

ESTTA Tracking number: **ESTTA621778**

Filing date: **08/15/2014**

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

Proceeding	91217239
Party	Plaintiff Instagram, LLC
Correspondence Address	Anne H. Peck Cooley LLP 1299 Pennsylvania Avenue, NW, Suite 700 Washington, DC 20004 UNITED STATES trademarks@cooley.com, peckah@cooley.com, afennimore@cooley.com, kkra- jeck@cooley.com, chwang@cooley.com, thadid@cooley.com, cnath- an@cooley.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Rebecca Givner-Forbes
Filer's e-mail	rgivnerforbes@cooley.com, trademarks@cooley.com, bhughes@cooley.com, pwillsey@cooley.com, afennimore@cooley.com, peckah@cooley.com
Signature	/Rebecca Givner-Forbes/
Date	08/15/2014
Attachments	Amended Notice of Opposition w Exhibit A.pdf(237330 bytes)

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

In the matter of application Serial No. 86/036,656
For the Trademark INSTABANG
Published in the Official Gazette on January 7, 2014

INSTAGRAM, LLC,)	
)	
Opposer,)	
)	Opposition No. 91217239
v.)	
)	
GLOBAL PERSONALS, LLC,)	
)	
Applicant.)	
_____)	

AMENDED NOTICE OF OPPOSITION

Opposer Instagram, LLC (“Instagram”), a Delaware limited liability company 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 INSTABANG (the “INSTABANG Mark” or “Applicant’s Mark”), as applied for in Application Serial No. 86/036,656 filed on August 13, 2013 by Global Personals, LLC (“Applicant”), a Florida limited liability company with a mailing address of 12388 SW 82nd Ave., Miami, Florida, 33156, and therefore files this Amended Notice of Opposition.

As grounds for opposition, Instagram alleges that:

1. Since the launch of its photo sharing and social networking service and software application in October 2010, Instagram has continuously used the mark INSTAGRAM in interstate commerce in the United States in connection with its goods and services.

2. Instagram owns multiple U.S. registrations and applications for the mark

INSTAGRAM, which cover a variety of goods and services, including, but not limited to:

- Downloadable computer software for modifying the appearance and enabling transmission of photographs;
- Computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information;
- Telecommunications services, namely electronic transmission of data, messages, graphics, images and information;
- Computer services, namely, providing an interactive website featuring technology that allows users to manage their online photograph and social networking accounts;
- Online software for modifying the appearance and enabling transmission of photographs;
- 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; and,
- Social introduction, networking and dating services.

True and correct copies of its registration certificates and the U.S. Patent and Trademark Office online status pages for Instagram's pending trademark applications for the INSTAGRAM mark are attached hereto as Exhibit A, and are incorporated by reference as though fully set forth herein.

3. In addition, Instagram owns common law rights in the INSTAGRAM mark in connection with various other goods and services, including as identified in pending U.S. trademark applications. All of Instagram's marks that feature the term INSTAGRAM are referred to herein as the "INSTAGRAM Marks."

4. The INSTAGRAM mark is highly distinctive with regard to photo and video sharing services and software, and social networking services. Moreover, through Instagram's widespread use of the INSTAGRAM Marks, extensive and continuous media coverage, the high degree of consumer recognition of the INSTAGRAM Marks, Instagram's enormous and loyal

user base, its multiple trademark registrations and pending applications, and other factors, the INSTAGRAM Marks have become famous within the meaning of Section 43(c) of the United States Trademark Act, 15 U.S.C. § 1125(c).

5. On August 13, 2013, Applicant filed an application to register the INSTABANG Mark for: “[i]nternet based social networking, introduction, and dating services” and “[w]eb site services featuring on-line dating club,” both in International Class 45, alleging a first use date of July 1, 2013.

6. Upon information and belief, Applicant has used and is using the INSTABANG Mark in connection with a website and online service that facilitates sexual encounters and contains pornographic and sexually-explicit material.

7. Upon information and belief, the term “bang” is a slang term for sexual intercourse and invokes a vulgar meaning to a substantial composite of the general public.

8. Applicant’s Mark was published in the *Official Gazette* on January 7, 2014.

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

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

10. Instagram began using its INSTAGRAM mark at least as early as October 2010, and filed applications resulting in federal registrations prior to Applicant’s application to register the INSTABANG Mark or, on information and belief, any actual use by Applicant of Applicant’s Mark.

11. The INSTAGRAM Marks are inherently strong and have become famous.

12. Applicant’s Mark, particularly as identified in its application, is likely to cause confusion, or to suggest an association between Applicant and Instagram, where none exists.

13. Instagram is not affiliated or connected with Applicant or its services; nor has Instagram endorsed or sponsored Applicant or its services.

14. Registration of Applicant's Mark will damage Instagram because Applicant's Mark is likely, when used on or in connection with the services described in the opposed application, 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**

15. Instagram incorporates by reference Paragraphs 1 through 14 inclusive, as if fully set forth herein.

16. The INSTAGRAM Marks are inherently distinctive.

17. Instagram has used the INSTAGRAM trademark since at least as early as 2010 for photo sharing and social networking goods and services, and has expanded use of the INSTAGRAM Marks to many other goods and services.

18. Instagram is the owner of multiple U.S. registrations and applications for the INSTAGRAM Marks.

19. Instagram has continuously used the INSTAGRAM Marks throughout the United States and internationally.

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

21. The INSTAGRAM Marks became famous before Applicant filed to register the

INSTABANG Mark on August 13, 2013 or, on information and belief, any actual use by Applicant of Applicant's Mark.

