

ESTTA Tracking number: **ESTTA647501**

Filing date: **12/30/2014**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	LGVV, LLC
Granted to Date of previous extension	12/31/2014
Address	12300 Las Vegas Boulevard South Las Vegas, NV 89044 UNITED STATES

Attorney information	Hara K. Jacobs Ballard Spahr LLP 1735 Market Street, 51st Floor Philadelphia, PA 19103-7599 UNITED STATES jacobsh@ballardspahr.com, larsont@ballardspahr.com, dantav@ballardspahr.com, cramerp@ballardspahr.com, phila_tmddocketing@ballardspahr.com Phone:215.864.8209
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Applicant Information

Application No	86266184	Publication date	09/02/2014
Opposition Filing Date	12/30/2014	Opposition Period Ends	12/31/2014
Applicant	BROOKS BROTHERS GROUP, INC. 100 PHOENIX AVENUE ENFIELD, CT 06082 UNITED STATES		

Goods/Services Affected by Opposition

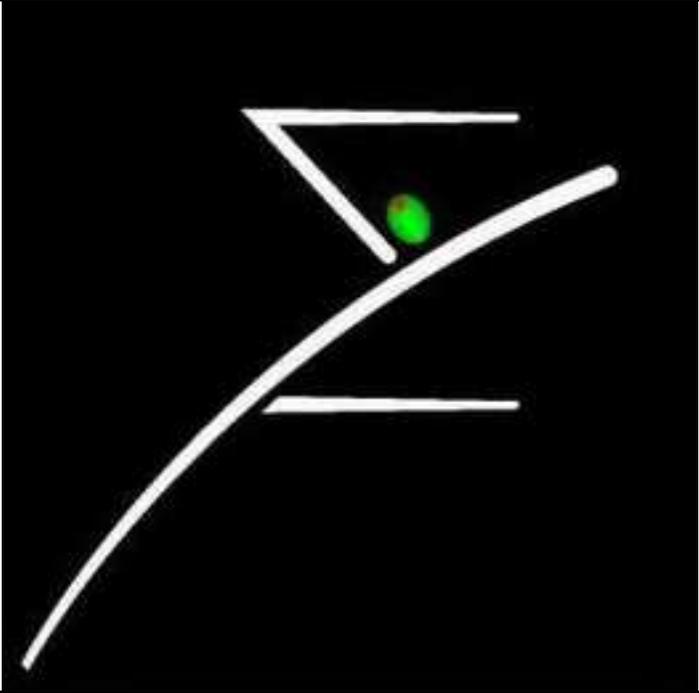
Class 043. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Catering services; Hotel services; Providing a website featuring information in the field of hotels and temporary accommodations for travelers; Providing a website featuring information in the field of recipes and cooking; Providing information, news and commentary in the field of dining; Rental of meeting rooms; Restaurant and bar services, including restaurant carryout services; Restaurant services; Travel agency services, namely, making reservations and booking for temporary lodging

Grounds for Opposition

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

U.S. Registration No.	3667648	Application Date	07/10/2008
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Registration Date	08/11/2009	Foreign Priority Date	NONE
Word Mark	M		
Design Mark			
Description of Mark	The mark consists of a dark square on which centered is a white stylized letter "M" shown sideways; the middle of the mark features the representation of a green olive stuffed with a red pimento.		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Cocktail lounges; bar services		
U.S. Registration No.	3411031	Application Date	02/10/2006
Registration Date	04/08/2008	Foreign Priority Date	NONE
Word Mark	M		

Design Mark	
Description of Mark	The mark consists of stylized character "M".
Goods/Services	Class 043. First use: First Use: 2007/10/01 First Use In Commerce: 2007/10/01 hotel services

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

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

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

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

U.S. Registration No.	3896121	Application Date	11/03/2009
Registration Date	12/28/2010	Foreign Priority Date	NONE

Word Mark	M RESORT
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Casinos; Arranging for ticket reservations for shows and other entertainment events; Amusement arcades; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of theater productions; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Special event planning
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U.S. Registration	3896122	Application Date	11/03/2009
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No.			
Registration Date	12/28/2010	Foreign Priority Date	NONE
Word Mark	M RESORT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 2008/04/01 First Use In Commerce: 2008/04/01 Hotel, bar and restaurant services		

