

ESTTA Tracking number: **ESTTA745511**

Filing date: **05/10/2016**

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	Tradax IP Licensing Limited
Granted to Date of previous extension	05/11/2016
Address	Quijano Chambers P.O. BOX 3159 Road Town Tortola, VIRGIN ISLANDS, BRITISH
Attorney information	Gayle L Strong Greenberg Traurig, LLP 1200 17th Street, Suite 2400 Denver, CO 80202 UNITED STATES gtipmail@gtlaw.com, strongg@gtlaw.com, dentonj@gtlaw.com Phone: 303 572 6500

**Applicant Information**

Application No	86731252	Publication date	01/12/2016
Opposition Filing Date	05/10/2016	Opposition Period Ends	05/11/2016
Applicant	Lugo Investment, LLC P.O. Box 4083 Arlington, VA 22204 UNITED STATES		

**Goods/Services Affected by Opposition**

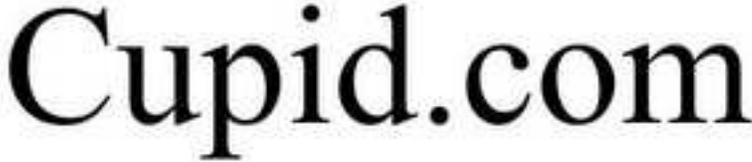
Class 045. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Dating services, namely, providing an on-line computer database featuring single people interested in meeting other single people
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**Grounds for 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.	4170074	Application Date	02/15/2011
Registration Date	07/10/2012	Foreign Priority Date	NONE
Word Mark	CUPID.COM		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 045. First use: First Use: 2000/05/11 First Use In Commerce: 2002/06/04 Internet-based dating, social introduction and social networking services

U.S. Registration No.	4754211	Application Date	01/10/2014
Registration Date	06/16/2015	Foreign Priority Date	09/03/2013
Word Mark	CUPIDOCITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 computer software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; computer programs for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software to enable uploading, posting, downloading, displaying, blogging, sharing or otherwise providing electronic media and information over the Internet and other communications networks; mobile telephone applications for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable podcasts in the field of online dating and social networking; downloadable electronic publications in the nature of magazines and pamphlets in the field of online dating and social networking; software downloadable from the internet for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software for online messaging; computer programs for accessing, browsing and searching online databases and the Internet; software to enable blogging and microblogging; computer software and hardware to enable searching of data and connecting to databases and the Internet; pre-recorded optical and video discs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; and blank optical and video discs; pre-recorded electronic		

and digital media carrying electronic recordings of data including images, text, graphics and sound, all in the field of online dating, social networking, and social introductions; pre-recorded magnetic data carriers bearing or for use in bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information, all in the field of online dating, social networking, and social introductions; and blank magnetic data carriers; pre-recorded CDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank CDs; pre-recorded DVDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank DVDs; pre-recorded videos specifically on tape featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank video tapes; pre-recorded CD-ROMs featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank CD-ROMs; MP3s recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; mobile phone software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; computer accessories, namely, keyboards and mice; computer screen saver software; mouse mats; apparatus for recording, transmission and reproduction of sound and images

Class 038. First use: First Use: 0 First Use In Commerce: 0

Telecommunication services allowing forelectronic transmissions of data, messages, information, photos; broadcasting services in the form of blogging and microblogging; providing internet chat room services; chat room services for social networking; providing internet forums in the nature of chat rooms for social networking; provision and operation of internet chat rooms and on-line forums for transmission of messages among computer users; providing on-line chat rooms for transmission of messages among computer users; providing an online community for users to share information, photos, music, blogs, opinions, notes and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; providing on-line electronic bulletin board services and chat rooms; virtual chat rooms established via text messaging; providing chat lines utilizing the internet; mobile communication services, namely, transmission of data, messages, information, and photos; mobile telephone communication services; providing online and telecommunication facilities for real-time interaction between users of computers, mobile and handheld computers, and wired and wireless communication devices concerning topics of general interest; provision of telecommunication services to enable users to electronically transmit messages, text, photographs, music, videos, multimedia content, audio, animation and images via a global computer network; transmission of interactive entertainment software; transmission of information via electronic communications networks; broadcasting by television, radio and satellite transmission; broadcasting and transmission of programs via television, radio, and satellite; message sending services; electronic communication services, namely, transmission of data and documents among users of computers; electronic mail and messaging services; electronic video messaging services; providing user access to the internet; provision of telecommunications access and communication links to computer databases and the Internet; providing

