

ESTTA Tracking number: **ESTTA758653**

Filing date: **07/15/2016**

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	HRHH IP, LLC
Granted to Date of previous extension	07/16/2016
Address	200 Vesey Street 11th Floor Three World Financial Center New York, NY 10281-1021 UNITED STATES

Attorney information	Jill M. Pietrini, Esq. Sheppard Mullin Richter & Hampton LLP 1901 Avenue of the Stars, Suite 1600 Los Angeles, CA 90067 UNITED STATES jpietrini@smrh.com, baigboboh@smrh.com, ppost@smrh.com, shwang@smrh.com, mdanner@smrh.com, rwalsh@smrh.com Phone:310-228-3700
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### Applicant Information

Application No	86677651	Publication date	05/17/2016
Opposition Filing Date	07/15/2016	Opposition Period Ends	07/16/2016
Applicant	Blueberry Hill Music, LLC 2017 Enclave Circle Nashville, TN 372117445 UNITED STATES		

### Goods/Services Affected by Opposition

Class 041. First Use: 2014/00/00 First Use In Commerce: 2014/00/00 All goods and services in the class are opposed, namely: Entertainment services in the nature of live musical performances; Live performances by a musical group
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### Applicant Information

Application No	86692299	Publication date	05/17/2016
Opposition Filing Date	07/15/2016	Opposition Period Ends	
Applicant	Blueberry Hill Music, LLC 2017 Enclave Circle Nashville, TN 372117445 UNITED STATES		

### Goods/Services Affected by Opposition

Class 041. First Use: 2015/05/00 First Use In Commerce: 2015/05/00  
 All goods and services in the class are opposed, namely: Entertainment services in the nature of live musical performances; Live performances by a musical group

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4897330	Application Date	12/06/2014
Registration Date	02/09/2016	Foreign Priority Date	NONE
Word Mark	VINYL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2012/08/24 First Use In Commerce: 2012/08/24 Arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services		

U.S. Registration No.	4891535	Application Date	12/06/2014
Registration Date	01/26/2016	Foreign Priority Date	NONE
Word Mark	VINYL LAS VEGAS		

Design Mark	
Description of Mark	The mark consists of "VINYL LAS VEGAS" within the shape of a circle.
Goods/Services	Class 035. First use: First Use: 2012/08/24 First Use In Commerce: 2012/08/24 Promoting, marketing, and advertising live musical performances and theatrical performances of others

U.S. Registration No.	4897331	Application Date	12/06/2014
Registration Date	02/09/2016	Foreign Priority Date	NONE

Word Mark	VINYL LAS VEGAS
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Design Mark	
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Description of Mark	The mark consists of "VINYL LAS VEGAS" within the shape of a circle.
Goods/Services	Class 041. First use: First Use: 2012/08/24 First Use In Commerce: 2012/08/24 Arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services

U.S. Application No.	86473371	Application Date	12/06/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	VINYL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2012/08/24 First Use In Commerce: 2012/08/24 Promoting, marketing, and advertising live musical performances and theatrical performances of others		

U.S. Application No.	86473373	Application Date	12/06/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	VINYL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 2012/08/24 First Use In Commerce: 2012/08/24 Bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions		

U.S. Application No.	86473376	Application Date	12/06/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	VINYL LAS VEGAS		
Design Mark			
Description of Mark	The mark consists of "VINYL LAS VEGAS" within the shape of a circle.		
Goods/Services	Class 043. First use: First Use: 2012/08/24 First Use In Commerce: 2012/08/24 Bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions		

Attachments	86473372#TMSN.png( bytes ) 86473374#TMSN.png( bytes ) 86473375#TMSN.png( bytes ) 86473371#TMSN.png( bytes ) 86473373#TMSN.png( bytes ) 86473376#TMSN.png( bytes ) FINAL Notice of Opposition to Blueberry Hill Music LLC re VINYL SUNDAY and V S VINYL SUNDAY andDesign in Class 41.pdf(4484187 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	/Jill M. Pietrini/
Name	Jill M. Pietrini, Esq.
Date	07/15/2016

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

<p><i>In re Matter of Application Nos. 86/677,651 for the mark: <b>VINYL SUNDAY</b> in Class 41, and 86/692,299 for the mark: <b>V S VINYL SUNDAY &amp; Design</b> in Class 41</i></p> <p>HRHH IP, LLC</p> <p>Opposer,</p> <p>vs.</p> <p>Blueberry Hill Music, LLC,</p> <p>Applicant.</p> 	<p>Opposition No. _____</p> <p><b>CONSOLIDATED NOTICE OF OPPOSITION</b></p>
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Commissioner for Trademarks  
ATTN: Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

