBOOK</h1>		
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 0 First Use In Commerce: 0 Electronic processing and transmission of bill payment data for users of computer and communication networks; Bill payment services		

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

Word Mark	FACEBOOK		
Design Mark	<h1>FACEBOOK</h1>		
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 0 First Use In Commerce: 0 delivery of digital music by electronic transmission		

U.S. Application No.	85440333	Application Date	10/05/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.
Goods/Services	Class 042. First use: First Use: 0 First Use In Commerce: 0 Providing temporary use of online non-downloadable software for creating business and identity cards for facilitating social and business networking; developing customized web pages and other data feed formats featuring user-defined information in the form of online business and identity cards for facilitating social and business networking; identity card design services

U.S. Application No.	86120787	Application Date	11/16/2013
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FACEBOOK
-----------	----------

Design Mark	
Description of Mark	The mark consists of the word FACEBOOK followed by a series of three designs. The design on the left consists of a silhouette of two stylized figures, one figure overlapping the other. The design in the middle consists of a silhouette of two stylized boxes with rounded corners, one box overlapping the other, with triangle shapes extending from the bottom of each box. The design on the right consists of a silhouette of a stylized globe image.
Goods/Services	Class 009. First use: First Use: 2010/02/04 First Use In Commerce: 2010/02/04 Computer software to enable uploading, downloading, accessing, posting, displaying, editing, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks; Software for sending and receiving electronic messages, graphics, images, audio and audio visual content via global communication networks; Computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; Computer search engine software; Computer software for accessing, browsing and searching online databases; Computer software for personal information management, and data synchronization software Class 035. First use: First Use: 2010/02/04 First Use In Commerce: 2010/02/04 Marketing, advertising and promotion services; Market research and information services; Promoting the goods and services of others via computer and communication networks; Facilitating the exchange and sale of services and products of third parties via computer and communication networks; Online retail store services featuring gift cards and delivery of digital media, namely, pre-recorded music, video, images, text and audiovisual works; Providing online marketplaces for sellers of goods and/or services; Providing online facilities for connecting sellers with buyers; Providing online facilities featuring information

for consumers in the field of gifts; Business networking

Class 038. First use: First Use: 2010/02/04 First Use In Commerce: 2010/02/04

Peer-to-peer photo sharing and video sharing services, namely, electronic transmission of digital photo files, videos and audio visual content among internet users; Providing access to computer, electronic and online databases; Telecommunications services, namely electronic transmission of data, messages, graphics, images, audio, video and information; Providing online forums for communication on topics of general interest; Providing online chat rooms, email and instant messaging services, and electronic bulletin boards; Audio, text and video broadcasting services over computer or other communication networks namely, uploading, posting, displaying, modifying, tagging, and electronically transmitting data, information, audio and video; Voice over IP services; Telephony communication services

Class 041. First use: First Use: 2010/02/04 First Use In Commerce: 2010/02/04

Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; Electronic journals and blogs, featuring user generated or specified content; Electronic publishing services for others; Entertainment services, namely facilitating interactive and multiplayer and single player game services for games played via computer or communication networks; Providing information about online computer games and video games via computer or communication networks

Class 042. First use: First Use: 2010/02/04 First Use In Commerce: 2010/02/04

Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, get feedback from their peers, and engage in social, business and community networking; Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, modifying, sharing or otherwise providing electronic media or information over communication networks; Providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple online facilities; Providing an online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information and to transfer and share such information among multiple online facilities; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, on computer and communication networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized online pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; Computer services, namely, providing search engines for obtaining data on a global computer and communication networks; Providing non-downloadable e-commerce software to allow users to perform electronic business transactions via a global computer and communication networks; Providing search engines for obtaining data via communications networks; Providing online facilities that gives users the ability to upload, modify and share audio, video, photographic images, text, graphics and data

Class 045. First use: First Use: 2010/02/04 First Use In Commerce: 2010/02/04

Social introduction, networking and dating services; Providing access to computer databases in the fields of social networking, social introduction and dating

U.S. Registration No.	4489662	Application Date	10/05/2011
Registration Date	02/25/2014	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	Class 016. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05 Cards, namely, business cards and non-magnetically encoded identity cards Class 035. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05 Business card design services Class 040. First use: First Use: 2012/01/05 First Use In Commerce: 2012/01/05 Printing services		

Attachments	78574726#TMSN.jpeg(bytes) 78574730#TMSN.jpeg(bytes) 78981126#TMSN.jpeg(bytes) 77978174#TMSN.jpeg(bytes) 77189479#TMSN.jpeg(bytes) 77979375#TMSN.jpeg(bytes) 77039123#TMSN.jpeg(bytes) 78962629#TMSN.jpeg(bytes) 78920322#TMSN.jpeg(bytes) 77125103#TMSN.jpeg(bytes) 77896312#TMSN.jpeg(bytes) 77896318#TMSN.jpeg(bytes) 77896322#TMSN.jpeg(bytes) 77896323#TMSN.jpeg(bytes) 77896325#TMSN.jpeg(bytes) 77896315#TMSN.jpeg(bytes) 85147879#TMSN.jpeg(bytes) 85147950#TMSN.jpeg(bytes) 85147955#TMSN.jpeg(bytes) 85121339#TMSN.jpeg(bytes) 85121349#TMSN.jpeg(bytes) 85147937#TMSN.jpeg(bytes) 85440332#TMSN.jpeg(bytes) 85147898#TMSN.jpeg(bytes) 85147910#TMSN.jpeg(bytes) 85147930#TMSN.jpeg(bytes) 85440333#TMSN.jpeg(bytes) 86120787#TMSN.jpeg(bytes) 85980713#TMSN.jpeg(bytes) Blassbook NOO.pdf(2545771 bytes)
-------------	--