U.S. Registration No.	3627974	Application Date	12/01/2007
Registration Date	05/26/2009	Foreign Priority Date	NONE
Word Mark	M RESORT Â· SPA Â· CASINO LAS VEGAS		
Design Mark			
Description of Mark	The mark consists of Stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".		
Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Casinos; Arranging for ticket reservations for shows and other entertainment events; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of music concerts; Amusement arcades; Movie theaters; Night clubs; Health club services, namely, providing equipment		

	in the field of physical exercise; Providing facilities for recreation activities; Conducting and providing facilities for specialevents featuring casino and gaming contests and tournaments; Special event planning
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U.S. Registration No.	3620814	Application Date	08/05/2008
Registration Date	05/12/2009	Foreign Priority Date	NONE
Word Mark	IMAGINE REWARDS		
Design Mark			
Description of Mark	The mark consists of the stylized word "IMAGINE" over the word "REWARDS" .		
Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 hotel, restaurant and bar services; customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers		

U.S. Registration No.	3920133	Application Date	04/23/2008
Registration Date	02/15/2011	Foreign Priority Date	NONE
Word Mark	M IS FOR ME		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 043. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Restaurant, bar and catering services; cocktail lounges; restaurant, hotel and bar services, namely, customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers; arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; providing travel agency services, namely, making reservations and bookings for temporary lodging, restaurants and meals
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U.S. Registration No.	3512483	Application Date	05/12/2008
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Registration Date	10/07/2008	Foreign Priority Date	NONE
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Word Mark	M IS FOR ME
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 043. First use: First Use: 2008/05/05 First Use In Commerce: 2008/05/05 Hotel services; Providing convention facilities
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U.S. Registration No.	3894290	Application Date	04/24/2008
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Registration Date	12/21/2010	Foreign Priority Date	NONE
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Word Mark	M IS FOR ME
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 041. First use: First Use: 2009/02/25 First Use In Commerce: 2009/02/25 Casinos; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Amusement
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	arcades; Arranging for ticket reservationsfor shows and other entertainment events
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Attachments	77519380#TMSN.png(bytes) 78979735#TMSN.png(bytes) 78811911#TMSN.png(bytes) 77519385#TMSN.png(bytes) 77341800#TMSN.png(bytes) 77864304#TMSN.png(bytes) 77864323#TMSN.png(bytes) 77341801#TMSN.png(bytes) 77539654#TMSN.png(bytes) 77456525#TMSN.png(bytes) 77472401#TMSN.png(bytes) 77456532#TMSN.png(bytes) Brooks Brothers Notice of Opposition.pdf(44945 bytes) Exhibits to Notice of Opposition.pdf(971849 bytes)
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Certificate of Service

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

Signature	/Hara K. Jacobs/
Name	Hara K. Jacobs
Date	12/30/2014

and businesses, and is the owner of the following federal registrations, all of which common law and registered marks are collectively referred to as the “M Marks”:

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

Mark	Services	Registration No.
	visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of theater productions; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Special event planning (Class 41)	
M RESORT	Hotel, bar and restaurant services (Class 43)	3896122
<p data-bbox="191 846 581 913">M RESORT · SPA · CASINO LAS VEGAS & Design</p> 	Casinos; Arranging for ticket reservations for shows and other entertainment events; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of music concerts; Amusement arcades; Movie theaters; Night clubs; Health club services, namely, providing equipment in the field of physical exercise; Providing facilities for recreation activities; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Special event planning (Class 41)	3627974