	<p>access to MP3 websites on the Internet; provision of wireless telecommunications via electronic communication networks; electronic sending of data via the Internet; electronic transmission of audio and video files via communications networks; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users; provision of access time to web-sites featuring multimedia materials; instant messaging services; providing users with access time to electronic communications networks; advisory and consultancy services relating to all the aforesaid services</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>entertainment services, namely, conducting parties for the purpose of dating; organizing of dating competitions; organizing of social and networking entertainment events; electronic publishing services, namely, publication of text and graphic works of others online in the fields of lifestyle, dating, entertainment, culture, music, film, fashion, and beauty; publication of online journals and blogs featuring social issues, beauty, dating, entertainment, and popular culture; publishing of online works of others featuring photographs, images, text, electronic media, multimedia content, videos, movies, user-generated content, and related information via the Internet and other communications networks; provision of continuing videos featuring news and commentary on lifestyle, culture, music, film, fashion and beauty delivered by internet; information and advisory services relating to the aforesaid services</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Creating and maintaining of blogs for others; hosting of digital content, namely, online journals and blogs; providing temporary use of non-downloadable computer software for use in the creation and publication of on-line journals and blogs; provision of online non-downloadable software for displaying and sharing photographs, text, video, audio and images; providing a web site that gives users the ability to upload photographs, blogs, comments, reviews and videos; creating, maintaining or hosting blogs for others; computer services, namely, creating an online community for users to share information, photos, music, blogs, opinions, notes, and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; information and advisory services relating to the aforesaid services</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>Internet based social networking services; social and personal introduction agencies; providing a website on the internet for the purpose of social networking; creating personality and physical attractiveness profiles for others for social purposes; providing a website of the internet for social introductions made through profile matching; dating agency services; computer dating services; provision of dating agency services via the internet; dating services provided through social networking; marriage partner introduction or dating services; video dating services; social escort agency services; social escorting; personality profiling services for social purposes; information and advice relating to dating and relationships; information and advisory services relating to the aforesaid services</p>
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U.S. Registration No.	4771241	Application Date	01/10/2014
Registration Date	07/14/2015	Foreign Priority Date	NONE
Word Mark	CUPIDOLOGY		

Design Mark	<h1 style="text-align: center;">CUPIDOLOGY</h1>
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; computer programs for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software to enable uploading, posting, downloading, displaying, blogging, sharing or otherwise providing electronic media and information over the Internet and other communications networks; mobile telephone applications for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable podcasts in the field of online dating and social networking; downloadable electronic publications in the nature of magazines and pamphlets in the field of online dating and social networking; software downloadable from the Internet for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software for online messaging; computer programs for accessing, browsing and searching online databases and the Internet; software to enable blogging and microblogging; computer software and hardware to enable searching of data and connecting to databases and the Internet; pre-recorded optical and video discs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; and blank optical and video discs; pre-recorded electronic and digital media carrying electronic recordings of data including images, text, graphics and sound, all in the field of online dating, social networking, and social introductions; pre-recorded magnetic data carriers bearing or for use in bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information, all in the field of online dating, social networking, and social introductions; and blank magnetic data carriers; pre-recorded CDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank CDs; pre-recorded DVDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank DVDs; pre-recorded videos specifically on tape featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank video tapes; pre-recorded CD-ROMs featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank CD-ROMs; MP3s recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; mobile phone software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable pre-recorded</p>

electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; computer accessories, namely, keyboards and mice; computer screen saver software; mouse mats; apparatus for recording, transmission and reproduction of sound and images

Class 038. First use: First Use: 0 First Use In Commerce: 0

Telecommunication services allowing forelectronic transmissions of data, messages, information, photos; broadcasting services in the form of blogging and microblogging; providing Internet chat room services; chat room services for social networking; providing Internet forums in the nature of chat rooms for social networking; provision and operation of Internet chat rooms and on-line forums for transmission of messages among computer users; providing on-line chat rooms for transmission of messages among computer users; providing an online community for users to share information, photos, music, blogs, opinions, notes and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; providing on-line electronic bulletin board services and chat rooms; virtual chat rooms established via text messaging; providing chat lines utilizing the Internet; mobile communication services, namely, transmission of data, messages, information, and photos; mobile telephone communication services; providing online and telecommunication facilities for real-time interaction between users of computers, mobile and handheld computers, and wired and wireless communication devices concerning topics of general interest; provision of telecommunication services to enable users to electronically transmit messages, text, photographs, music, videos, multimedia content, audio, animation and images via a global computer network; transmission of interactive entertainment software; transmission of information via electronic communications networks; broadcasting by television, radio and satellite transmission; broadcasting and transmission of programs via television, radio, and satellite; message sending services; electronic communication services, namely, transmission of data and documents among users of computers; electronic mail and messaging services; electronic video messaging services; providing user access to the Internet; provision of telecommunications access and communication links to computer databases and the Internet; providing access to MP3 websites on the Internet; provision of wireless telecommunications via electronic communication networks; electronic sending of data via the Internet; electronic transmission of audio and video files via communications networks; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among Internet users; provision of access time to web-sites featuring multimedia materials; instant messaging services; providing users with access time to electronic communications networks; advisory and consultancy services relating to all the aforesaid services

Class 041. First use: First Use: 0 First Use In Commerce: 0

Entertainment services, namely, conducting parties for the purpose of dating; organizing of dating competitions; organizing of social and networking entertainment events; electronic publishing services, namely, publication of text and graphic works of others online in the fields of lifestyle, dating, entertainment, culture, music, film, fashion, and beauty; publication of online journals and blogs featuring social issues, beauty, dating, entertainment, and popular culture; publishing of online works of others featuring photographs, images, text, electronic media, multimedia content, videos, movies, user-generated content, and related information via the Internet and other communications networks; provision of continuing videos featuring news and commentary on lifestyle, culture, music, film, fashion and beauty delivered by Internet; information and advisory services relating to the aforesaid services

Class 042. First use: First Use: 0 First Use In Commerce: 0

Creating and maintaining of blogs for others; hosting of digital content, namely,