Certificate of Service

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

Signature	/lfm/
Name	Lori F. Mayall
Date	03/24/2014

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

In the matter of application Serial No. 85/917,730
For the Trademark "BLASSBOOKS.COM"
Published in the Official Gazette on September 24, 2013

FACEBOOK, INC.,)	
)	
Opposer,)	
)	Opposition No.
v.)	
)	
BLASSBOOKS, LLC,)	
)	
Applicant.)	
_____)	

NOTICE OF OPPOSITION

Opposer Facebook, Inc. ("Facebook"), a Delaware corporation having its principal place of business at 1601 Willow Rd., Menlo Park, California 94025, believes that it will be damaged by the issuance of a registration for the mark BLASSBOOKS.COM (the "BLASSBOOKS Mark" or "Applicant's Mark"), as applied for in Application Serial No. 85/917,730 filed on April 29, 2013 by Applicant Blassbooks, LLC ("Blassbooks"), a Florida limited liability company having a mailing address at 601 West Flagler Street, Miami, Florida 33130.

As grounds for opposition, Facebook alleges that:

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

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

- Internet based introduction and social networking services; providing on-line computer databases and on-line searchable databases in the field of social networking;
- Creating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking;
- Providing online chat rooms and electronic bulletin boards for registered users for transmission of messages concerning collegiate life, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images; provision of on-line forums for the transmission of photographic images; provision of on-line forums for communications on topics of general interest;
- Online chat functions for transmission of messages, photographs, videos, and other user-defined content; and
- Audio and video broadcasting services over the Internet or other communications network for uploading, posting, showing, displaying, tagging and sharing audio, and video clips.

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

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

5. The FACEBOOK mark is highly distinctive with regard to online networking goods and services. Moreover, through Facebook's widespread use of the FACEBOOK Marks, extensive and continuous media coverage, the high degree of consumer recognition of the

FACEBOOK Marks, Facebook's enormous and loyal user base, its numerous trademark registrations and pending applications, and other factors, the FACEBOOK Marks have become famous within the meaning of Section 43(c) of the United States Trademark Act, 15 U.S.C. § 1125(c).

6. On April 29, 2013, Applicant filed an intent-to-use application to register the BLASSBOOKS Mark for: "On-line social networking services" in International Class 45.

7. Applicant's Mark was published in the *Official Gazette* on September 24, 2013.

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

8. Facebook incorporates by reference Paragraphs 1 through 7, inclusive, as if fully set forth herein.

9. Facebook began using its FACEBOOK mark at least as early as February 2004, and filed applications resulting in federal registrations well prior to Applicant's application to register the BLASSBOOKS Mark or, on information and belief, any actual use by Applicant of Applicant's Mark.

10. The FACEBOOK Marks are strong and famous.

11. The BLASSBOOKS Mark is similar to the FACEBOOK Marks in commercial impression.

12. Applicant's services to be offered under the BLASSBOOKS Mark are the same as Facebook's goods and services.

13. Applicant's services will be offered through the same channel of trade as Facebook's goods and services.

14. Facebook is informed and believes, and based thereon alleges, that Applicant's Mark was adopted with knowledge of, the intent to call to mind, create a likelihood of confusion

with regard to, and/or trade off the fame of Facebook and the FACEBOOK Marks.

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

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

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

18. Registration of Applicant's Mark will damage Facebook because Applicant's Mark is likely, when used on or in connection with the applied for services, to cause confusion, or to cause mistake or to deceive. Thus, Applicant's Mark is unregistrable under 15 U.S.C. §§1052, 1053, 1063 and 1125 and should be refused registration.

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

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

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

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

other goods and services.

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

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

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

25. The FACEBOOK Marks became famous before Applicant filed to register the BLASSBOOKS Mark on April 29, 2013 or, on information and belief, any actual use by Applicant of Applicant's Mark.

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

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

- (a)** Applicant's Mark is similar to the FACEBOOK Marks;
- (b)** The FACEBOOK Marks are inherently distinctive in relation to online networking goods and services;
- (c)** Facebook has made substantially exclusive use of the FACEBOOK Marks

in connection with online networking goods and services;

(d) The FACEBOOK Marks are widely recognized by the general consuming public;

(e) Facebook is informed and believes, and based thereon alleges, that Applicant's Mark was selected with the intention to create an association with the FACEBOOK Marks.

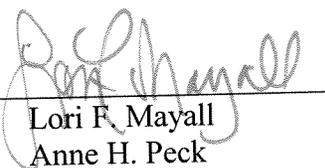
28. Accordingly, Applicant's Mark is unregistrable under 15 U.S.C. §§ 1052, 1053, 1063, and 1125, and should be refused registration.

Wherefore, Facebook prays that this Opposition be sustained, and that Application Serial No. 85/917,730 be refused.

Respectfully submitted,

COOLEY LLP

Date: March 24, 2014

By: 

Lori F. Mayall
Anne H. Peck

1299 Pennsylvania Avenue, NW, Suite 700
Washington, D.C. 20004

T: 650-843-5000

F: 650-849-7400

Attorneys for Opposer Facebook, Inc.