Dear Commissioner:

Opposer, HRHH IP, LLC, a Delaware limited liability company, having its principal place of business at Three World Financial Center, 200 Vesey Street, 11th Floor, New York, New York 10281-1021 (“Opposer”), believes that it will be harmed by the registration of the marks VINYL SUNDAY, as shown in U.S. Application Serial No. 86/677,651 in Class 41, and V S VINYL SUNDAY & Design, as shown in U.S. Application Serial No. 86/692,299 in Class 41 (collectively, the “Applications”), and hereby opposes their registration on the following grounds:

**FACTUAL BACKGROUND REGARDING OPPOSER’S VINYL MARKS**

1. Opposer is the entity responsible for operating the highly-successful live performance venue Vinyl Las Vegas at the Hard Rock Hotel & Casino Las Vegas in Las Vegas,

Nevada. Attached hereto as **Exhibit A** are true and correct printouts from Opposer’s website at the domain <[www.hardrockhotel.com](http://www.hardrockhotel.com)> about Opposer and Vinyl Las Vegas.

2. Opposer owns three federal trademark registrations of marks containing VINYL and several trademark applications to register marks containing the mark VINYL (“the VINYL Marks”). Attached as **Exhibit B** are true and correct printouts from the Office’s TESS and TSDR pages for Opposer’s VINYL and VINYL & Design trademark registrations, showing status and title, and copies of such registrations. Attached as **Exhibit C** are true and correct printouts from the Office’s TESS and TSDR pages for Opposer’s VINYL and VINYL LAS VEGAS & Design trademark applications, showing status and title of such applications. Opposer uses the marks VINYL and VINYL & Design for promoting, marketing, and advertising live musical performances and theatrical performances of others; arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services; and bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions. Opposer’s VINYL & Design mark is shown below:



3. Opposer first used the VINYL Marks for entertainment, restaurant, bar and related services as early as August 2012. Since then, Opposer has continuously used the VINYL Marks for its various entertainment and related services. Opposer’s Vinyl Las Vegas has hosted performances by up-and-coming and established national and international entertainers, and other entertainment-related events including award shows. Opposer offers tickets to live events

held at Vinyl Las Vegas, including musical performances, through its website and at its box office. Opposer advertises and markets Vinyl Las Vegas and the VINYL Marks extensively including, but not limited to, through its social media accounts available through Facebook, Twitter, and Instagram. Vinyl Las Vegas has received considerable media attention. As such, Opposer has developed common law rights in the VINYL Marks, which predate the Applications.

#### **FACTUAL BACKGROUND REGARDING THE APPLICATIONS**

4. On June 29, 2015, Applicant Blueberry Hill Music, LLC, a Tennessee limited liability company, having an address of 2017 Enclave Circle, Nashville, Tennessee 37211-7445, (“Applicant”) filed the Application Serial No. 86/677,651 seeking registration, on an in-use basis, of VINYL SUNDAY for “entertainment services in the nature of live musical performances; live performances by a musical group” in Class 41 (the “‘651 Application”).

5. Applicant claims a date of first use of 2014 in the ‘651 Application. Both the date of first use claimed and the date of filing of the Application is after Opposer first used the VINYL Marks. Opposer has priority over Applicant for its VINYL Marks.

6. The ‘651 Application was published for opposition in the Official Gazette on May 17, 2016. Opposer was granted an extension of time to oppose the ‘651 Application.

7. On July 14, 2015, Applicant filed the Application Serial No. 86/692,299 seeking registration, on an in-use basis, of V S VINYL SUNDAY & Design for “entertainment services in the nature of live musical performances; live performances by a musical group” in Class 41 (the “‘299 Application”).

8. Applicant claims a date of first use of May 2015 in the ‘299 Application. Both the date of first use claimed and the date of filing of the Application is after Opposer first used the VINYL Marks and after Opposer filed its applications to register the VINYL Marks. Opposer has priority over Applicant for its VINYL Marks.

9. The ‘299 Application was published for opposition in the Official Gazette on May 17, 2016. Opposer was granted an extension of time to oppose the ‘299 Application.