22. Applicant's Mark is likely to cause an association between Applicant's Mark and the INSTAGRAM Marks. This false association impairs the distinctiveness of the INSTAGRAM Marks and weakens the connection in the public's mind between the INSTAGRAM Marks and Instagram's goods and services.

23. Applicant's Mark is likely to cause dilution by blurring.

24. In addition, Applicant's use of the INSTABANG Mark for online adult dating and social networking services that provides a platform to users to connect with others for sexual encounters tarnishes the famous INSTAGRAM Marks and harms the reputation of the INSTAGRAM Marks to Instagram's detriment.

**THIRD GROUND FOR OPPOSITION:
SCANDALOUS MATTER**

25. Instagram incorporates by reference Paragraphs 1 through 24 inclusive, as if fully set forth herein.

26. The INSTABANG Mark references sexual intercourse. The term "BANG" in "INSTABANG" is a slang term for sexual intercourse. The term "INSTA" in Applicant's Mark does not mitigate the vulgarity of the term "BANG."

27. Upon information and belief, the INSTABANG Mark is considered vulgar by a substantial composite of the general public in the context of contemporary attitudes when used in connection with the services described in Applicant's application for the mark.

28. Applicant's Mark is thus scandalous within the meaning of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a), and should be refused registration.

Wherefore, Instagram prays that this Opposition be sustained, and that Application Serial

No. 86/036,656 be refused.

Respectfully submitted,

COOLEY LLP

Date: August 15, 2014

By: Brendan J. Hughes/

Peter J. Willsey

Brendan J. Hughes

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Attorneys for Opposer Instagram, LLC

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 First Class Mail, addressed to Applicant's counsel as follows:

Jason A. Fischer
Randazza Legal Group
2 S. Biscayne Blvd., Suite 2600
Miami, Florida 33131

Date: August 15, 2014

/Aaron M. Fennimore/
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Attorney for Opposer Instagram, LLC

109519400

EXHIBIT A

United States of America
United States Patent and Trademark Office

INSTAGRAM

Reg. No. 4,146,057

Registered May 22, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

INSTAGRAM, INC. (DELAWARE CORPORATION)
181 SOUTH PARK AVENUE
SAN FRANCISCO, CA 94107

FOR: DOWNLOADABLE COMPUTER SOFTWARE FOR MODIFYING THE APPEARANCE AND ENABLING TRANSMISSION OF PHOTOGRAPHS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-6-2010; IN COMMERCE 10-6-2010.

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

THE WORDING "INSTAGRAM" HAS NO MEANING IN A FOREIGN LANGUAGE.

SER. NO. 85-426,267, FILED 9-19-2011.

BILL DAWE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

INSTAGRAM

Reg. No. 4,170,675

Registered July 10, 2012

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

INSTAGRAM, INC. (DELAWARE CORPORATION)
181 SOUTH PARK AVENUE
SAN FRANCISCO, CA 94107

FOR: PROVIDING A WEB SITE THAT GIVES USERS THE ABILITY TO UPLOAD PHOTOGRAPHS; TECHNICAL SUPPORT SERVICES, NAMELY, PROVIDING HELP DESK SERVICES IN THE FIELD OF COMPUTER SOFTWARE, NAMELY, PROVIDING USERS WITH INSTRUCTIONS AND ADVICE ON THE USE OF DOWNLOADABLE COMPUTER SOFTWARE, PROVIDED ONLINE AND VIA E-MAIL; COMPUTER SERVICES, NAMELY, PROVIDING AN INTERACTIVE WEBSITE FEATURING TECHNOLOGY THAT ALLOWS USERS TO MANAGE THEIR ONLINE PHOTOGRAPH AND SOCIAL NETWORKING ACCOUNTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-6-2010; IN COMMERCE 10-6-2010.

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

THE WORD "INSTAGRAM" HAS NO MEANING IN A FOREIGN LANGUAGE.

SER. NO. 85-426,271, FILED 9-19-2011.

BILL DAWE, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2014-04-28 13:46:53 EDT

Mark: INSTAGRAM



US Serial Number: 85866573

Application Filing Date: Mar. 04, 2013

Register: Principal

Mark Type: Trademark, Service Mark

Status: Application has been published for opposition. The opposition period begins on the date of publication.

Status Date: Apr. 22, 2014

Publication Date: Apr. 22, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the word "INSTAGRAM" written in script writing.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Related Properties Information

Claimed Ownership of US Registrations: 4146057, 4170675

Goods and Services

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

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

For: Downloadable computer software for modifying the appearance and enabling transmission of photographs; computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; computer software for use as an application programming interface (API); computer software in the nature of an 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

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

For: Telecommunications services, namely, electronic transmission of data, messages, graphics, images and information; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users; providing access to computer, electronic and online databases; providing online forums for communication, namely, transmission on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, and images; telecommunications services, namely, electronic transmission of photos and videos

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(b)

For: Providing computer, electronic and online databases in the field of entertainment; publication of electronic journals and web logs featuring user generated or specified content; publishing services, namely, publishing of electronic publications for others

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b)