CERTIFICATE OF TRANSMITTAL AND SERVICE

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

I hereby further certify that on the date indicated below, a true and correct copy of this Notice of Opposition was placed in the United States Mail via US Airmail, addressed to correspondent for Applicant and Applicant (located at the same address) as follows:

Blassbooks, LLC
601 West Flagler Street
Miami, Florida 33130
United States

Date: March 24, 2014

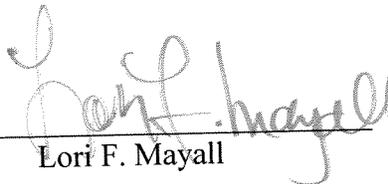

Lori F. Mayall

EXHIBIT A

Int. Cls.: 35 and 38

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

United States Patent and Trademark Office

Reg. No. 3,041,791

Registered Jan. 10, 2006

SERVICE MARK
PRINCIPAL REGISTER

THEFACEBOOK

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

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

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

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

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

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

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

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

MATTHEW KLINE, EXAMINING ATTORNEY



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Tue May 7 02:27:45 EDT 2013

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE ONLY](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

FACEBOOK

Word Mark FACEBOOK

Goods and Services IC 035. US 100 101 102. G & S: providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking. FIRST USE: 20040204. FIRST USE IN COMMERCE: 20040204

IC 038. US 100 101 104. G & S: providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking. FIRST USE: 20040204. FIRST USE IN COMMERCE: 20040204

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78574726

Filing Date February 24, 2005

Current Basis 1A

Original Filing Basis 1A

Published for Opposition October 18, 2005

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 3041791

Registration Date January 10, 2006

Trademark Electronic Search System (TESS)

Owner (REGISTRANT) THEFACEBOOK, Inc. CORPORATION DELAWARE 471 Emerson Street Palo Alto CALIFORNIA 943011605

(LAST LISTED OWNER) FACEBOOK, INC. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Anne H. Peck

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 8 (6-YR).

Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [BUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cls.: 35 and 38

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

Reg. No. 3,122,052

United States Patent and Trademark Office

Registered July 25, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

FACEBOOK

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

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

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

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

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

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

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

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

MATTHEW KLINE, EXAMINING ATTORNEY



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Tue May 7 02:27:45 EDT 2013

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

FACEBOOK

Word Mark FACEBOOK

Goods and Services (CANCELLED) IC 035. US 100 101 102. G & S: [providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking]. FIRST USE: 20041116. FIRST USE IN COMMERCE: 20041116

IC 038. US 100 101 104. G & S: providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking. FIRST USE: 20041116. FIRST USE IN COMMERCE: 20041116

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78574730

Filing Date February 24, 2005

Current Basis 1A

Original Filing Basis 1B

Published for October 4, 2005

Opposition

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 3122052

Registration Date July 25, 2006

Trademark Electronic Search System (TESS)

Owner (REGISTRANT) FACEBOOK, INC. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Anne H. Peck
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,659,516

Registered July 21, 2009

TRADEMARK
PRINCIPAL REGISTER

FACEBOOK

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

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

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

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

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

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

EDWARD NELSON, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

FACEBOOK

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

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

**TRADEMARK
PRINCIPAL REGISTER**

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

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

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

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

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

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

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

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

LINDA LAVACHE, EXAMINING ATTORNEY



David J. Kyffes

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

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

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

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

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

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

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

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

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

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

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

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

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

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

TRACY CROSS, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,801,147

Registered June 8, 2010

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

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

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

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

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

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

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

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

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

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

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

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

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

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

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,814,888
Registered July 6, 2010
Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

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

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

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

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

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

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

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kyffas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,826,546

Registered July 27, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

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

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

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

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

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

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

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,881,770

Registered Nov. 23, 2010

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

SERVICE MARK

PRINCIPAL REGISTER

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

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

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

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

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

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

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

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

EDWARD NELSON, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,917,332
Registered Feb. 8, 2011
Int. Cls.: 18 and 21

TRADEMARK
PRINCIPAL REGISTER

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

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

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

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

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

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

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

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

LINDA LAVACHE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 3,935,447

Registered Mar. 22, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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

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

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

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

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

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

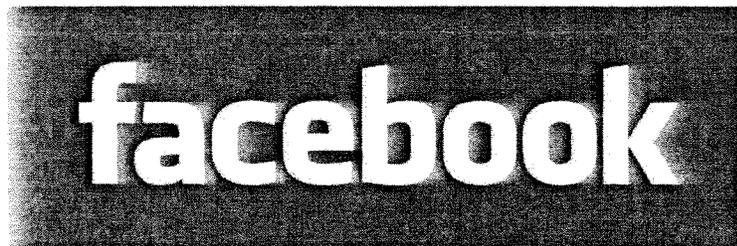
JAY FLOWERS, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 4,099,518

Registered Feb. 14, 2012

Int. Cls.: 38 and 45

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: PROVIDING ACCESS TO COMPUTER, ELECTRONIC AND ONLINE DATABASES; TELECOMMUNICATIONS SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA, MESSAGES AND INFORMATION; PROVIDING ONLINE FORUMS FOR COMMUNICATION ON TOPICS OF GENERAL INTEREST; PROVIDING ONLINE COMMUNICATIONS LINKS WHICH TRANSFER WEB SITE USERS TO OTHER LOCAL AND GLOBAL WEB PAGES; PROVIDING ACCESS TO WEB SITES FOR OTHERS HOSTED ON COMPUTER SERVERS ACCESSIBLE VIA A GLOBAL COMPUTER NETWORK; PROVIDING ACCESS TO THIRD PARTY WEB SITES BY ENABLING USERS TO LOG IN THROUGH A UNIVERSAL USERNAME AND PASSWORD VIA A GLOBAL COMPUTER NETWORK AND OTHER COMMUNICATION NETWORKS; PROVIDING ONLINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG USERS IN THE FIELD OF GENERAL INTEREST; AUDIO, TEXT AND VIDEO BROADCASTING SERVICES OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORKS FEATURING THE UPLOADED, POSTED AND TAGGED AUDIO, TEXT AND VIDEO CONTENT OF OTHERS; AUDIO, TEXT AND VIDEO BROADCASTING SERVICES OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORKS, NAMELY, ELECTRONICALLY TRANSMITTING AUDIO CLIPS, TEXT AND VIDEO CLIPS OF OTHERS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

FOR: IDENTIFICATION VERIFICATION SERVICES, NAMELY, PROVIDING AUTHENTICATION OF PERSONAL IDENTIFICATION INFORMATION, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 12-0-2008; IN COMMERCE 12-0-2008.