Mark	Services	Registration No.
<p>I M AGINE REWARDS & Design</p> 	<p>Hotel, restaurant and bar services; customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers (Class 43)</p>	<p>3620814</p>
<p>M IS FOR ME</p>	<p>Restaurant, bar and catering services; cocktail lounges; restaurant, hotel and bar services, namely, customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers; arena services, namely, providing facilities for sports, concerts, conventions and exhibitions; providing travel agency services, namely, making reservations and bookings for temporary lodging, restaurants and meals (Class 43)</p>	<p>3920133</p>
<p>M IS FOR ME</p>	<p>Hotel services; Providing convention facilities (Class 43)</p>	<p>3512483</p>
<p>M IS FOR ME</p>	<p>Casinos; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Amusement arcades; Arranging for ticket</p>	<p>3894290</p>

Mark	Services	Registration No.
	reservations for shows and other entertainment events (Class 41)	

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

3. Opposer offers, among other things, hotel services; restaurant services; restaurant and bar services; bar services; cocktail lounge services; nightclub services; special events planning services; travel agency services; and providing convention facilities under the M Marks.

4. Applicant seeks to register the mark M and Design for identical and/or similar services, namely, “Catering services; Hotel services; Providing a website featuring information in the field of hotels and temporary accommodations for travelers; Providing a website featuring information in the field of recipes and cooking; Providing information, news and commentary in the field of dining; Rental of meeting rooms; Restaurant and bar services, including restaurant carryout services; Restaurant services; Travel agency services, namely, making reservations and booking for temporary lodging” in Class 43, as evidenced by the publication of said mark in the Official Gazette on September 2, 2014.

5. The Application for the services herein opposed was filed on April 29, 2014, based on Applicant’s alleged intent to use the mark in commerce.

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

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

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

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

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

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

12. By virtue of Opposer's continuous use in commerce of the M Marks in connection with hotel, restaurant, bar, cocktail lounge, nightclub, special events planning, and travel agency services, and providing convention facilities, such services have become favorably known to the relevant trade and public under such marks.

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

14. On information and belief, Applicant's services for catering services; hotel services; provision of a website featuring information in the field of hotels and temporary accommodations for travelers; provision of a website featuring information in the field of recipes and cooking; provision of information, news and commentary in the field of dining; rental of meeting rooms; restaurant and bar services, including restaurant carryout services; restaurant services; travel agency services, namely, making reservations and booking for temporary lodging in Class 43, and Opposer's services are intended to be marketed through overlapping channels of trade and are intended to be sold to overlapping classes of purchasers.

15. Applicant's M and Design mark as intended to be used in association with catering services; hotel services; provision of a website featuring information in the field of

hotels and temporary accommodations for travelers; provision of a website featuring information in the field or recipes and cooking; provision of information, news and commentary in the field of dining; rental of meeting rooms; restaurant and bar services, including restaurant carryout services; restaurant services; travel agency services, namely, making reservations and booking for temporary lodging in Class 43 is confusingly similar to the M Marks established by Opposer because the marks are similar in sound, appearance, and overall commercial impression.

16. The dominant element in both Applicant's mark and each of Opposer's M Marks is the letter "M."

17. The dominant element in Applicant's mark is the letter "M," which is very similar to the letter "M" in Opposer's '648, '031, '876, '946, '752, '121, '122, '974, '814, '133, '483, and '290 Registrations in that, for example, all use the letter "M" with equal- or roughly-equal-sized proportions, and in particular, Applicant's mark and the Opposer's '648 Registration both feature the stylized letter "M" inside a square.

18. The services identified in the Application are closely related to, and overlap with, Opposer's services, including the services identified in the Registrations for the M Marks. (Ex. A.)

19. Applicant's M and Design mark as applied to the services identified in the Application so resembles the M Marks as applied to hotel services; restaurant services; restaurant and bar services; bar services; cocktail lounge services; nightclub services; special events planning services; travel agency services; and providing convention facilities; that it is likely to cause consumer confusion, mistake and/or deception.

20. If Applicant is permitted to register the M and Design mark for the services set forth in Class 43 in the Application, confusion of the relevant trade and public is likely to result, which will damage and injure Opposer.

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

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

WHEREFORE, LVGV, LLC prays that registration of the mark of Application Serial No. 86/266,184 in International Class 43 be refused and that this opposition be sustained.