### **FIRST GROUND – LIKELIHOOD OF CONFUSION**

10. Opposer incorporates the allegations contained in Paragraphs 1 to 9 herein.

11. Applicant's proposed marks VINYL SUNDAY and V S VINYL SUNDAY & Design are confusingly similar to Opposer's VINYL Marks.

12. Applicant's mark is likely to cause confusion, mistake, or deception as to the source, origin, affiliation, association, connection, or sponsorship of Applicant's services offered or to be offered under the VINYL SUNDAY and V S VINYL SUNDAY & Design marks with Opposer's VINYL Marks, Vinyl Las Vegas, the Hard Rock Hotel & Casino Las Vegas, and/or with Opposer or Opposer's activities.

### **SECOND GROUND – LIKELIHOOD OF DILUTION**

13. Opposer incorporates the allegations contained in Paragraphs 1 to 12 herein.

14. Opposer's VINYL Marks are inherently distinctive and have acquired secondary meaning and are associated with Opposer and the services offered under the VINYL Marks. The VINYL Marks are famous within the meaning of the Federal Trademark Dilution Act. Applicant filed the Applications after Opposer's VINYL Marks had become famous, and Applicant seeks to or does commercially use the applied-for marks VINYL SUNDAY and V S VINYL SUNDAY & Design.

15. Applicant's mark is likely to cause dilution of Opposer's VINYL Marks and blur the distinctiveness of Opposer's VINYL Marks.

### **DAMAGE TO OPPOSER**

16. As a result of all of the foregoing, the maturation of the Applications into registrations would cause a likelihood of confusion, mistake, or deception with Opposer and Opposer's VINYL Marks, a likelihood of association, connection or affiliation with Opposer, the services offered by Opposer under the VINYL Marks, or as to the origin, sponsorship or approval by Opposer of Applicant's services or commercial activities, and a likelihood of dilution of, Opposer's VINYL Marks.

17. Opposer would be damaged by the registration of the marks shown in the Applications in that such registrations would give Applicant a *prima facie* exclusive right to the use of VINYL SUNDAY and V S VINYL SUNDAY & Design, despite the likelihood of confusion, mistake, or deception with Opposer and Opposer's VINYL Marks, and likelihood of dilution described above.

**PRAYER**

WHEREFORE, Opposer prays that this Opposition be sustained in favor of Opposer, that the Applications be rejected, and that registration of the Applications be refused.

**Please charge the requisite \$600 opposition filing fee and any additional amounts to Deposit Account No. 50-5691.** A duplicate copy of this Consolidated Notice of Opposition is enclosed for this purpose.

Respectfully submitted,

Dated: July 15, 2016

/Jill M. Pietrini/  
Jill M. Pietrini  
Benjamin O. Aigboboh  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 Avenue of the Stars, Suite 1600  
Los Angeles, California 90067-6017  
(310) 228-3700

*Attorneys for Opposer HRHH IP, LLC*

**CERTIFICATE OF SERVICE**

I hereby certify that this Notice of Opposition is being deposited with the United States Postal Service, postage prepaid, first class mail, in an envelope addressed to:

BLUEBERRY HILL MUSIC, LLC  
2017 Enclave Circle  
Nashville, Tennessee 37211-7445

Jack A. Wheat  
STITES & HARBISON, PLLC  
400 West Market Street, Suite 1800  
Louisville, Kentucky 40202

on this 15th day of July, 2016.

/LaTrina A. Martin/  
LaTrina A. Martin

**CERTIFICATE OF E-FILING**

I hereby certify that **NOTICE OF OPPOSITION** is being transmitted electronically to Commissioner of Trademarks, Attn: Trademark Trial and Appeal Board through ESTTA pursuant to 37 C.F.R. §2.195(a), on this 15th day of July, 2016.

/LaTrina A. Martin/  
LaTrina A. Martin

SMRH:478294099.1

# Exhibit A



- STAY
- DINE
- ENTERTAINMENT
- GAME
- PARTY
- RELAX
- SHOP
- BACKSTAGE PASS
- EVENTS
- BLOG
- MEETINGS
- DESTINATIONS

**BACKSTAGE PASS** [JOIN NOW](#) ▶  
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**SMALL VENUE  
BIG  
TALENT**



**GET A ROOM**

CHECK IN:

CHECK OUT:

Get Backstage Pass Rewards Club Discount

**BOOK NOW**

**BEST RATE GUARANTEE**  Book on our website to get the lowest rates!

VINYL

SMALL VENUE, BIG TALENT.