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

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

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



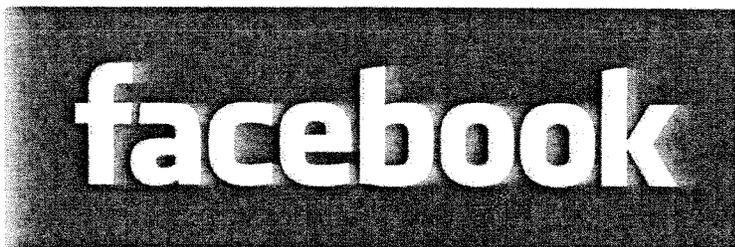
David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,099,518 SN 77-896,318, FILED 12-17-2009.

JAY FLOWERS, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office



Reg. No. 4,102,822

Registered Feb. 21, 2012

Int. Cls.: 38, 41, and 42

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: PEER-TO-PEER PHOTO SHARING SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DIGITAL PHOTO FILES AMONG INTERNET USERS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

FOR: PROVIDING COMPUTER, ELECTRONIC AND ONLINE DATABASES IN THE FIELD OF ENTERTAINMENT AND IN THE FIELDS OF SECONDARY, COLLEGIATE, SOCIAL AND COMMUNITY INTEREST GROUPS; ON-LINE JOURNALS, NAMELY, BLOGS IN THE FIELDS OF ENTERTAINMENT, EDUCATION, SOCIAL, POLITICAL, CULTURAL, ECONOMIC, SCIENTIFIC AND GENERAL INTEREST; ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLICATION OF TEXT AND GRAPHIC WORKS OF OTHERS VIA COMPUTER AND COMMUNICATIONS NETWORKS IN THE FIELDS OF ENTERTAINMENT, EDUCATION, SOCIAL, POLITICAL, CULTURAL, ECONOMIC, SCIENTIFIC AND GENERAL INTEREST; PUBLISHING OF ELECTRONIC PUBLICATIONS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TEMPORARY USE OF INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR GAMES PLAYED VIA COMPUTER OR COMMUNICATION NETWORKS; PROVIDING INFORMATION ABOUT ONLINE COMPUTER GAMES AND VIDEO GAMES VIA COMPUTER OR COMMUNICATION NETWORKS; ARRANGING AND CONDUCTING COMPETITIONS FOR VIDEO GAMERS AND COMPUTER GAME PLAYERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

FOR: PEER-TO-BROWSER PHOTO SHARING SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING TECHNOLOGY ENABLING USERS TO UPLOAD, VIEW, AND DOWNLOAD DIGITAL PHOTOS; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES USERS TO UPLOAD AND SHARE VIDEO, PHOTOS, TEXT, GRAPHICS AND DATA; CREATING AND MAINTAINING BLOGS FOR OTHERS; PROVIDING A WEB HOSTING PLATFORM FOR USE OF NON-DOWNLOADABLE SOFTWARE IN CONNECTION WITH INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR THIRD PARTIES, IN CLASS 42 (U.S. CLS. 100 AND 101).



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,102,822 FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

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

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

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

SN 77-896,322, FILED 12-17-2009.

JAY FLOWERS, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office



Reg. No. 4,102,823
Registered Feb. 21, 2012
Int. Cls.: 35 and 42

SERVICE MARK
PRINCIPAL REGISTER

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

FOR: COMPILING OF INFORMATION INTO COMPUTER DATABASES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

FOR: COMPUTER SERVICES, NAMELY, CREATING ON-LINE VIRTUAL COMMUNITIES FOR REGISTERED USERS TO ORGANIZE GROUPS AND EVENTS, PARTICIPATE IN DISCUSSIONS, AND ENGAGE IN SOCIAL, BUSINESS AND COMMUNITY NETWORKING; COMPUTER SERVICES, NAMELY, HOSTING ELECTRONIC FACILITIES FOR OTHERS FOR ORGANIZING AND CONDUCTING MEETINGS, EVENTS AND INTERACTIVE DISCUSSIONS VIA COMMUNICATION NETWORKS; APPLICATION SERVICE PROVIDER (ASP) SERVICES, NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE OR FACILITATE THE UPLOADING, DOWNLOADING, STREAMING, POSTING, DISPLAYING, BLOGGING, LINKING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER COMMUNICATION NETWORKS; PROVIDING AN ONLINE NETWORK SERVICE THAT ENABLES USERS TO TRANSFER PERSONAL IDENTITY DATA TO AND SHARE PERSONAL IDENTITY DATA WITH AND AMONG MULTIPLE WEBSITES; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES ON-LINE USERS TO CREATE PERSONAL PROFILES FEATURING SOCIAL NETWORKING INFORMATION AND TO TRANSFER AND SHARE SUCH INFORMATION AMONG MULTIPLE WEBSITES; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, SITES AND OTHER RESOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR SOCIAL NETWORKING, CREATING A VIRTUAL COMMUNITY, AND TRANSMISSION OF AUDIO, VIDEO, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; COMPUTER SERVICES IN THE NATURE OF CUSTOMIZED WEB PAGES FEATURING USER-DEFINED OR SPECIFIED INFORMATION, PERSONAL PROFILES, AUDIO, VIDEO, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA, IN CLASS 42 (U.S. CLS. 100 AND 101).