Dated: December 30, 2014

Respectfully submitted,

By: /Hara K. Jacobs/
Hara K. Jacobs
Victoria R. Danta
BALLARD SPAHR LLP
1735 Market Street, 51st Floor
Philadelphia, Pennsylvania 19103-7599
(215) 665-8500

ATTORNEYS FOR OPPOSER

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of this Notice of Opposition was served on December 30, 2014 by First Class U.S. Mail on the Correspondent of Record for the Applicant of Application Serial No. 86/266,184 at the following mail and e-mail addresses:

Lisa W. Rosaya
BAKER & McKENZIE LLP
452 Fifth Avenue
New York, New York 10018
nyctrademarks@bakermckenzie.com
lisa.rosaya@backermckenzie.com

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

EXHIBIT A



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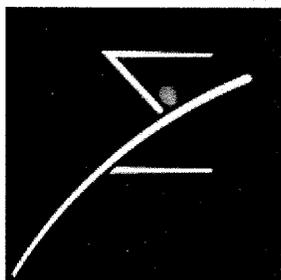
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TSDR **ASSIGN Status** **TTAB Status** (Use the "Back" button of the Internet Browser to return to TESS)



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

Opposition December 9, 2008
Registration Number 3667648
Registration Date August 11, 2009
Owner (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

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

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kelley Nyquist Goldberg

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

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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



Word Mark M
Goods and Services IC 043. US 100 101. G & S: hotel services. FIRST USE: 20071001. FIRST USE IN COMMERCE: 20071001
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility Classification Code LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-MISC Miscellaneous shaped designs
Serial Number 78979735
Filing Date February 10, 2006
Current Basis 1A
Original Filing Basis 1B
Published for Opposition August 29, 2006
Registration Number 3411031

Registration Date April 8, 2008

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

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

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kelley Nyquist Goldberg

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

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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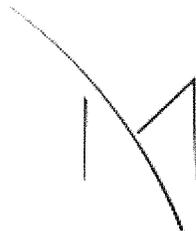
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TSDR **ASSIGN Status** **TTAB Status** (Use the "Back" button of the Internet Browser to return to TESS)



Word Mark M
Goods and Services IC 043. US 100 101. G & S: bar and restaurant services. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-BAR-BANDS Designs with bar, bands or lines
Classification Code SHAPES-MISC Miscellaneous shaped designs
Serial Number 78811911
Filing Date February 10, 2006
Current Basis 1A
Original Filing Basis 1B
Published for Opposition August 29, 2006
Registration Number 3628876

Registration Date May 26, 2009

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

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

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kelley Nyquist Goldberg

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

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark M CAFE
Goods and Services IC 043. US 100 101. G & S: Restaurant services. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility LETS-1 M A single letter, multiples of a single letter or in combination with a design NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
Classification Code
Serial Number 77519385
Filing Date July 10, 2008
Current Basis 1A
Original Filing Basis 1B
Published for Opposition December 9, 2008
Registration Number 3632946

Registration Date June 2, 2009

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

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

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kelley Nyquist Goldberg

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CAFÉ" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized letter "M" over the stylized word "CAFÉ".

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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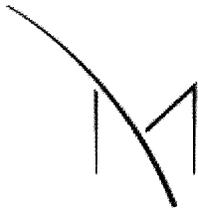
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RESORT · SPA · CASINO
LAS VEGAS

Word Mark M RESORT · SPA · CASINO LAS VEGAS

Goods and Services IC 043. US 100 101. G & S: Hotel, bar and restaurant services. FIRST USE: 20080401. FIRST USE IN COMMERCE: 20080401

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

Design Search Code

- 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
- 26.17.04 - Bands, vertical; Bars, vertical; Lines, vertical; Vertical line(s), band(s) or bar(s)
- 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal
- 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved
- 27.03.01 - Geometric figures forming letters, numerals or punctuation

Trademark

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

Code SHAPES-MISC Miscellaneous shaped designs
Serial Number 77341800
Filing Date December 1, 2007
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 1, 2008
Registration Number 3544752
Registration Date December 9, 2008
Owner (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