	<p>online journals and blogs; providing temporary use of non-downloadable computer software for use in the creation and publication of on-line journals and blogs; provision of online non-downloadable software for displaying and sharing photographs, text, video, audio and images; providing a web site that gives users the ability to upload photographs, blogs, comments, reviews and videos; creating, maintaining or hosting blogs for others; computer services, namely, creating an online community for users to share information, photos, music, blogs, opinions, notes, and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; information and advisory services relating to the aforesaid services</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>Internet based social networking services; social and personal introduction agencies; providing a website on the Internet for the purpose of social networking; creating personality and physical attractiveness profiles for others for social purposes; providing a website of the Internet for social introductions made through profile matching; dating agency services; computer dating services; provision of dating agency services via the Internet; dating services provided through social networking; marriage partner introduction or dating services; video dating services; social escort agency services; social escorting; personality profiling services for social purposes; information and advice relating to dating and relationships; information and advisory services relating to the aforesaid services</p>
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Attachments	<p>85242196#TMSN.png( bytes )  86162563#TMSN.png( bytes )  86162510#TMSN.png( bytes )  99073741_1.pdf(230954 bytes )</p>
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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	/Gayle L. Strong/
Name	Gayle L Strong
Date	05/10/2016

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

In the matter of  
Trademark Application Serial No. 86731252  
Published: January 12, 2016  
Marks: **SENSATIONAL CUPID**

Tradax IP Licensing Limited,	)	
	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. _____
	)	
Lugo Investment, LLC	)	
	)	
Applicant.	)	
	)	

**NOTICE OF OPPOSITION**

Opposer Tradax IP Licensing Limited (“Opposer”), a British Virgin Islands company with its principal place of business at Quijano Chambers, P.O. Box 3159, Road Town, Tortola, British Virgin Islands, believes it will be damaged by the registration of the mark shown in Application Serial No. 86731252 filed by Lugo Investment, LLC (“Applicant”), a Virginia limited liability company with its business address at P.O. Box 4083, Arlington, VA 22204, and hereby opposes the application, alleging as grounds for its opposition:

1. Opposer is the owner of the mark CUPID.COM for use in connection with Internet-based dating, social introduction, and social networking services.
2. Opposer is the owner of U.S. Reg. No. 4170074 for the mark CUPID.COM in standard-character format for use in connection with “Internet-based dating, social introduction, and social networking services,” in International Class 45. A printout of the USPTO’s electronic

database records showing the current status and title of Opposer's registration is attached hereto as Exhibit A and made of record under 37 C.F.R. § 2.122(d)(1).

3. Beginning at least as early as 2000, continuously through to the present and without abandonment, Opposer has advertised, promoted, marketed, and sold its aforementioned services under the CUPID.COM mark, establishing valuable common law rights in the mark.

4. Through its widespread and exclusive use in commerce and as a result of extensive marketing, promotion, advertising and sales activity, Opposer's well-known and distinctive CUPID.COM mark has achieved substantial recognition and has become famous among the trade and consuming public prior to the earliest date on which Applicant may rely for purposes of priority, and has come to symbolize Opposer's goodwill and good reputation.

5. Opposer is the owner of U.S. Reg. No. 4754211 for the mark CUPIDOCITY in standard-character format for use in connection with "Internet based social networking services; social and personal introduction agencies; providing a website on the internet for the purpose of social networking; creating personality and physical attractiveness profiles for others for social purposes; providing a website of the internet for social introductions made through profile matching; dating agency services; computer dating services; provision of dating agency services via the internet; dating services provided through social networking; marriage partner introduction or dating services; video dating services; social escort agency services; social escorting; personality profiling services for social purposes; information and advice relating to dating and relationships; information and advisory services relating to the aforesaid services," in International Class 45. CUPIDOCITY is also registered in Classes 9, 38, 41, and 42.

6. Opposer is the owner of U.S. Reg. No. 4771241 for the mark CUPIDOLOGY in standard-character format for use in connection with "Internet based social networking services;

social and personal introduction agencies; providing a website on the internet for the purpose of social networking; creating personality and physical attractiveness profiles for others for social purposes; providing a website of the internet for social introductions made through profile matching; dating agency services; computer dating services; provision of dating agency services via the internet; dating services provided through social networking; marriage partner introduction or dating services; video dating services; social escort agency services; social escorting; personality profiling services for social purposes; information and advice relating to dating and relationships; information and advisory services relating to the aforesaid services,” in International Class 45. CUPIDOLOGY also registered in Classes 9, 41, and 42. Printouts of the USPTO’s electronic database records showing the current status and title of Opposer’s CUPIDOLOGY and CUPIDOCITY registrations are attached hereto as Exhibit A and made of record under 37 C.F.R. § 2.122(d)(1).

7. As is evidenced by the publication of the SENSATIONAL CUPID mark in connection with Applicant’s Application Serial No. 86731252 on January 12, 2016, Applicant seeks to register SENSATIONAL CUPID as a service mark for use in connection with “dating services, namely, providing an on-line computer database featuring single people interested in meeting other single people; Internet-based dating, social introduction and social networking services” in International Class 45.