For: Providing a web site that gives users the ability to upload photographs; computer services, namely, providing an interactive web site featuring technology that allows users to manage their online photograph and social networking accounts; providing use of online temporary non-downloadable software for modifying the appearance and enabling transmission of photographs; file sharing services, namely, providing a web site featuring technology enabling users to upload and download electronic files; hosting on-line web facilities for others for managing and sharing on-line content; providing information from searchable indexes and databases of information; providing search engines for obtaining data via communications networks; computer services, namely, creating virtual communities for registered users to participate in discussions and engage in social, business and community networking; computer services, namely,

hosting online 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 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 web sites; 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 web sites; providing information on topics of general interest from searchable indexes and databases of information, including text, electronic documents, databases, graphics and audio visual information, on computer and communication networks namely, provision of search engines for the Internet; 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 user-specified information, personal profiles, audio, video, photographic images, text, graphics and data

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

For: Internet based social introduction, networking and dating services; providing online computer databases in the fields of social networking, social introduction and dating

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94025
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore

Docket Number: 309101-20000

Attorney Primary Email Address: trademarks@cooley.com

Attorney Email Authorized: Yes

Correspondent

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UNITED STATES

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Correspondent e-mail: trademarks@cooley.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 22, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 22, 2014	PUBLISHED FOR OPPOSITION	
Apr. 02, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 19, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Mar. 18, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	

Mar. 18, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 18, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 18, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 18, 2014	EXAMINERS AMENDMENT -WRITTEN	82095
Mar. 16, 2014	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Feb. 14, 2014	WITHDRAWN FROM PUB - OG REVIEW QUERY	76621
Feb. 03, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Feb. 01, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 30, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 30, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 30, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 30, 2014	EXAMINERS AMENDMENT -WRITTEN	82095
Jan. 14, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
Jan. 14, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Jan. 08, 2014	ASSIGNED TO LIE	66213
Dec. 16, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 14, 2013	NOTIFICATION OF DISAPPROVAL - AMENDMENT TO USE E-MAILED	6325
Jun. 14, 2013	DISAPPROVAL - AMENDMENT TO USE E-MAILED	6325
Jun. 14, 2013	NON-FINAL ACTION WRITTEN	82095
Jun. 14, 2013	AMENDMENT OF ALLEGED USE DISAPPROVED	
Jun. 14, 2013	ASSIGNED TO EXAMINER	82095
May 22, 2013	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
May 22, 2013	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 19, 2013	AMENDMENT TO USE PROCESSING COMPLETE	88889
Mar. 19, 2013	USE AMENDMENT FILED	88889
Mar. 18, 2013	TEAS AMENDMENT OF USE RECEIVED	
Mar. 12, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Mar. 09, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 07, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: ROSSMAN, WILLIAM M

Law Office Assigned: LAW OFFICE 109

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 19, 2014

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91214795](#)

Filing Date: Feb 05, 2014

Status: Pending

Status Date: Feb 05, 2014

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Sean Broihier and Associates, LLC

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Associated marks

Serial

Registration

Mark	Application Status	Number	Number
INSTAPRINTS	Opposition Pending	85742628	

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
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Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	
4	ANSWER	Mar 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214761](#)

Filing Date: Feb 03, 2014

Status: Pending

Status Date: Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

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Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Name: Instagram, LLC

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Associated marks

Serial	Registration
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Mark	Application Status	Number	Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214455](#) **Filing Date:** Jan 13, 2014
Status: Terminated **Status Date:** Apr 25, 2014
Interlocutory Attorney: ELIZABETH WINTER

Defendant

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Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAFRAME	Abandoned - After Inter-Partes Decision	85857021	

Plaintiff(s)

Name: Instagram, LLC
Correspondent Address: AARON M FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW
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Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File	85965174	

INSTAGRAM Opposition [85965171](#)
 INSTAGRAM Request For Extension of Time to File Opposition [85965177](#)
 INSTAGRAM Request For Extension of Time to File Opposition [85965177](#)
 INSTAGRAM Non-Final Action - Mailed [86100072](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	
5	BD DECISION: SUSTAINED	Apr 25, 2014	
6	TERMINATED	Apr 25, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214039](#) **Filing Date:** Dec 16, 2013
Status: Terminated **Status Date:** Feb 28, 2014
Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

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Correspondent e-mail: jennifer@sylvalaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	

Plaintiff(s)

Name: Instagram, LLC
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 COOLEY LLP
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 WASHINGTON DC , 20004
 UNITED STATES
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Associated marks			
Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
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INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History			
Entry	History Text	Date	Due Date

Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	

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Mark: INSTAGRAM

INSTAGRAM

US Serial Number: 85965167

Application Filing Date: Jun. 20, 2013

Register: Principal

Mark Type: Service Mark

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 25, 2014

Publication Date: Mar. 11, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 4146057, 4170675

Goods and Services

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

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

For: Providing a web site that gives users the ability to upload images, videos and audio-visual content; providing use of online temporary non-downloadable software for modifying the appearance and enabling transmission of images and audiovisual and video content; file sharing services, namely, providing a website featuring technology enabling users to upload and download electronic files; hosting on-line web facilities as websites and mobile sites for others for managing and sharing on-line content; providing information from searchable indexes and databases of information; providing search engines for obtaining data via communications networks; computer services, namely, creating virtual communities for registered users to 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; providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics and audio visual information, on computer and communication networks namely, provision of search engines for the Internet; 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 in the nature of personal profiles, audio, video, photographic images, text, graphics and data