(LAST LISTED OWNER) LVGV, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Kelley Nyquist Goldberg
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT SPA CASINO LAS VEGAS" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of Stylized "M" above the words "RESORT SPA CASINO" (separated by dots) above the word "LAS VEGAS".
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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

M RESORT

Word Mark M RESORT
Goods and Services IC 041. US 100 101 107. G & S: Casinos; Arranging for ticket reservations for shows and other entertainment events; Amusement arcades; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment in the nature of theater productions; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Special event planning. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225

Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK

Trademark Search Facility Classification Code LETS-1 M A single letter, multiples of a single letter or in combination with a design
Serial Number 77864304

Filing Date November 3, 2009
Current Basis 1A
Original Filing Basis 1A
Published for Opposition October 12, 2010
Registration Number 3896121
Registration Date December 28, 2010
Owner (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

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

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

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

M RESORT

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

Registration Number 3896122

Registration Date December 28, 2010

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

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

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kelley Nyquist Goldberg

Prior Registrations 3544752;3627983;3664380;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESORT" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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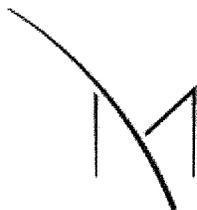
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RESORT · SPA · CASINO
LAS VEGAS

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

Code SHAPES-MISC Miscellaneous shaped designs
Serial Number 77341801
Filing Date December 1, 2007
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 1, 2008
Registration Number 3627974
Registration Date May 26, 2009
Owner (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044

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

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Word Mark IMAGINE REWARDS
Goods and Services IC 043. US 100 101. G & S: hotel, restaurant and bar services; customer loyalty programs that provide hotel, restaurant, and bar benefits to reward repeat customers. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility SHAPES-MISC Miscellaneous shaped designs
Classification Code
Serial Number 77539654
Filing Date August 5, 2008
Current Basis 1A
Original Filing Basis 1B
Published for Opposition December 9, 2008
Registration Number 3620814

Registration Date May 12, 2009

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

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

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kelley Nyquist Goldberg

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "REWARDS" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized word "IMAGINE" over the word "REWARDS" .

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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M IS FOR ME

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

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77456525

Filing Date April 23, 2008

Current Basis 1A

Original Filing Basis 1B

Published for Opposition September 9, 2008

Registration

Number 3920133
Registration Date February 15, 2011
Owner (REGISTRANT) THE M RESORT, LLC LIMITED LIABILITY COMPANY NEVADA
 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY
 COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON
 NEVADA 89044
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Attorney of Record Kelley Nyquist Goldberg
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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M IS FOR ME

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

Registration Number 3512483
Registration Date October 7, 2008
Owner (REGISTRANT) M Holdings, LLC LIMITED LIABILITY COMPANY NEVADA 12300 Las Vegas Boulevard South Henderson NEVADA 89044
 (LAST LISTED OWNER) LV GAMING VENTURES, LLC LIMITED LIABILITY COMPANY NEVADA 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Kelley Nyquist Goldberg
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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

M IS FOR ME

Word Mark M IS FOR ME
Goods and Services IC 041. US 100 101 107. G & S: Casinos; Conducting and providing facilities for special events featuring casino and gaming contests and tournaments; Entertainment in the nature of theater productions; Entertainment in the nature of visual and audio performances, and musical, variety, news and comedy shows; Entertainment, namely, live music concerts; Health club services, namely, providing equipment in the field of physical exercise; Night clubs; Providing facilities for recreation activities; Amusement arcades; Arranging for ticket reservations for shows and other entertainment events. FIRST USE: 20090225. FIRST USE IN COMMERCE: 20090225

Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK

Trademark Search Facility Classification Code LETS-1 M A single letter, multiples of a single letter or in combination with a design

Serial Number 77456532

Filing Date April 24, 2008
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 22, 2008
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 3894290
Registration Date December 21, 2010
Owner (REGISTRANT) THE M RESORT, LLC LIMITED LIABILITY COMPANY NEVADA
 12300 LAS VEGAS BOULEVARD SOUTH HENDERSON NEVADA 89044

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

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

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