8. The services identified in Applicant’s Application Serial No. 86731252 are overlapping and highly related, if not virtually identical to the services offered by Opposer in connection with Opposer’s CUPID.COM, CUPIDOCITY and CUPIDOLOGY registered marks (collectively, Opposer’s “CUPID Marks”), and, upon information and belief, are offered to the

same, substantially similar, and/or overlapping classes of consumers as those to which Opposer caters and through the same, substantially similar, and/or overlapping channels of trade.

9. The mark in Applicant's Application Serial No. 86731252 is so similar to Opposer's CUPID Marks, and the services identified in Applicant's application are so related to the services offered by Opposer that registration of Applicant's mark would result in a likelihood of confusion among relevant consumers.

10. Applicant's Application Serial No. 86731252 was filed as an intent to use application on August 20, 2015, and is junior to Opposer's June 4, 2002 date of first use in commerce of its CUPID.COM mark and Opposer's February 15, 2011 filing date of Serial No. 85242196, which matured into Opposer's U.S. Registration No. 4170074 for CUPID.COM.

11. Opposer's U.S. Reg. No. 4754211 for the mark CUPIDOCITY was filed January 10, 2014 and issued July 14, 2015. U.S. Reg. No. 4771241 for the mark CUPIDOLOGY issued June 16, 2015, and claims a priority date of September 3, 2013. Opposer thus has priority of use and registration over Applicant.

12. Opposer has not consented to or authorized Applicant's use or registration of the SENSATIONAL CUPID mark in connection with the services identified in Application Serial No. 86731252.

13. Applicant's SENSATIONAL CUPID mark is likely to cause confusion, mistake or deception in that consumers are likely to believe that Applicant's services are Opposer's services or the services of a company that is sponsored, authorized, or licensed by, or in some other way legitimately connected with Opposer in violation of Section 2(d) of the Trademark Act of 1946, 15 U.S.C. §1052(d).

14. Applicant's use of the SENSATIONAL CUPID mark is likely to interfere with Opposer's use of its CUPID Marks and Opposer's ability to avail itself of present and future commercial benefit resulting from its sustained financial investment in the development thereof.

15. Applicant's registration of the SENSATIONAL CUPID marks in connection with the services identified in Application Serial No. 86731252 would be damaging to Opposer.

WHEREFORE, Opposer prays that this Notice of Opposition be sustained, that Application Serial No. 86731252 be rejected, and that Applicant be denied registration.

\* \* \* \*

This Notice of Opposition is being submitted electronically with payment from the undersigned counsel's Deposit Account for the filing fee in the amount of \$300.00.

Dated: May 10, 2016

Respectfully submitted,  
Tradax IP Licensing Limited

s/Gayle L. Strong  
Gayle L. Strong, Attorney Reg. No. 36,842  
GREENBERG TRAUERIG, LLP  
1200 17th Street, Suite 2400  
Denver, Colorado 80202  
Tel: (303) 572-6500  
Fax: (303) 572-6540

Counsel for Opposer Tradax IP Licensing Limited

**CERTIFICATE OF SERVICE**

I hereby certify that on May 10, 2016 a true and correct copy of the foregoing Notice of Opposition was served via First Class Mail, postage prepaid on the Applicant:

LUGO INVESTMENT, LLC  
PO Box 4083  
Arlington, VA 22204-0083

s/ Jolene Denton  
Jolene Denton

# **Exhibit A**

Generated on: This page was generated by TSDR on 2016-05-10 13:35:54 EDT

Mark: CUPID.COM

Cupid.com

US Serial Number: 85242196

Application Filing Date: Feb. 15, 2011

US Registration Number: 4170074

Registration Date: Jul. 10, 2012

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 10, 2012

Publication Date: Apr. 24, 2012

## Mark Information

Mark Literal Elements: CUPID.COM

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

Disclaimer: ".COM"

## 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 incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: Internet-based dating, social introduction and social networking services

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 11, 2000

Use in Commerce: Jun. 04, 2002

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

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:** TRADAX IP LICENSING LIMITED  
**Owner Address:** QUIJANO CHAMBERS  
 P.O. BOX 3159  
 ROAD TOWN, TORTOLA VIRGIN ISLANDS, BRITISH  
**Legal Entity Type:** COMPANY **State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Manuel Valcarcel, Esq. **Docket Number:** 128322.01020  
**Attorney Primary Email Address:** [ipmiami@gtlaw.com](mailto:ipmiami@gtlaw.com) **Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** Manuel Valcarcel, Esq.  
 Greenberg Traurig, P.A.  
 333 Avenue of the Americas, Suite 4400  
 Miami, FLORIDA UNITED STATES 33131  
**Phone:** 3055790812 **Fax:** 3059615812  
**Correspondent e-mail:** [ipmiami@gtlaw.com](mailto:ipmiami@gtlaw.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Manuel Valcarcel, Esq. **Phone:** 3055790812  
**Fax:** 3059615812  
**Domestic Representative e-mail:** [ipmiami@gtlaw.com](mailto:ipmiami@gtlaw.com) **Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Jan. 27, 2016	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 10, 2012	REGISTERED-PRINCIPAL REGISTER	
Apr. 24, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 24, 2012	PUBLISHED FOR OPPOSITION	
Apr. 04, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 17, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Mar. 14, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 21, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 21, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 09, 2012	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 09, 2012	FINAL REFUSAL E-MAILED	
Jan. 09, 2012	FINAL REFUSAL WRITTEN	74309
Dec. 17, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Dec. 17, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Dec. 08, 2011	ASSIGNED TO LIE	68552
Nov. 23, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 04, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 04, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 23, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 23, 2011	NON-FINAL ACTION E-MAILED	6325
May 23, 2011	NON-FINAL ACTION WRITTEN	74309
May 17, 2011	ASSIGNED TO EXAMINER	74309
Feb. 19, 2011	NOTICE OF PSEUDO MARK MAILED	