STOP BY OUR BOX OFFICE WITH YOUR NEVADA ID FOR NO SERVICE FEES ON ALL VINYL SHOWS!

Vinyl Photos

(Click to see larger photos)



[See more images](#) ▶

Events



With Presents: The Tuesday Blend  
Vinyl | Doors 10:30 P.M. | 18+ with valid ID  
July 05, 2016 at

[BUY TICKETS](#)



RVCTI presents CIRCUIT BOOMBOX CARTEL  
Vinyl | Doors 9:00 P.M. | 18+ w/ valid ID  
July 07, 2016 at

[BUY TICKETS](#)



Las Vegas Jam Band Society presents BoomBox  
Vinyl | Doors 11:59 P.M. | Ages 6+  
July 08, 2016 at

[BUY TICKETS](#)



Parachute  
w/ Brynn Elliott, Paul McDonald  
Vinyl | Doors 5:00 P.M. | Ages 6+  
July 08, 2016 at

[BUY TICKETS](#)



Las Vegas Jam Band Society presents ALO  
Vinyl | Doors 11:59 P.M. | Ages 6+  
July 09, 2016 at

[BUY TICKETS](#)

[ALL EVENTS AT VINYL](#)

Meetings & Private Events

Specials



**B.o.B**  
w/ SCOTTY ATL, LONDON JAE, ERCH  
SUN, MAY 15  
Hard Rock Las Vegas

[Vinyl Las Vegas on Instagram](#)

Stay In Tune

Sign up to be the first to find out about upcoming shows and special offers at Vinyl from Hard Rock Hotel & Casino Las Vegas.

First Name

Last Name

Email

Entertainment Preferences:

- Alternative/Indie
- Rock
- Country
- Pop
- Comedy Shows
- Bowling/MMA
- Classic Rock
- Latin Performers
- Reggae
- Punk
- Heavy Metal
- R&B/Hip hop
- EDM

SUBMIT

**Box Office Hours**

10:00 am to 8:00 pm Daily  
Closed the 15th of each month (from 1pm  
to 2pm)  
Tel: 702.993.4000 ext. 0314

**Contact**

4555 Paradise Road  
Las Vegas, NV 89169  
Box Office: 702.993.4000 ext. 0314  
Send us an email: [www@hardrock.com](mailto:www@hardrock.com)

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Vinyl  
Sunday

# Exhibit B



**United States Patent and Trademark Office**

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**Trademarks > Trademark Electronic Search System (TESS)**

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# VINYL

**Word Mark** VINYL

**Goods and Services** IC 041. US 100 101 107. G & S: Arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services. FIRST USE: 20120824. FIRST USE IN COMMERCE: 20120824

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86473372

**Filing Date** December 6, 2014

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** November 24, 2015

**Registration Number** 4897330

**Registration Date** February 9, 2016

**Owner** (REGISTRANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE Three World Financial Center 200 Vesey Street, 11th Floor New York NEW YORK 102811021

**Attorney of Record** Jill M. Pietrini

Type of Mark SERVICE MARK  
Register PRINCIPAL  
Live/Dead Indicator LIVE

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<a href="#">TESS HOME</a>	<a href="#">NEW USER</a>	<a href="#">STRUCTURED</a>	<a href="#">FREE FORM</a>	<a href="#">Browse Dict</a>	<a href="#">SEARCH OG</a>	<a href="#">TOP</a>	<a href="#">HELP</a>	<a href="#">PREV LIST</a>	<a href="#">CURR LIST</a>	<a href="#">NEXT LIST</a>
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Mark: VINYL

US Serial Number: 86473372

Application Filing Date: Dec. 06, 2014

US Registration Number: 4897330

Registration Date: Feb. 09, 2016

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 09, 2016

Publication Date: Nov. 24, 2015

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## Mark Information

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Mark Literal Elements: VINYL

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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## 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:** Arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 24, 2012

Use in Commerce: Aug. 24, 2012

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## Basis Information (Case Level)

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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	

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## Current Owner(s) Information

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Owner Name: HRHH IP, LLC

Owner Address: Three World Financial Center  
200 Vesey Street, 11th Floor  
New York, NEW YORK 102811021  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

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## Attorney/Correspondence Information

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### Attorney of Record

Attorney Name: Jill M. Pietrini

Docket Number: 33AF-172526

### Correspondent

Correspondent Name/Address: JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS STE 1600  
LOS ANGELES, CALIFORNIA 90067-6055  
UNITED STATES