David J. Kappas

Director of the United States Patent and Trademark Office

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

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

Reg. No. 4,102,823 THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

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

SN 77-896,323, FILED 12-17-2009.

JAY FLOWERS, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office



Reg. No. 4,102,824

Registered Feb. 21, 2012

Int. Cls.: 38 and 45

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: PROVIDING ACCESS TO COMPUTER DATABASES IN THE FIELDS OF SOCIAL NETWORKING, SOCIAL INTRODUCTION AND DATING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

FOR: SOCIAL INTRODUCTION, NETWORKING AND DATING SERVICES; PROVIDING SOCIAL SERVICES AND INFORMATION IN THE FIELD OF PERSONAL DEVELOPMENT, NAMELY, SELF-IMPROVEMENT, SELF-FULFILLMENT, CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICES, AND HUMANITARIAN ACTIVITIES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

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

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

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

SN 77-896,325, FILED 12-17-2009.

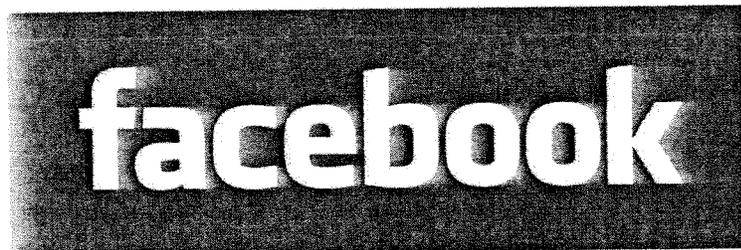
JAY FLOWERS, EXAMINING ATTORNEY



David J. Kyppas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 4,129,126

Registered Apr. 17, 2012

Int. Cls.: 35, 38, and 41

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: MARKETING, ADVERTISING AND PROMOTION SERVICES; MARKET RESEARCH AND INFORMATION SERVICES; ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS VIA COMPUTER AND COMMUNICATION NETWORKS; OPERATING ON-LINE MARKETPLACES FOR SELLERS OF GOODS AND/OR SERVICES; ONLINE RETAIL STORE SERVICES FEATURING DIGITAL MEDIA, NAMELY, PRE-RECORDED DIGITAL SOUND, VIDEO AND DATA RECORDINGS FEATURING MUSIC, TEXT, VIDEO, GAMES, COMEDY, DRAMA, ACTION, ADVENTURE OR ANIMATION; CHARITABLE SERVICES, NAMELY, PROMOTING PUBLIC AWARENESS ABOUT CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICE AND HUMANITARIAN ACTIVITIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

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

FOR: DELIVERY OF DIGITAL MUSIC BY ELECTRONIC TRANSMISSION, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 4-0-2009; IN COMMERCE 4-0-2009.

FOR: CONTEST AND INCENTIVE AWARD PROGRAMS DESIGNED TO RECOGNIZE, REWARD AND ENCOURAGE INDIVIDUALS AND GROUPS WHICH ENGAGE IN SELF-IMPROVEMENT, SELF-FULFILLMENT, CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICE AND HUMANITARIAN ACTIVITIES AND SHARING OF CREATIVE WORK PRODUCT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2007; IN COMMERCE 9-0-2007.

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

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

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



David J. Kyllas

Director of the United States Patent and Trademark Office

Reg. No. 4,129,126 SN 77-896,315, FILED 12-17-2009.

JAY FLOWERS, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,339,122
Registered May 21, 2013

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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

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

OWNER OF U.S. REG. NOS. 3,734,637, 3,793,608, AND 3,881,770.

SN 85-147,879, FILED 10-7-2010.

CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY



Lena Stewart Kim
Acting Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,339,123

Registered May 21, 2013

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: COMPUTER SERVICES, NAMELY, CREATING ON-LINE VIRTUAL COMMUNITIES FOR REGISTERED USERS TO ORGANIZE GROUPS AND EVENTS, PARTICIPATE IN DISCUSSIONS, AND ENGAGE IN SOCIAL, BUSINESS AND COMMUNITY NETWORKING; COMPUTER SERVICES, NAMELY, HOSTING ON-LINE WEB FACILITIES FOR OTHERS FOR ORGANIZING AND CONDUCTING MEETINGS, EVENTS AND INTERACTIVE DISCUSSIONS VIA COMMUNICATION NETWORKS; APPLICATION SERVICE PROVIDER (ASP) SERVICES, NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE OR FACILITATE THE UPLOADING, DOWNLOADING, STREAMING, POSTING, DISPLAYING, BLOGGING, LINKING, SHARING OF AUDIO AND VIDEO CONTENT, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; PROVIDING AN ONLINE NETWORK SERVICE THAT ENABLES USERS TO TRANSFER PERSONAL IDENTITY DATA TO AND SHARE PERSONAL IDENTITY DATA WITH AND AMONG MULTIPLE WEBSITES; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES ONLINE USERS TO CREATE PERSONAL PROFILES FEATURING SOCIAL NETWORKING INFORMATION AND TO TRANSFER AND SHARE SUCH INFORMATION AMONG MULTIPLE WEBSITES; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, SITES AND OTHER RESOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR ENABLING, FACILITATING, OR ENHANCING SOCIAL NETWORKING, CREATING A VIRTUAL COMMUNITY, AND TRANSMISSION OF AUDIO, VIDEO, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; COMPUTER SERVICES IN THE NATURE OF CUSTOMIZED WEB PAGES FEATURING USER-DEFINED OR SPECIFIED INFORMATION, PERSONAL PROFILES, AUDIO AND VIDEO CONTENT, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; PEER-TO-BROWSER PHOTO SHARING SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING TECHNOLOGY ENABLING USERS TO UPLOAD, VIEW, AND DOWNLOAD DIGITAL PHOTOS; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES USERS TO UPLOAD AND SHARE VIDEO, PHOTOS, TEXT, GRAPHICS AND DATA; CREATING AND MAINTAINING BLOGS FOR OTHERS; PROVIDING A WEB HOSTING PLATFORM FOR USE OF NON-DOWNLOADABLE SOFTWARE FOR ENABLING, FACILITATING OR ENHANCING INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR THIRD PARTIES, IN CLASS 42 (U.S. CLS. 100 AND 101).