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram, LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94025
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore **Docket Number:** 309101-20000
Attorney Primary Email Address: trademarks@cooley.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON, DISTRICT OF COLUMBIA 20004-2431
UNITED STATES
Phone: (650) 843-5000 **Fax:** (650) 857-0663
Correspondent e-mail: trademarks@cooley.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 11, 2014	PUBLISHED FOR OPPOSITION	
Feb. 19, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 03, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Feb. 03, 2014	ASSIGNED TO LIE	73797
Jan. 13, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 23, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 08, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION WRITTEN	74671
Sep. 28, 2013	ASSIGNED TO EXAMINER	74671
Jul. 03, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jul. 02, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: BROWN, BARBARA TROFFKI **Law Office Assigned:** LAW OFFICE 116

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Feb. 03, 2014

Proceedings

Summary

Number of Proceedings: 5

Type of Proceeding: Extension of Time

Proceeding Number: [85965167](#) **Filing Date:** Mar 25, 2014
Status: Not Instituted **Status Date:** Mar 25, 2014
Interlocutory Attorney:

Defendant**Name:** Instagram, LLC**Correspondent Address:** AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON DC , 20004-2431**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	

Potential Opposer(s)**Name:** BobWeiss**Correspondent Address:** Bob Weiss
PO Box 1055
NEW YORK NY , 10002
UNITED STATES**Correspondent e-mail:** weissbobby@aol.com**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 25, 2014	
2	EXTENSION OF TIME GRANTED	Mar 25, 2014	

Type of Proceeding: Opposition**Proceeding Number:** [91214795](#)**Filing Date:** Feb 05, 2014**Status:** Pending**Status Date:** Feb 05, 2014**Interlocutory Attorney:** YONG OH (RICHARD) KIM**Defendant****Name:** Sean Broihier and Associates, LLC**Correspondent Address:** AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 W MARKET ST STE 1800
LOUISVILLE KY , 40202-3352
UNITED STATES**Correspondent e-mail:** acahill@stites.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAPRINTS	Opposition Pending	85742628	

Plaintiff(s)**Name:** Instagram, LLC**Correspondent Address:** AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
WASHINGTON DC , 20004
UNITED STATES**Correspondent e-mail:** trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	

INSTAGRAM

Request For Extension of Time to File
Opposition

[85965177](#)

INSTAGRAM

Non-Final Action - Mailed

[86100072](#)

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	
4	ANSWER	Mar 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214761](#)

Filing Date: Feb 03, 2014

Status: Pending

Status Date: Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

Correspondent Address: BRUCE W STRATFORD
PO BOX 150113
OGDEN UT , 84415
UNITED STATES

Correspondent e-mail: seanphilipoom@gmail.com , bruce@stratfordlegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: OppositionProceeding Number: [91214455](#)

Filing Date: Jan 13, 2014

Status: Terminated

Status Date: Apr 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wu Heshun

Correspondent Address: V SCHWARTZMANN
V SCHWARTZMANN & ASSOCIATES
PO BOX 1093
COCONUT GROVE FL , 33133
UNITED STATESCorrespondent e-mail: attorneys@taxlaw-patents.com:vshvartsma**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAFRAME	Abandoned - After Inter-Partes Decision	85857021	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATESCorrespondent e-mail: trademarks@cooley.com , lmayall@cooley.com , cnathan@cooley.com , afennimore@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	
5	BD DECISION: SUSTAINED	Apr 25, 2014	
6	TERMINATED	Apr 25, 2014	

Type of Proceeding: OppositionProceeding Number: [91214039](#)

Filing Date: Dec 16, 2013

Status: Terminated

Status Date: Feb 28, 2014

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: BORETA LLC

Correspondent Address: JENNIFER BURKE SYLVA
SYLVA LAW

12 GEARY ST, SUITE 505
 SAN FRANCISCO CA , 94108-5714
 UNITED STATES

Correspondent e-mail: jennifer@sylvalaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	
Plaintiff(s)			

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW,
 WASHINGTON DC , 20004
 UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , rsingh@cooley.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	

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Mark: INSTAGRAM

INSTAGRAM

US Serial Number: 85965169

Application Filing Date: Jun. 20, 2013

Register: Principal

Mark Type: Service Mark

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 25, 2014

Publication Date: Mar. 11, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 4146057, 4170675

Goods and Services

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

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

For: Providing computer, electronic and online databases in the field of entertainment; publication of electronic journals and web logs featuring user generated or specified content; publishing of electronic publications for others

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram, LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94025
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore

Docket Number: 309101-20000

Attorney Primary Email Address: trademarks@cooley.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: AARON M. FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW STE 700
 WASHINGTON, DISTRICT OF COLUMBIA 20004-2431
 UNITED STATES

Phone: (650) 843-5000

Fax: (650) 857-0663

Correspondent e-mail: trademarks@cooley.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Mar. 25, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 11, 2014	PUBLISHED FOR OPPOSITION	
Feb. 19, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 03, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Feb. 03, 2014	ASSIGNED TO LIE	73797
Jan. 13, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 23, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 08, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION WRITTEN	74671
Sep. 28, 2013	ASSIGNED TO EXAMINER	74671
Jul. 03, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jul. 02, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information**TM Staff Information**

TM Attorney: BROWN, BARBARA TROFFKI

Law Office Assigned: LAW OFFICE 116

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 03, 2014

Proceedings**Summary**

Number of Proceedings: 5

Type of Proceeding: Extension of Time

Proceeding Number: [85965169](#)

Filing Date: Mar 25, 2014

Status: Not Instituted

Status Date: Mar 25, 2014

Interlocutory Attorney:

Defendant

Name: Instagram, LLC

Correspondent Address: AARON M. FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW STE 700
 WASHINGTON DC , 20004-2431

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	

Potential Opposer(s)**Name:** BobWeiss**Correspondent Address:** Bob Weiss
PO Box 1055
NEW YORK NY , 10002
UNITED STATES**Correspondent e-mail:** weissbobby@aol.com**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 25, 2014	
2	EXTENSION OF TIME GRANTED	Mar 25, 2014	

Type of Proceeding: Opposition**Proceeding Number:** [91214795](#)**Filing Date:** Feb 05, 2014**Status:** Pending**Status Date:** Feb 05, 2014**Interlocutory Attorney:** YONG OH (RICHARD) KIM**Defendant****Name:** Sean Broihier and Associates, LLC**Correspondent Address:** AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 W MARKET ST STE 1800
LOUISVILLE KY , 40202-3352
UNITED STATES**Correspondent e-mail:** acahill@stites.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAPRINTS	Opposition Pending	85742628	

Plaintiff(s)**Name:** Instagram, LLC**Correspondent Address:** AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
WASHINGTON DC , 20004
UNITED STATES**Correspondent e-mail:** trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	

Type of Proceeding: OppositionProceeding Number: [91214761](#)

Filing Date: Feb 03, 2014

Status: Pending

Status Date: Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

Correspondent Address: BRUCE W STRATFORD
PO BOX 150113
OGDEN UT , 84415
UNITED STATESCorrespondent e-mail: seanphilipoom@gmail.com , bruce@stratfordlegal.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATESCorrespondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: OppositionProceeding Number: [91214455](#)

Filing Date: Jan 13, 2014

Status: Terminated

Status Date: Apr 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wu Heshun

Correspondent Address: V SCHWARTZMANN
V SCHWARTZMANN & ASSOCIATES
PO BOX 1093
COCONUT GROVE FL , 33133
UNITED STATES

Correspondent e-mail: attorneys@taxlaw-patents.com; vshvartsma

Mark	Application Status	Serial Number	Registration Number
INSTAFRAME	Abandoned - After Inter-Partes Decision	85857021	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , lmayall@cooley.com , cnathan@cooley.com , afennimore@cooley.com

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	
5	BD DECISION: SUSTAINED	Apr 25, 2014	
6	TERMINATED	Apr 25, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214039](#)

Filing Date: Dec 16, 2013

Status: Terminated

Status Date: Feb 28, 2014

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: BORETA LLC

Correspondent Address: JENNIFER BURKE SYLVA
SYLVA LAW
12 GEARY ST, SUITE 505
SAN FRANCISCO CA , 94108-5714
UNITED STATES

Correspondent e-mail: jennifer@sylvalaw.com

Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE

COOLEY LLP
1299 PENNSYLVANIA AVE NW,
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , rsingh@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	

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Mark: INSTAGRAM

INSTAGRAM

US Serial Number: 85965174

Application Filing Date: Jun. 20, 2013

Register: Principal

Mark Type: Trademark

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 24, 2014

Publication Date: Feb. 25, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 4146057, 4170675

Goods and Services

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

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

For: Downloadable computer software for modifying the appearance and enabling transmission of images, audio-visual and video content; computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; computer software for use as an application programming interface (API); computer software in the nature of an application programming interface (API) 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

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram, LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94035
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore

Docket Number: 309101-20000

Attorney Primary Email Address: trademarks@cooley.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON, DISTRICT OF COLUMBIA 20004-2431
UNITED STATES

Phone: (650) 843-5000

Fax: (650) 857-0663

Correspondent e-mail: trademarks@cooley.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 24, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Feb. 25, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 25, 2014	PUBLISHED FOR OPPOSITION	
Feb. 05, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 22, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jan. 21, 2014	ASSIGNED TO LIE	66213
Dec. 23, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 23, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 08, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION WRITTEN	74671
Sep. 28, 2013	ASSIGNED TO EXAMINER	74671
Jul. 03, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jul. 02, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: BROWN, BARBARA TROFFKI

Law Office Assigned: LAW OFFICE 116

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 22, 2014

Proceedings

Summary

Number of Proceedings: 5

Type of Proceeding: Extension of Time

Proceeding Number: [85965174](#)

Filing Date: Mar 24, 2014

Status: Not Instituted

Status Date: Mar 24, 2014

Interlocutory Attorney:

Defendant

Name: Instagram, LLC

Correspondent Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON DC , 20004-2431

Associated marks

Mark	Application Status	Serial	Registration
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		Number	Number
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	

Potential Opposer(s)

Name: BobWeiss

Correspondent Address: Bob Weiss
PO Box 1055
NEW YORK NY , 10002
UNITED STATES

Correspondent e-mail: weissbobby@aol.com

Prosecution History			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 24, 2014	
2	EXTENSION OF TIME GRANTED	Mar 24, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214795](#)

Filing Date: Feb 05, 2014

Status: Pending

Status Date: Feb 05, 2014

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Sean Broihier and Associates, LLC

Correspondent Address: AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 W MARKET ST STE 1800
LOUISVILLE KY , 40202-3352
UNITED STATES

Correspondent e-mail: acahill@stites.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAPRINTS	Opposition Pending	85742628	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	
4	ANSWER	Mar 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214761](#) **Filing Date:** Feb 03, 2014
Status: Pending **Status Date:** Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

Correspondent Address: BRUCE W STRATFORD
 PO BOX 150113
 OGDEN UT , 84415
 UNITED STATES