Feb. 18, 2011 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
Feb. 18, 2011 NEW APPLICATION ENTERED IN TRAM

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 10, 2012

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Cupid plc

### Assignment 1 of 1

**Conveyance:** NUNC PRO TUNC ASSIGNMENT EFFECTIVE 12/24/2014

**Reel/Frame:** [5706/0538](#)

**Pages:** 5

**Date Recorded:** Jan. 11, 2016

**Supporting Documents:** [assignment-tm-5706-0538.pdf](#)

### Assignor

**Name:** [CASTLE STREET INVESTMENTS PLC](#)

**Execution Date:** Nov. 27, 2015

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** SCOTLAND

**DBA, AKA, TA, Formerly:** FORMERLY CUPID PLC

### Assignee

**Name:** [TRADAX IP LICENSING LIMITED](#)

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

**Address:** QUIJANO CHAMBERS  
P.O. BOX 3159  
ROAD TOWN, TORTOLA, VIRGIN ISLANDS, BRITISH

### Correspondent

**Correspondent Name:** GAYLE L. STRONG

**Correspondent Address:** 1200 17TH STREET, SUITE 2400  
GREENBERG TRAUERIG LLP  
DENVER, CO 80202

### Domestic Representative - Not Found

## Proceedings

### Summary

**Number of Proceedings:** 2

### Type of Proceeding: Opposition

**Proceeding Number:** [91217546](#)

**Filing Date:** Jun 27, 2014

**Status:** Terminated

**Status Date:** Jan 27, 2015

**Interlocutory Attorney:** BENJAMIN U OKEKE

### Defendant

**Name:** JWCC, LLC

**Correspondent Address:** ROBERT C GRIFFIN  
CROWLEY FLECK PLLP  
PO BOX 2529  
BILLINGS MT UNITED STATES , 59103-2529

**Correspondent e-mail:** [rgriffin@crowleyfleck.com](mailto:rgriffin@crowleyfleck.com) , [thooper@crowleyfleck.com](mailto:thooper@crowleyfleck.com) , [hjohnson@crowleyfleck.com](mailto:hjohnson@crowleyfleck.com)

**Generated on:** This page was generated by TSDR on 2016-05-10 13:37:21 EDT

**Mark:** CUPIDOCITY

CUPIDOCITY

**US Serial Number:** 86162563

**Application Filing Date:** Jan. 10, 2014

**US Registration Number:** 4754211

**Registration Date:** Jun. 16, 2015

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jun. 16, 2015

**Publication Date:** Mar. 31, 2015

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## Mark Information

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**Mark Literal Elements:** CUPIDOCITY

**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

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 012110292

**Foreign Application Filing Date:** Sep. 03, 2013

**Foreign Registration Number:** 012110292

**Foreign Registration Date:** Jan. 14, 2014

**Foreign Application/Registration Country:** EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

**Foreign Expiration Date:** Sep. 03, 2023

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## Goods and Services

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**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 incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** computer software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; computer programs for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software to enable uploading, posting, downloading, displaying, blogging, sharing or otherwise providing electronic media and information over the Internet and other communications networks; mobile telephone applications for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable podcasts in the field of online dating and social networking; downloadable electronic publications in the nature of magazines and pamphlets in the field of online dating and social networking; software downloadable from the internet for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software for online messaging; computer programs for accessing, browsing and searching online databases and the Internet; software to enable blogging and microblogging; computer software and hardware to enable searching of data and connecting to databases and the Internet; pre-recorded optical and video discs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; and blank optical and video discs; pre-recorded electronic and digital media carrying electronic recordings of data including images, text, graphics and sound, all in the field of online dating, social networking, and social introductions; pre-recorded magnetic data carriers bearing or for use in bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information, all in the field of online dating, social networking, and social introductions; and blank magnetic data carriers; pre-recorded CDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank CDs; pre-recorded DVDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and

social introductions, and blank DVDs; pre-recorded videos specifically on tape featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank video tapes; pre-recorded CD-ROMs featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions; mobile phone software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; mobile phone software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; computer accessories, namely, keyboards and mice; computer screen saver software; mouse mats; apparatus for recording, transmission and reproduction of sound and images