Lisa Stuart Liu
Acting Director of the United States Patent and Trademark Office

Reg. No. 4,339,123 FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

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

OWNER OF U.S. REG. NOS. 3,734,637, 3,881,770, AND OTHERS.

SN 85-147,950, FILED 10-7-2010.

CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,392,662

Registered Aug. 27, 2013

Int. Cl.: 45

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: SOCIAL INTRODUCTION, NETWORKING AND DATING SERVICES; PROVIDING SOCIAL SERVICES AND INFORMATION IN THE FIELD OF PERSONAL DEVELOPMENT, NAMELY, SELF-IMPROVEMENT, SELF-FULFILLMENT, CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICES, AND HUMANITARIAN ACTIVITIES; IDENTIFICATION VERIFICATION SERVICES, NAMELY, PROVIDING AUTHENTICATION OF PERSONAL IDENTIFICATION INFORMATION, IN CLASS 45 (U.S. CLS. 100 AND 101).

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

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

OWNER OF U.S. REG. NOS. 3,734,637, 3,801,147, AND OTHERS.

SN 85-147,955, FILED 10-7-2010.

VERNA BETH RIRIE, EXAMINING ATTORNEY



Lisa Street Lu
Acting Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,432,823

Registered Nov. 12, 2013

Int. Cls.: 9, 16, and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: MAGNETICALLY ENCODED GIFT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-0-2013; IN COMMERCE 1-0-2013.

FOR: GIFT CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

FOR: PRE-PAID GIFT CARD SERVICES, NAMELY, ISSUING GIFT CARD CERTIFICATES THAT MAY BE REDEEMED FOR GOODS OR SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

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

OWNER OF U.S. REG. NOS. 3,734,637, 3,881,770, AND OTHERS.

SN 85-121,339, FILED 9-1-2010.

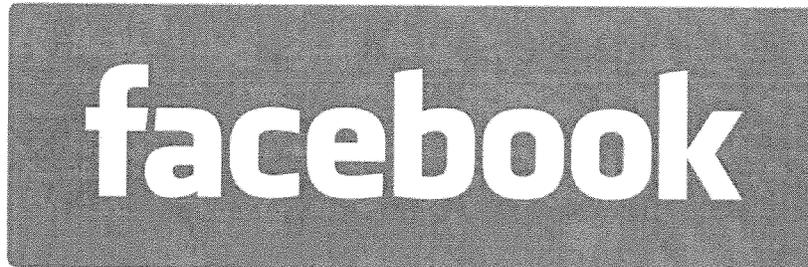
CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY



Lisa Street Liu

Deputy Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 4,429,115

Registered Nov. 5, 2013

Int. Cls.: 9, 16, and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: MAGNETICALLY ENCODED GIFT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-0-2013; IN COMMERCE 1-0-2013.

FOR: GIFT CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

FOR: PRE-PAID GIFT CARD SERVICES, NAMELY, ISSUING GIFT CARD CERTIFICATES THAT MAY BE REDEEMED FOR GOODS OR SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

OWNER OF U.S. REG. NOS. 3,734,637, 3,881,770, AND OTHERS.

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

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

SN 85-121,349, FILED 9-1-2010.

CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY



Steven S. Street, III

Deputy Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,471,161

Registered Jan. 21, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: PROVIDING COMPUTER, ELECTRONIC AND ONLINE DATABASES IN THE FIELD OF CULTURAL COMMENTARY, SOCIAL ENTERTAINMENT EVENTS, ART, PERFORMING ARTS, MUSIC, DANCE, AND EDUCATION; ON-LINE JOURNALS, NAMELY, BLOGS IN THE FIELDS OF CULTURAL COMMENTARY, SOCIAL ENTERTAINMENT EVENTS, ART, PERFORMING ARTS, MUSIC, DANCE, EDUCATION, POLITICS, CULTURE, ECONOMICS, AND SCIENCE; ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLICATION OF TEXT AND GRAPHIC WORKS OF OTHERS VIA COMPUTER AND COMMUNICATIONS NETWORKS IN THE FIELDS OF CULTURAL COMMENTARY, SOCIAL ENTERTAINMENT EVENTS, ART, PERFORMING ARTS, MUSIC, DANCE, EDUCATION, POLITICS, CULTURE, ECONOMICS, AND SCIENCE; PUBLISHING OF ELECTRONIC PUBLICATIONS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TEMPORARY USE OF INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR GAMES PLAYED VIA COMPUTER OR COMMUNICATION NETWORKS; PROVIDING INFORMATION ABOUT ONLINE NON-DOWNLOADABLE COMPUTER GAMES AND VIDEO GAMES VIA COMPUTER OR COMMUNICATION NETWORKS; CONTEST AND INCENTIVE AWARD PROGRAMS DESIGNED TO RECOGNIZE, REWARD AND ENCOURAGE INDIVIDUALS AND GROUPS WHICH ENGAGE IN SELF-IMPROVEMENT, SELF-FULFILLMENT, CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICE AND HUMANITARIAN ACTIVITIES AND SHARING OF CREATIVE WORK PRODUCT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

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

OWNER OF U.S. REG. NOS. 3,734,637, 3,881,770, AND OTHERS.