Correspondent e-mail: seanphilipoom@gmail.com , bruce@stratfordlegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW
 WASHINGTON DC , 20004
 UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214455](#) **Filing Date:** Jan 13, 2014
Status: Terminated **Status Date:** Apr 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wu Heshun

Correspondent Address: V SCHWARTZMANN

V. SCHWARTZMANN & ASSOCIATES
 PO BOX 1093
 COCONUT GROVE FL , 33133
 UNITED STATES

Correspondent e-mail: attorneys@taxlaw-patents.com; vshvartsma

Associated marks			
Mark	Application Status	Serial Number	Registration Number
INSTAFRAME	Abandoned - After Inter-Partes Decision	85857021	

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW
 WASHINGTON DC , 20004
 UNITED STATES

Correspondent e-mail: trademarks@cooley.com , lmayall@cooley.com , cnathan@cooley.com , afennimore@cooley.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	
5	BD DECISION: SUSTAINED	Apr 25, 2014	
6	TERMINATED	Apr 25, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214039](#)

Filing Date: Dec 16, 2013

Status: Terminated

Status Date: Feb 28, 2014

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: BORETA LLC

Correspondent Address: JENNIFER BURKE SYLVA
 SYLVA LAW
 12 GEARY ST, SUITE 505
 SAN FRANCISCO CA , 94108-5714
 UNITED STATES

Correspondent e-mail: jennifer@sylvalaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	

Plaintiff(s)**Name:** Instagram, LLC**Correspondent Address:** AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW,
WASHINGTON DC , 20004
UNITED STATES**Correspondent e-mail:** trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , rsingh@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	

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Mark: INSTAGRAM

INSTAGRAM

US Serial Number: 85965171

Application Filing Date: Jun. 20, 2013

Register: Principal

Mark Type: Service Mark

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 19, 2014

Publication Date: Feb. 25, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Internet based Social introduction, networking and dating services; providing information in the form of databases featuring information in the fields of social networking, social introduction and dating

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94025
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore

Docket Number: 309101-20000

Attorney Primary Email Address: trademarks@cooley.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON, DISTRICT OF COLUMBIA 20004-2431
UNITED STATES

Phone: (650) 843-5000

Fax: (650) 857-0663

Correspondent e-mail: trademarks@cooley.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 19, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Feb. 25, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 25, 2014	PUBLISHED FOR OPPOSITION	
Feb. 05, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 22, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jan. 21, 2014	ASSIGNED TO LIE	66213
Dec. 23, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 23, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 10, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 10, 2013	NON-FINAL ACTION E-MAILED	6325
Oct. 10, 2013	NON-FINAL ACTION WRITTEN	76613
Sep. 28, 2013	ASSIGNED TO EXAMINER	76613
Jul. 03, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jul. 02, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: MARTIN, EUGENIA K

Law Office Assigned: LAW OFFICE 114

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 22, 2014

Proceedings

Summary

Number of Proceedings: 5

Type of Proceeding: Extension of Time

Proceeding Number: [85965171](#)

Filing Date: Mar 19, 2014

Status: Not Instituted

Status Date: Mar 19, 2014

Interlocutory Attorney:

Defendant

Name: Instagram LLC

Correspondent Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON DC , 20004-2431

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	

Potential Opposer(s)

Name: Global Personals, LLC

Correspondent Address: Jason A. Fischer
Randazza Legal Group
2 South Biscayne Blvd.Suite 2600
Miami FL , 33131

UNITED STATES

Correspondent e-mail: jaf@randazza.com

Prosecution History			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 19, 2014	
2	EXTENSION OF TIME GRANTED	Mar 19, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214795](#)

Filing Date: Feb 05, 2014

Status: Pending

Status Date: Feb 05, 2014

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Sean Broihier and Associates, LLC

Correspondent Address: AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 W MARKET ST STE 1800
LOUISVILLE KY , 40202-3352
UNITED STATES

Correspondent e-mail: acahill@stites.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAPRINTS	Opposition Pending	85742628	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	
4	ANSWER	Mar 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214761](#)

Filing Date: Feb 03, 2014

Status: Pending

Status Date: Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

Correspondent Address: BRUCE W STRATFORD
PO BOX 150113
OGDEN UT , 84415
UNITED STATES

Correspondent e-mail: seanphilipoom@gmail.com , bruce@stratfordlegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214455](#)

Filing Date: Jan 13, 2014

Status: Terminated

Status Date: Apr 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wu Heshun

Correspondent Address: V SCHWARTZMANN
V SCHWARTZMANN & ASSOCIATES
PO BOX 1093
COCONUT GROVE FL , 33133
UNITED STATES

Correspondent e-mail: attorneys@taxlaw-patents.com; vshvartsma

Associated marks

Mark	Application Status	Serial Number	Registration Number
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Plaintiff(s)**Name:** Instagram, LLC**Correspondent Address:** AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATES**Correspondent e-mail:** trademarks@cooley.com , lmayall@cooley.com , cnathan@cooley.com , afennimore@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	
5	BD DECISION: SUSTAINED	Apr 25, 2014	
6	TERMINATED	Apr 25, 2014	

Type of Proceeding: Opposition**Proceeding Number:** [91214039](#)**Filing Date:** Dec 16, 2013**Status:** Terminated**Status Date:** Feb 28, 2014**Interlocutory Attorney:** BENJAMIN U OKEKE**Defendant****Name:** BORETA LLC**Correspondent Address:** JENNIFER BURKE SYLVA
SYLVA LAW
12 GEARY ST, SUITE 505
SAN FRANCISCO CA , 94108-5714
UNITED STATES**Correspondent e-mail:** jennifer@sylvalaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	