**International Class(es):** 009 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Telecommunication services allowing for electronic transmissions of data, messages, information, photos; broadcasting services in the form of blogging and microblogging; providing internet chat room services; chat room services for social networking; providing internet forums in the nature of chat rooms for social networking; provision and operation of internet chat rooms and on-line forums for transmission of messages among computer users; providing on-line chat rooms for transmission of messages among computer users; providing an online community for users to share information, photos, music, blogs, opinions, notes and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; providing on-line electronic bulletin board services and chat rooms; virtual chat rooms established via text messaging; providing chat lines utilizing the internet; mobile communication services, namely, transmission of data, messages, information, and photos; mobile telephone communication services; providing online and telecommunication facilities for real-time interaction between users of computers, mobile and handheld computers, and wired and wireless communication devices concerning topics of general interest; provision of telecommunication services to enable users to electronically transmit messages, text, photographs, music, videos, multimedia content, audio, animation and images via a global computer network; transmission of interactive entertainment software; transmission of information via electronic communications networks; broadcasting by television, radio and satellite transmission; broadcasting and transmission of programs via television, radio, and satellite; message sending services; electronic communication services, namely, transmission of data and documents among users of computers; electronic mail and messaging services; electronic video messaging services; providing user access to the internet; provision of telecommunications access and communication links to computer databases and the Internet; providing access to MP3 websites on the Internet; provision of wireless telecommunications via electronic communication networks; electronic sending of data via the Internet; electronic transmission of audio and video files via communications networks; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users; provision of access time to web-sites featuring multimedia materials; instant messaging services; providing users with access time to electronic communications networks; advisory and consultancy services relating to all the aforesaid services

**International Class(es):** 038 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** entertainment services, namely, conducting parties for the purpose of dating; organizing of dating competitions; organizing of social and networking entertainment events; electronic publishing services, namely, publication of text and graphic works of others online in the fields of lifestyle, dating, entertainment, culture, music, film, fashion, and beauty; publication of online journals and blogs featuring social issues, beauty, dating, entertainment, and popular culture; publishing of online works of others featuring photographs, images, text, electronic media, multimedia content, videos, movies, user-generated content, and related information via the Internet and other communications networks; provision of continuing videos featuring news and commentary on lifestyle, culture, music, film, fashion and beauty delivered by internet; information and advisory services relating to the aforesaid services

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Creating and maintaining of blogs for others; hosting of digital content, namely, online journals and blogs; providing temporary use of non-downloadable computer software for use in the creation and publication of on-line journals and blogs; provision of online non-downloadable software for displaying and sharing photographs, text, video, audio and images; providing a web site that gives users the ability to upload photographs, blogs, comments, reviews and videos; creating, maintaining or hosting blogs for others; computer services, namely, creating an online community for users to share information, photos, music, blogs, opinions, notes, and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; information and advisory services relating to the aforesaid services

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Internet based social networking services; social and personal introduction agencies; providing a website on the internet for the purpose of social networking; creating personality and physical attractiveness profiles for others for social purposes; providing a website of the internet for social introductions made through profile matching; dating agency services; computer dating services;

provision of dating agency services via the internet; dating services provided through social networking; marriage partner introduction or dating services; video dating services; social escort agency services; social escorting; personality profiling services for social purposes; information and advice relating to dating and relationships; information and advisory services relating to the aforesaid services

**International Class(es):** 045 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** Yes

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** Yes

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** TRADAX IP LICENSING LIMITED

**Owner Address:** QUIJANO CHAMBERS  
P.O. BOX 3159  
ROAD TOWN, TORTOLA  
VIRGIN ISLANDS, BRITISH

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Gayle L. Strong

**Docket Number:** 128322.01170

**Attorney Primary Email Address:** [denipmail@gtlaw.com](mailto:denipmail@gtlaw.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** GAYLE L. STRONG  
GREENBERG TRAUIG, LLP  
1200 17TH ST STE 2400  
DENVER, COLORADO 80202-5858  
UNITED STATES

**Phone:** 303 572 6500

**Fax:** 303 572 6540

**Correspondent e-mail:** [denipmail@gtlaw.com](mailto:denipmail@gtlaw.com) [strongg@gtlaw.com](mailto:strongg@gtlaw.com) [westp@gtlaw.com](mailto:westp@gtlaw.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 27, 2016	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 16, 2015	REGISTERED-PRINCIPAL REGISTER	
Mar. 31, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 31, 2015	PUBLISHED FOR OPPOSITION	
Mar. 11, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 25, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Feb. 24, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 12, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	73296
Feb. 12, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	73296
Feb. 05, 2015	ASSIGNED TO LIE	73296
Jan. 27, 2015	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	

Jul. 31, 2014	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jul. 31, 2014	LETTER OF SUSPENSION E-MAILED	6332
Jul. 31, 2014	SUSPENSION LETTER WRITTEN	77658
Jul. 30, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 30, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 30, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 30, 2014	EXAMINERS AMENDMENT -WRITTEN	77658
Jul. 18, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 18, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 18, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 18, 2014	EXAMINERS AMENDMENT -WRITTEN	77658
Jun. 27, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 26, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 26, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 21, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 21, 2014	NON-FINAL ACTION E-MAILED	6325
Apr. 21, 2014	NON-FINAL ACTION WRITTEN	77658
Apr. 14, 2014	ASSIGNED TO EXAMINER	77658
Jan. 23, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 14, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jun. 16, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Cupid, plc