Phone: (310) 228-3700

Fax: (310) 228-3701

Domestic Representative - Not Found

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## Prosecution History

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Date	Description	Proceeding Number
Feb. 09, 2016	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2015	PUBLISHED FOR OPPOSITION	
Nov. 04, 2015	NOTICE OF PUBLICATION	
Oct. 19, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Oct. 18, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 15, 2015	AMENDMENT FROM APPLICANT ENTERED	70468
Sep. 15, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	70468
Sep. 08, 2015	ASSIGNED TO LIE	70468
Aug. 21, 2015	PAPER RECEIVED	
Feb. 20, 2015	NON-FINAL ACTION MAILED	
Feb. 20, 2015	NON-FINAL ACTION WRITTEN	76635
Feb. 05, 2015	ASSIGNED TO EXAMINER	76635
Dec. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2014	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 09, 2016

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## Assignment Abstract Of Title Information

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### Summary

Total Assignments: 1

Registrant: HRHH IP, LLC

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### Assignment 1 of 1

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Conveyance: SECURITY INTEREST

Reel/Frame: 5765/0204

Pages: 8

Date Recorded: Apr. 05, 2016

Supporting Documents: [assignment-tm-5765-0204.pdf](#)

### Assignor

Name: HRHH IP, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

Name: HRHH HOTEL/CASINO, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

Name: VEGAS HR PRIVATE LIMITED

Assignee

Legal Entity Type: PRIVATE LIMITED COMPANY

State or Country: SINGAPORE  
Where Organized:

Address: 335 MADISON AVE, 24TH FLOOR  
C/O GIC REAL ESTATE, INC.  
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: ERIN REIMER

Correspondent Address: 2929 ARCH STREET  
DECHERT LLP, CIRA CENTRE  
PHILADELPHIA, PA 19104-2808

Domestic Representative - Not Found

## Proceedings

### Summary

Number of Proceedings: 3

### Type of Proceeding: Opposition

Proceeding Number: 91227108

Filing Date: Mar 29, 2016

Status: Pending

Status Date: Mar 29, 2016

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Home Box Office, Inc.

Correspondent Address: TAMARA CARMICHAEL  
OLSHAN FROME WOLOSKY LLP  
1325 AVENUE OF THE AMERICAS  
NEW YORK NY , 10019  
UNITED STATES

Correspondent e-mail: [tcarmichael@olshanlaw.com](mailto:tcarmichael@olshanlaw.com) , [aprovencio@olshanlaw.com](mailto:aprovencio@olshanlaw.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Opposition Pending	<u>86693218</u>	
VINYL	Opposition Pending	<u>86693224</u>	
VINYL	Opposition Pending	<u>86693229</u>	
VINYL	Opposition Pending	<u>86693234</u>	
VINYL	Opposition Pending	<u>86709489</u>	

Plaintiff(s)

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS SUITE 1600  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: [jpietrini@smrh.com](mailto:jpietrini@smrh.com) , [baigboboh@smrh.com](mailto:baigboboh@smrh.com) , [pbest@smrh.com](mailto:pbest@smrh.com) , [shwang@smrh.com](mailto:shwang@smrh.com) , [mdaanner@smrh.com](mailto:mdaanner@smrh.com) , [rwalsh@smrh.com](mailto:rwalsh@smrh.com) , [lmartin@smrh.com](mailto:lmartin@smrh.com)

### Associated marks

Mark	Application Status	Serial Number	Registration
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VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 29, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 29, 2016	May 08, 2016
3	PENDING, INSTITUTED	Mar 29, 2016	
4	ANSWER	May 09, 2016	
5	D MOT FOR EXT W/ CONSENT	Jun 30, 2016	
6	EXTENSION OF TIME GRANTED	Jul 07, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: 91225834 Filing Date: Jan 05, 2016  
 Status: Terminated Status Date: Apr 18, 2016  
 Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: James Andrew Oyler

Correspondent JAMES ANDREW OYLER  
 Address: 1135 NE 53RD ST  
 KANSAS CITY , 64118-5322  
 URUGUAY

Correspondent e-mail: [imagebase1@outlook.com](mailto:imagebase1@outlook.com) , [imagebase1@aol.com](mailto:imagebase1@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
18TH AND VINYL	Abandoned - After Inter-Partes Decision	<u>86605795</u>	