Plaintiff(s)**Name:** Instagram, LLC**Correspondent Address:** AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW,
WASHINGTON DC , 20004
UNITED STATES**Correspondent e-mail:** trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , rsingh@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	

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Mark: INSTAGRAM

INSTAGRAM

US Serial Number: 85965177

Application Filing Date: Jun. 20, 2013

Register: Principal

Mark Type: Service Mark

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 24, 2014

Publication Date: Feb. 25, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 4146057, 4170675

Goods and Services

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

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

For: Telecommunications services, namely, electronic transmission of data, messages, graphics, images, videos and information; peer-to-peer photo and video sharing services, namely, electronic transmission of digital photos, video and audio-visual files among internet users; providing access to computer, electronic and online databases; providing online forums for communication, namely, transmission on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, videos, and images

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram, LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94025
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore

Docket Number: 309101-20000

Attorney Primary Email Address: trademarks@cooley.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON, DISTRICT OF COLUMBIA 20004-2431
UNITED STATES

Phone: (650) 843-50000

Fax: (650) 857-0663

Correspondent e-mail: trademarks@cooley.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 24, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Feb. 25, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 25, 2014	PUBLISHED FOR OPPOSITION	
Feb. 05, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 22, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jan. 21, 2014	ASSIGNED TO LIE	66213
Dec. 23, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 23, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 08, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION E-MAILED	6325
Oct. 08, 2013	NON-FINAL ACTION WRITTEN	74671
Sep. 28, 2013	ASSIGNED TO EXAMINER	74671
Jul. 03, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jul. 02, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: BROWN, BARBARA TROFFKI

Law Office Assigned: LAW OFFICE 116

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 22, 2014

Proceedings

Summary

Number of Proceedings: 5

Type of Proceeding: Extension of Time

Proceeding Number: [85965177](#)

Filing Date: Mar 24, 2014

Status: Not Instituted

Status Date: Mar 24, 2014

Interlocutory Attorney:

Defendant

Name: Instagram, LLC

Correspondent Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON DC , 20004-2431

Associated marks

Mark	Application Status	Serial	Registration
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		Number	Number
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	

Potential Opposer(s)

Name: BobWeiss

Correspondent Address: Bob Weiss
PO Box 1055
NEW YORK NY , 10002
UNITED STATES

Correspondent e-mail: weissbobby@aol.com

Prosecution History			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 24, 2014	
2	EXTENSION OF TIME GRANTED	Mar 24, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214795](#)

Filing Date: Feb 05, 2014

Status: Pending

Status Date: Feb 05, 2014

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Sean Broihier and Associates, LLC

Correspondent Address: AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 W MARKET ST STE 1800
LOUISVILLE KY , 40202-3352
UNITED STATES

Correspondent e-mail: acahill@stites.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAPRINTS	Opposition Pending	85742628	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	
4	ANSWER	Mar 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214761](#) **Filing Date:** Feb 03, 2014
Status: Pending **Status Date:** Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

Correspondent Address: BRUCE W STRATFORD
 PO BOX 150113
 OGDEN UT , 84415
 UNITED STATES

Correspondent e-mail: seanphilipoom@gmail.com , bruce@stratfordlegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW
 WASHINGTON DC , 20004
 UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214455](#) **Filing Date:** Jan 13, 2014
Status: Terminated **Status Date:** Apr 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wu Heshun

Correspondent Address: V SCHWARTZMANN

V. SCHWARTZMANN & ASSOCIATES
 PO BOX 1093
 COCONUT GROVE FL , 33133
 UNITED STATES

Correspondent e-mail: attorneys@taxlaw-patents.com; vshvartsma

Associated marks			
Mark	Application Status	Serial Number	Registration Number
INSTAFRAME	Abandoned - After Inter-Partes Decision	85857021	

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
 COOLEY LLP
 1299 PENNSYLVANIA AVE NW
 WASHINGTON DC , 20004
 UNITED STATES

Correspondent e-mail: trademarks@cooley.com , lmayall@cooley.com , cnathan@cooley.com , afennimore@cooley.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	
5	BD DECISION: SUSTAINED	Apr 25, 2014	
6	TERMINATED	Apr 25, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214039](#)

Filing Date: Dec 16, 2013

Status: Terminated

Status Date: Feb 28, 2014

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: BORETA LLC

Correspondent Address: JENNIFER BURKE SYLVA
 SYLVA LAW
 12 GEARY ST, SUITE 505
 SAN FRANCISCO CA , 94108-5714
 UNITED STATES

Correspondent e-mail: jennifer@sylvalaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	

Plaintiff(s)**Name:** Instagram, LLC**Correspondent Address:** AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW,
WASHINGTON DC , 20004
UNITED STATES**Correspondent e-mail:** trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , rsingh@cooley.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	

Generated on: This page was generated by TSDR on 2014-04-28 13:52:13 EDT

Mark: INSTAGRAM

INSTAGRAM

US Serial Number: 86100072

Application Filing Date: Oct. 24, 2013

Register: Principal

Mark Type: Service Mark

Status: A non-final Office action has been sent (issued) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Jan. 15, 2014