### Assignment 1 of 1

**Conveyance:** NUNC PRO TUNC ASSIGNMENT EFFECTIVE 12/24/2014

**Reel/Frame:** [5706/0538](#)

**Pages:** 5

**Date Recorded:** Jan. 11, 2016

**Supporting Documents:** [assignment-tm-5706-0538.pdf](#)

### Assignor

**Name:** [CASTLE STREET INVESTMENTS PLC](#)

**Execution Date:** Nov. 27, 2015

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** SCOTLAND

**DBA, AKA, TA, Formerly:** FORMERLY CUPID PLC

### Assignee

**Name:** [TRADAX IP LICENSING LIMITED](#)

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

**Address:** QUIJANO CHAMBERS  
P.O. BOX 3159  
ROAD TOWN, TORTOLA, VIRGIN ISLANDS, BRITISH

### Correspondent

**Correspondent Name:** GAYLE L. STRONG

**Correspondent Address:** 1200 17TH STREET, SUITE 2400  
GREENBERG TRAUIG LLP  
DENVER, CO 80202

**Domestic Representative - Not Found**

**Generated on:** This page was generated by TSDR on 2016-05-10 13:43:22 EDT

**Mark:** CUPIDOLOGY

CUPIDOLOGY

**US Serial Number:** 86162510

**Application Filing Date:** Jan. 10, 2014

**US Registration Number:** 4771241

**Registration Date:** Jul. 14, 2015

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 14, 2015

**Publication Date:** Apr. 28, 2015

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## Mark Information

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**Mark Literal Elements:** CUPIDOLOGY

**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

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

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## Foreign Information

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**Foreign Registration Number:** 012110284

**Foreign Registration Date:** Jan. 04, 2014

**Application/Registration Country:** EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

**Foreign Expiration Date:** Sep. 03, 2023

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## 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 incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computer software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; computer programs for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software to enable uploading, posting, downloading, displaying, blogging, sharing or otherwise providing electronic media and information over the Internet and other communications networks; mobile telephone applications for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable podcasts in the field of online dating and social networking; downloadable electronic publications in the nature of magazines and pamphlets in the field of online dating and social networking; software downloadable from the Internet for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; software for online messaging; computer programs for accessing, browsing and searching online databases and the Internet; software to enable blogging and microblogging; computer software and hardware to enable searching of data and connecting to databases and the Internet; pre-recorded optical and video discs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; and blank optical and video discs; pre-recorded electronic and digital media carrying electronic recordings of data including images, text, graphics and sound, all in the field of online dating, social networking, and social introductions; pre-recorded magnetic data carriers bearing or for use in bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information, all in the field of online dating, social networking, and social introductions; and blank magnetic data carriers; pre-recorded CDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank CDs; pre-recorded DVDs featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions, and blank DVDs; pre-recorded videos specifically on tape featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank video tapes; pre-recorded CD-ROMs featuring images, games, graphics, text, programs, or information in the field of online dating, social networking, and social introductions, and blank CD-ROMs; MP3s recordings featuring images, games, graphics, text, programs or information in the field of

online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions; mobile phone software for communications, scheduling, and database management for use for purposes of online dating, social networking, and social introductions; downloadable pre-recorded electronic media featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; downloadable video and sound recordings featuring images, games, graphics, text, programs or information in the field of online dating, social networking, and social introductions for telephones; computer accessories, namely, keyboards and mouses; computer screen saver software; mouse mats; apparatus for recording, transmission and reproduction of sound and images

**International Class(es):** 009 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Telecommunication services allowing for electronic transmissions of data, messages, information, photos; broadcasting services in the form of blogging and microblogging; providing Internet chat room services; chat room services for social networking; providing Internet forums in the nature of chat rooms for social networking; provision and operation of Internet chat rooms and on-line forums for transmission of messages among computer users; providing on-line chat rooms for transmission of messages among computer users; providing an online community for users to share information, photos, music, blogs, opinions, notes and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; providing on-line electronic bulletin board services and chat rooms; virtual chat rooms established via text messaging; providing chat lines utilizing the Internet; mobile communication services, namely, transmission of data, messages, information, and photos; mobile telephone communication services; providing online and telecommunication facilities for real-time interaction between users of computers, mobile and handheld computers, and wired and wireless communication devices concerning topics of general interest; provision of telecommunication services to enable users to electronically transmit messages, text, photographs, music, videos, multimedia content, audio, animation and images via a global computer network; transmission of interactive entertainment software; transmission of information via electronic communications networks; broadcasting by television, radio and satellite transmission; broadcasting and transmission of programs via television, radio, and satellite; message sending services; electronic communication services, namely, transmission of data and documents among users of computers; electronic mail and messaging services; electronic video messaging services; providing user access to the Internet; provision of telecommunications access and communication links to computer databases and the Internet; providing access to MP3 websites on the Internet; provision of wireless telecommunications via electronic communication networks; electronic sending of data via the Internet; electronic transmission of audio and video files via communications networks; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among Internet users; provision of access time to web-sites featuring multimedia materials; instant messaging services; providing users with access time to electronic communications networks; advisory and consultancy services relating to all the aforesaid services

**International Class(es):** 038 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Entertainment services, namely, conducting parties for the purpose of dating; organizing of dating competitions; organizing of social and networking entertainment events; electronic publishing services, namely, publication of text and graphic works of others online in the fields of lifestyle, dating, entertainment, culture, music, film, fashion, and beauty; publication of online journals and blogs featuring social issues, beauty, dating, entertainment, and popular culture; publishing of online works of others featuring photographs, images, text, electronic media, multimedia content, videos, movies, user-generated content, and related information via the Internet and other communications networks; provision of continuing videos featuring news and commentary on lifestyle, culture, music, film, fashion and beauty delivered by Internet; information and advisory services relating to the aforesaid services