SN 85-147,937, FILED 10-7-2010.

CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,466,906

Registered Jan. 14, 2014

**Int. Cls.: 16, 35, 40, and
42**

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: CARDS, NAMELY, BUSINESS CARDS AND NON-MAGNETICALLY ENCODED
IDENTITY CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-5-2012; IN COMMERCE 1-5-2012.

FOR: BUSINESS CARD DESIGN SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-5-2012; IN COMMERCE 1-5-2012.

FOR: PRINTING SERVICES, IN CLASS 40 (U.S. CLS. 100, 103 AND 106).

FIRST USE 1-5-2012; IN COMMERCE 1-5-2012.

FOR: PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE SOFTWARE
FOR CREATING BUSINESS AND IDENTITY CARDS FOR FACILITATING SOCIAL AND
BUSINESS NETWORKING; DEVELOPING CUSTOMIZED WEB PAGES AND OTHER DATA
FEED FORMATS FEATURING USER-DEFINED INFORMATION IN THE FORM OF ONLINE
BUSINESS AND IDENTITY CARDS FOR FACILITATING SOCIAL AND BUSINESS NET-
WORKING; IDENTITY CARD DESIGN SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-5-2012; IN COMMERCE 1-5-2012.

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

OWNER OF U.S. REG. NOS. 3,041,791, 3,935,447, AND OTHERS.

SN 85-440,332, FILED 10-5-2011.

MATTHEW PAPPAS, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

EXHIBIT B



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed May 8 02:29:17 EDT 2013

[TESS Home](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [Browse Dict](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)

FACEBOOK

Word Mark FACEBOOK

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

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147898

Filing Date October 7, 2010

Current Basis 1B

Original Filing Basis 1B

Published for February 21, 2012

Opposition

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Attorney of Record Anne Peck

Prior Registrations 3734637;3793608;3881770

Type of Mark SERVICE MARK

Trademark Electronic Search System (TESS)

Register PRINCIPAL
**Live/Dead
Indicator** LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[| HOME](#) [| SITE INDEX](#) [| SEARCH](#) [| eBUSINESS](#) [| HELP](#) [| PRIVACY POLICY](#)



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed May 8 02:29:17 EDT 2013

TESS HOME | NEW USER | STRUCTURED | FREE FORM | Browse Dict | SEARCH OG | BOTTOM | HELP

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TSDR

ASSIGN Status

TTAB Status

(Use the "Back" button of the Internet Browser to return to TESS)

FACEBOOK

Word Mark FACEBOOK

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

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147910

Filing Date October 7, 2010

Current Basis 1B

Original Filing Basis 1B

Published for Opposition July 26, 2011

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Attorney of Record Anne Peck

Prior Registrations 3734637;3793608;3881770;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

Trademark Electronic Search System (TESS)

Live/Dead
Indicator LIVE

[TESS Home](#) [New User](#) [STRUCTURED](#) [FREE FORM](#) [Browse Only](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[| HOME](#) [| SITE INDEX](#) [| SEARCH](#) [| eBUSINESS](#) [| HELP](#) [| PRIVACY POLICY](#)



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed May 8 02:29:17 EDT 2013

TESS HOME NEW USER STRUCTURED FREE FORM BROWSER DICT SEARCH OG BOTTOM HELP

Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

FACEBOOK

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

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85147930

Filing Date October 7, 2010

Current Basis 1B

Original Filing Basis 1B

Published for Opposition February 14, 2012

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Attorney of Record Anne Peck

Trademark Electronic Search System (TESS)

Prior Registrations 3734637;3793608;3881770
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[| HOME](#) [| SITE INDEX](#) [| SEARCH](#) [| eBUSINESS](#) [| HELP](#) [| PRIVACY POLICY](#)



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed May 8 02:29:17 EDT 2013

[TESS Home](#) | [New User](#) | [Structured](#) | [Free Form](#) | [Browse Dict](#) | [SEARCH OG](#) | [Bottom](#) | [HELP](#)

[Logout](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)

Word Mark FACEBOOK

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Cards, namely, business cards and non-magnetically encoded identity cards

IC 035. US 100 101 102. G & S: Business card design services

IC 040. US 100 103 106. G & S: Printing services

IC 042. US 100 101. G & S: Providing temporary use of online non-downloadable software for creating business and identity cards for facilitating social and business networking; developing customized web pages and other data feed formats featuring user-defined information in the form of online business and identity cards for facilitating social and business networking; identity card design services

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

Design Search Code 26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders

Serial Number 85440333

Filing Date October 5, 2011

Current Basis 1B

Original Filing Basis 1B

Published for Opposition October 16, 2012

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Attorney of Record Anne H. Peck

Prior

Trademark Electronic Search System (TESS)

Registrations 3041791;3734637;3935447;AND OTHERS

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

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[| HOME](#) [| SITE INDEX](#) [| SEARCH](#) [| eBUSINESS](#) [| HELP](#) [| PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Feb 12 03:20:35 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#)
[NEXT LIST](#) | [FIRST DOC](#) | [PREV DOC](#) | [NEXT DOC](#) | [LAST DOC](#)

[Logout](#)

Please logout when you are done to release system resources allocated for you.

