

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

BLASSBOOKS, LLC

Applicant,

FACEBOOK, INC.,

Opposer,

Notice of Response

Applicant Blassbooks, LLC . (Blassbooks) a Florida Limited Liability company having its principal place of business at 601 W Flagler St, Miami FL 33130, believes that there will be no damaged to the opposer Facebook, Inc Corporation (Facebook) base in Delaware its principal place of business at 1601 Willow RD, California 94025, since the marks are very different from each other; The mark as applied for in Application No. 85/917,730 filed on April 29, of 2013 by applicant Blassbooks, LLC ("Blassbooks") is to protect the name of the company which is blassbooks.com, which means fastbooks.com.

1. The mark blassbooks was found with the purpose to solve a worldwide problem in the college student community, by allowing college students to sell, buy, and exchange their college textbooks in the website 100% free. The website offers some features of social media to help the members connect a lot easier, but the main purpose is to resolve this worldwide problem.
2. By no means the mark Blassbooks has try to abuse the Facebook mark in the contrary Facebook has being an advertising venue for the mark to advertise to college students like the founders who are tired of over paying the high rising prices of colleges textbooks and fees to get rip off their books after the semester ends.
3. The only similarities the marks have is the book park which the mark blassbooks ends with and S, and the word books is a very generic word that one could use more than 100 times a day to name their business. For example, 1 www.betterworldbooks.com , 2 www.arbookfind.com, 3



05-07-2014

savvybookwriters.wordpress.com, 4 www.open-books.org , 5 www.digitalbookworld.com , 6 www.booklistonline.com , 7 www.us.worldbooknight.org , and 8 www.booktv.org , that is just an example of the many hundreds of websites with the word book on their URL and name. If the opposer (Facebook) owns the Mark Book by itself it will be very difficult to a lot of business in the education area because the majority of times you want your business to be name with something very similar to what your services are; Which is the case here.

4. the opposer (Facebook) owns the Mark Book by itself it will be very difficult to a lot of business in the education area because the majority of times you want your business to be name with something very similar to what your services are; Which is the case here.

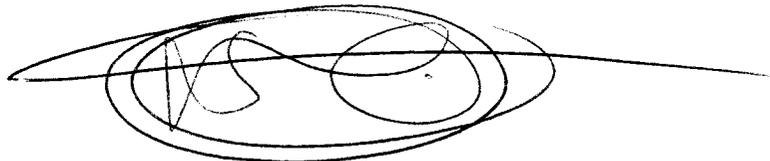
5. As a solution to the conflict the mark Blassbooks is willing to make an slide change to its trademark application to help cease the problem.(The change will be to specify that the mark blassbooks preeminent focus will be to offer the services of helping college students to sell, to buy, and to exchange college textbooks)

Edward J Rodriguez Vallejo

CEO

605 W FLAGLER ST,

Miami FL 33130

A handwritten signature in black ink, appearing to read 'EJR', enclosed within a large, loopy oval scribble. A long horizontal line extends from the right side of the oval.