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Creating and maintaining of blogs for others; hosting of digital content, namely, online journals and blogs; providing temporary use of non-downloadable computer software for use in the creation and publication of on-line journals and blogs; provision of online non-downloadable software for displaying and sharing photographs, text, video, audio and images; providing a web site that gives users the ability to upload photographs, blogs, comments, reviews and videos; creating, maintaining or hosting blogs for others; computer services, namely, creating an online community for users to share information, photos, music, blogs, opinions, notes, and audio and video content, to get feedback from their peers, to form virtual communities, and to engage in social networking; information and advisory services relating to the aforesaid services

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

---

**For:** Internet based social networking services; social and personal introduction agencies; providing a website on the Internet for the purpose of social networking; creating personality and physical attractiveness profiles for others for social purposes; providing a website of the Internet for social introductions made through profile matching; dating agency services; computer dating services; provision of dating agency services via the Internet; dating services provided through social networking; marriage partner introduction or dating services; video dating services; social escort agency services; social escorting; personality profiling services for social purposes; information and advice relating to dating and relationships; information and advisory services relating to the aforesaid services

**International Class(es):** 045 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 44(e)

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> No	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> Yes	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** TRADAX IP LICENSING LIMITED

**Owner Address:** QUIJANO CHAMBERS  
P.O. BOX 3159  
ROAD TOWN, TORTOLA  
VIRGIN ISLANDS, BRITISH

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Gayle L. Strong

**Docket Number:** 128322-01200

**Attorney Primary Email Address:** [denipmail@gtlaw.com](mailto:denipmail@gtlaw.com)

**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** GAYLE L. STRONG  
GREENBERG TRAUIG, LLP  
1200 17TH ST STE 2400  
DENVER, COLORADO 80202-5858  
UNITED STATES

**Phone:** 303-572-6500

**Fax:** 303-572-6540

**Correspondent e-mail:** [denipmail@gtlaw.com](mailto:denipmail@gtlaw.com) [strongg@gtlaw.com](mailto:strongg@gtlaw.com) [westp@gtlaw.com](mailto:westp@gtlaw.com)

**Correspondent e-mail Authorized:** No

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 27, 2016	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 14, 2015	REGISTERED-PRINCIPAL REGISTER	
Apr. 28, 2015	PUBLISHED FOR OPPOSITION	
Apr. 08, 2015	NOTICE OF PUBLICATION	
Mar. 23, 2015	NOTICE OF ALLOWANCE CANCELLED	71034
Mar. 19, 2015	ATTORNEY REVIEW/DECISION ON AMENDMENT REQUIRED	
Mar. 17, 2015	PETITION TO DIRECTOR - CHANGE BASIS - GRANTED	67832
Mar. 13, 2015	ASSIGNED TO PETITION STAFF	67832
Mar. 10, 2015	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 02, 2015	TEAS PETITION TO AMEND BASIS RECEIVED	1111
Jan. 23, 2015	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Oct. 07, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Sep. 09, 2014	PUBLISHED FOR OPPOSITION	
Aug. 20, 2014	NOTICE OF PUBLICATION	

Aug. 07, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Aug. 07, 2014	ASSIGNED TO LIE	77312
Jul. 31, 2014	EXAMINERS AMENDMENT MAILED	
Jul. 30, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 30, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 30, 2014	EXAMINERS AMENDMENT -WRITTEN	77658
Jul. 21, 2014	EXAMINERS AMENDMENT MAILED	
Jul. 18, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 18, 2014	EXAMINERS AMENDMENT -WRITTEN	77658
Jun. 27, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 26, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 26, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 22, 2014	NON-FINAL ACTION MAILED	
Apr. 21, 2014	NON-FINAL ACTION WRITTEN	77658
Apr. 14, 2014	ASSIGNED TO EXAMINER	77658
Jan. 23, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 14, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 14, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Cupid plc

### Assignment 1 of 1

**Conveyance:** NUNC PRO TUNC ASSIGNMENT EFFECTIVE 12/24/2014

**Reel/Frame:** [5706/0538](#)

**Pages:** 5

**Date Recorded:** Jan. 11, 2016

**Supporting Documents:** [assignment-tm-5706-0538.pdf](#)

### Assignor

**Name:** [CASTLE STREET INVESTMENTS PLC](#)

**Execution Date:** Nov. 27, 2015

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** SCOTLAND

**DBA, AKA, TA, Formerly:** FORMERLY CUPID PLC

### Assignee

**Name:** [TRADAX IP LICENSING LIMITED](#)

**Legal Entity Type:** COMPANY

**State or Country Where Organized:** VIRGIN ISLANDS, BRITISH

**Address:** QUIJANO CHAMBERS  
P.O. BOX 3159  
ROAD TOWN, TORTOLA, VIRGIN ISLANDS, BRITISH

### Correspondent

**Correspondent Name:** GAYLE L. STRONG

**Correspondent Address:** 1200 17TH STREET, SUITE 2400  
GREENBERG TRAUIG LLP  
DENVER, CO 80202

**Domestic Representative - Not Found**

## Proceedings

### Summary