[Start](#)

List At:

OR

[Jump](#)

to record:

Record 1 out of 46

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



Word Mark FACEBOOK

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer software to enable uploading, downloading, accessing, posting, displaying, editing, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks; Software for sending and receiving electronic messages, graphics, images, audio and audio visual content via global communication networks; Computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; Computer search engine software; Computer software for accessing, browsing and searching online databases; Computer software for personal information management, and data synchronization software. FIRST USE: 20100204. FIRST USE IN COMMERCE: 20100204

IC 035. US 100 101 102. G & S: Marketing, advertising and promotion services; Market research and information services; Promoting the goods and services of others via computer and communication networks; Facilitating the exchange and sale of services and products of third parties via computer and communication networks; Online retail store services featuring gift cards and delivery of digital media, namely, pre-recorded music, video, images, text and audiovisual works; Providing online marketplaces for sellers of goods and/or services; Providing online facilities for connecting sellers with buyers; Providing online facilities featuring information for consumers in the field of gifts; Business networking. FIRST USE: 20100204. FIRST USE IN COMMERCE: 20100204

IC 038. US 100 101 104. G & S: Peer-to-peer photo sharing and video sharing services, namely, electronic transmission of digital photo files, videos and audio visual content among internet users; Providing access to computer, electronic and online databases; Telecommunications services, namely electronic transmission of data, messages, graphics, images, audio, video and information; Providing online forums for communication on topics of general interest; Providing online chat rooms, email and instant messaging services, and electronic bulletin boards; Audio, text and video broadcasting services over computer or other communication networks namely, uploading, posting, displaying, modifying, tagging, and electronically transmitting data, information, audio and video; Voice over IP services; Telephony communication services. FIRST USE: 20100204. FIRST USE IN COMMERCE: 20100204

IC 041. US 100 101 107. G & S: Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; Electronic journals and blogs, featuring user generated or specified content; Electronic publishing services for others; Entertainment services, namely facilitating interactive and multiplayer and single player game services for games played via computer or communication networks; Providing information about online computer games and video games via computer or communication networks. FIRST USE: 20100204. FIRST USE IN COMMERCE: 20100204

IC 042. US 100 101. G & S: Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, get feedback from their peers, and engage in social, business and community networking; Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, modifying, sharing or otherwise providing electronic media or information over communication networks; Providing an online network service that enables users to transfer personal identity data to and share personal identify data with and among multiple online facilities; Providing a online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information and to transfer and share such information among multiple online facilities; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, on computer and communication networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized online pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; Computer services, namely, providing search engines for obtaining data on a global computer and communication networks. Providing non-downloadable e-commerce software to allow users to perform electronic business transactions via a global computer and communication networks; Providing search engines for obtaining data via communications networks; Providing online facilities that gives users the ability to upload, modify and share audio, video, photographic images, text, graphics and data. FIRST USE: 20100204. FIRST USE IN COMMERCE: 20100204

IC 045. US 100 101. G & S: Social introduction, networking and dating services; Providing access to computer databases in the fields of social networking, social introduction and dating. FIRST USE: 20100204. FIRST USE IN COMMERCE: 20100204

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

Design Search Code

- 01.07.01 - Globes with outlines of continents
- 02.01.02 - Men depicted as shadows or silhouettes of men; Silhouettes of men
- 02.07.01 - Groups, males
- 26.09.16 - Squares touching or intersecting
- 26.09.21 - Squares that are completely or partially shaded
- 26.09.28 - Miscellaneous designs with overall square shape; Square shapes (miscellaneous overall shape)
- 26.11.21 - Rectangles that are completely or partially shaded

Serial Number 86120787

Filing Date November 16, 2013

Current Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Attorney of Record Aaron M. Fennimore

Description of Mark The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word FACEBOOK followed by a series of three designs. The design on the left consists of a silhouette of two stylized figures, one figure overlapping the other. The design in the middle consists of a silhouette of two stylized boxes with rounded corners, one box overlapping the other, with triangle shapes extending from the bottom of each box. The design on the right consists of a silhouette of a stylized globe image.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

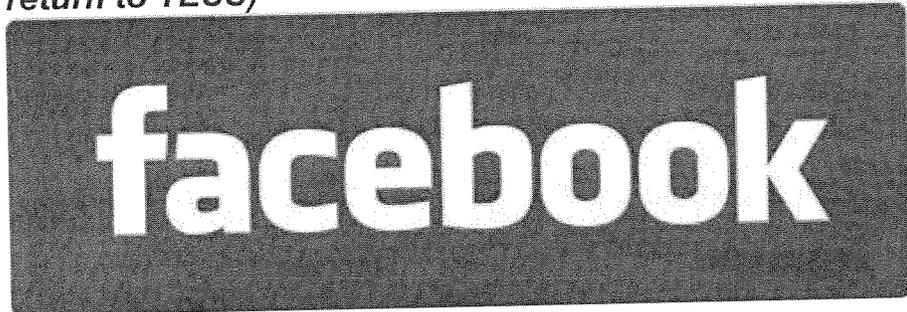
Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Feb 12 03:20:35 EST 2014

Please logout when you are done to release system resources allocated for you.

List At: OR to record: **Record 6 out of 46**

(Use the "Back" button of the Internet Browser to return to TESS)



Word Mark FACEBOOK

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Cards, namely, business cards and non-magnetically encoded identity cards. FIRST USE: 20120105. FIRST USE IN COMMERCE: 20120105

IC 035. US 100 101 102. G & S: Business card design services. FIRST USE: 20120105. FIRST USE IN COMMERCE: 20120105

IC 040. US 100 103 106. G & S: Printing services. FIRST USE: 20120105. FIRST USE IN COMMERCE: 20120105

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

Design Search Code 26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders

Serial Number 85980713

Filing Date October 5, 2011

Current Basis 1B

Original Filing Basis 1B

Published

for October 16, 2012

Opposition

Owner (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 Willow Road Menlo Park CALIFORNIA 94025

Attorney of Record Anne H. Peck

Prior Registrations 3041791;3734637;3935447;AND OTHERS

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

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)