Mark Information

Mark Literal Elements: INSTAGRAM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Marketing, advertising and promotion services; Dissemination of advertising for others via computer and communication networks; Marketing and advertising consultation services; Promoting the goods and services of others via computer and communication networks; Market research and market information services

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(b)

For: Telecommunication services, namely, transmission of advertng media and communications via computer and communication networks

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Instagram, LLC

Owner Address: 1601 Willow Road
Menlo Park, CALIFORNIA 94025
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Aaron M. Fennimore

Docket Number: 309101-20000

Attorney Primary Email trademarks@cooley.com

Attorney Email Yes

Address:

Authorized:

Correspondent

Correspondent Name/Address: AARON M. FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW STE 700
WASHINGTON, DISTRICT OF COLUMBIA 20004-2431
UNITED STATES

Phone: 650-843-5000

Fax: 650-849-7400

Correspondent e-mail: trademarks@cooley.com
afennimore@cooley.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 15, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 15, 2014	NON-FINAL ACTION E-MAILED	6325
Jan. 15, 2014	NON-FINAL ACTION WRITTEN	80797
Jan. 08, 2014	ASSIGNED TO EXAMINER	80797
Oct. 30, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 28, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: VOHRA, SANJEEV KUMAR

Law Office Assigned: LAW OFFICE 110

File Location

Current Location: TMO LAW OFFICE 110 - EXAMINING
ATTORNEY ASSIGNED

Date in Location: Jan. 15, 2014

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91214795](#)

Filing Date: Feb 05, 2014

Status: Pending

Status Date: Feb 05, 2014

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Sean Broihier and Associates, LLC

Correspondent Address: AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 W MARKET ST STE 1800
LOUISVILLE KY , 40202-3352
UNITED STATES

Correspondent e-mail: acahill@stites.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAPRINTS	Opposition Pending	85742628	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COLLEY LLP
1299 PENNSYLVANIA AVE, NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057

INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 05, 2014	Mar 17, 2014
3	PENDING, INSTITUTED	Feb 05, 2014	
4	ANSWER	Mar 13, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214761](#)

Filing Date: Feb 03, 2014

Status: Pending

Status Date: Feb 03, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: App Cliques

Correspondent Address: BRUCE W STRATFORD
PO BOX 150113
OGDEN UT , 84415
UNITED STATES

Correspondent e-mail: seanphilipoom@gmail.com , bruce@stratfordlegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGOOD	Opposition Pending	85883219	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , cnathan@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
INSTAGRAM	Request For Extension of Time to File Opposition	85965167	
INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	

INSTAGRAM

Request For Extension of Time to File
Opposition

[85965177](#)

INSTAGRAM

Non-Final Action - Mailed

[86100072](#)

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2014	Mar 15, 2014
3	PENDING, INSTITUTED	Feb 03, 2014	
4	ANSWER	Mar 11, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214455](#)

Filing Date: Jan 13, 2014

Status: Terminated

Status Date: Apr 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wu Heshun

Correspondent Address: V SCHWARTZMANN
V SCHWARTZMANN & ASSOCIATES
PO BOX 1093
COCONUT GROVE FL , 33133
UNITED STATES

Correspondent e-mail: attorneys@taxlaw-patents.com; vshvartsma

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAFRAME	Abandoned - After Inter-Partes Decision	85857021	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , lmayall@cooley.com , cnathan@cooley.com , afennimore@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
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INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2014	Feb 23, 2014
3	PENDING, INSTITUTED	Jan 14, 2014	
4	NOTICE OF DEFAULT	Mar 10, 2014	

5 BD DECISION: SUSTAINED

Apr 25, 2014

6 TERMINATED

Apr 25, 2014

Type of Proceeding: Opposition

Proceeding Number: [91214039](#)

Filing Date: Dec 16, 2013

Status: Terminated

Status Date: Feb 28, 2014

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: BORETA LLC

Correspondent Address: JENNIFER BURKE SYLVA
SYLVA LAW
12 GEARY ST, SUITE 505
SAN FRANCISCO CA , 94108-5714
UNITED STATES

Correspondent e-mail: jennifer@sylvalaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MIRRORGRAM	Abandoned - After Inter-Partes Decision	85829301	

Plaintiff(s)

Name: Instagram, LLC

Correspondent Address: AARON M FENNIMORE
COOLEY LLP
1299 PENNSYLVANIA AVE NW,
WASHINGTON DC , 20004
UNITED STATES

Correspondent e-mail: trademarks@cooley.com , afennimore@cooley.com , lmayall@cooley.com , rsingh@cooley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSTAGRAM	Registered	85426267	4146057
INSTAGRAM	Registered	85426271	4170675
INSTAGRAM	Published For Opposition	85866573	
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INSTAGRAM	Request For Extension of Time to File Opposition	85965169	
INSTAGRAM	Request For Extension of Time to File Opposition	85965174	
INSTAGRAM	Request For Extension of Time to File Opposition	85965171	
INSTAGRAM	Request For Extension of Time to File Opposition	85965177	
INSTAGRAM	Non-Final Action - Mailed	86100072	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 16, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 17, 2013	Jan 26, 2014
3	PENDING, INSTITUTED	Dec 17, 2013	
4	P MOT FOR EXT W/ CONSENT	Jan 17, 2014	
5	EXTENSION OF TIME GRANTED	Jan 17, 2014	
6	W/DRAW OF APPLICATION	Feb 20, 2014	
7	BD DECISION: DISMISSED W/O PREJ	Feb 28, 2014	
8	TERMINATED	Feb 28, 2014	