**Plaintiff(s)**

Name: HRHH IP, LLC

Correspondent JILL M PIETRINI  
 Address: SHEPPARD MULLIN RICHTER & HAMPTON LLP  
 1901 AVENUE OF THE STARS, SUITE 1600  
 LOS ANGELES CA , 90067  
 UNITED STATES

Correspondent e-mail: [jpietrini@smrh.com](mailto:jpietrini@smrh.com) , [baigboboh@smrh.com](mailto:baigboboh@smrh.com) , [wwalters-sachs@smrh.com](mailto:wwalters-sachs@smrh.com) , [pbost@smrh.com](mailto:pbost@smrh.com) , [shwang@smrh.com](mailto:shwang@smrh.com) , [mdanner@smrh.com](mailto:mdanner@smrh.com) , [om](mailto:om) , [rwalsh@smrh.com](mailto:rwalsh@smrh.com) , [lmartin@smrh.com](mailto:lmartin@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 05, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2016	Feb 23, 2016
3	PENDING, INSTITUTED	Jan 14, 2016	
4	NOTICE OF DEFAULT	Mar 09, 2016	
5	BD DECISION: SUSTAINED	Apr 18, 2016	
6	TERMINATED	Apr 18, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: 91224607

Filing Date: Oct 28, 2015

Status: Pending

Status Date: Oct 29, 2015

Interlocutory Attorney: WENDY COHEN

**Defendant**

Name: VNYL LLC

Correspondent Address: MICHAEL P MARTIN  
FISCHBACH PERLSTEIN LIEBERMAN & ALMOND  
1925 CENTURY PARK EAST SUITE 2050  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: mmartin@fpllaw.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending Plaintiff(s)	<u>86531447</u>	

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES

Correspondent e-mail: pboast@smrh.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 28, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 29, 2015	Dec 08, 2015
3	PENDING, INSTITUTED	Oct 29, 2015	
4	ANSWER	Dec 07, 2015	
5	STIP TO SUSP PEND SETTLE NEGOTIATIONS	Feb 03, 2016	
6	SUSPENDED	Feb 03, 2016	
7	STIP TO SUSP PEND SETTLE NEGOTIATIONS	Apr 07, 2016	
8	SUSPENDED	Apr 07, 2016	

**United States of America**  
United States Patent and Trademark Office

**VINYL**

**Reg. No. 4,897,330**

**Registered Feb. 9, 2016**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

HRHH IP, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
THREE WORLD FINANCIAL CENTER  
200 VESEY STREET, 11TH FLOOR  
NEW YORK, NY 102811021

FOR: ARRANGING AND CONDUCTING OF CONCERTS; CONCERT BOOKING; ENTERTAINMENT SERVICES, NAMELY, LIVE MUSICAL PERFORMANCES, COMEDY PERFORMANCES, AND THEATRICAL PERFORMANCES; PROVISION OF INFORMATION RELATING TO LIVE PERFORMANCES, ROAD SHOWS, LIVE STAGE EVENTS, THEATRICAL PERFORMANCES, LIVE MUSIC CONCERTS AND AUDIENCE PARTICIPATION IN SUCH EVENTS; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING CONTESTS; NIGHTCLUB SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-24-2012; IN COMMERCE 8-24-2012.

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

SER. NO. 86-473,372, FILED 12-6-2014.

CIMMERIAN COLEMAN, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office



**United States Patent and Trademark Office**  
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List At:  OR  to record:  **Record 6 out of 6**

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



<b>Word Mark</b>	VINYL LAS VEGAS
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Promoting, marketing, and advertising live musical performances and theatrical performances of others. FIRST USE: 20120824. FIRST USE IN COMMERCE: 20120824
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.01.21 - Circles that are totally or partially shaded.
<b>Serial Number</b>	86473374
<b>Filing Date</b>	December 6, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 10, 2015
<b>Registration Number</b>	4891535
<b>Registration Date</b>	January 26, 2016
<b>Owner</b>	(REGISTRANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE 200 Vesey Street, 11th Floor Three World Financial Center New York NEW YORK 102811021
<b>Attorney of Record</b>	Jill M. Pietrini
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAS VEGAS" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of "VINYL LAS VEGAS" within the shape of a circle.
<b>Type of Mark</b>	SERVICE MARK

Register            PRINCIPAL  
Live/Dead  
Indicator            LIVE

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Generated on: This page was generated by TSDR on 2016-07-14 17:38:22 EDT

Mark: VINYL LAS VEGAS

US Serial Number: 86473374

Application Filing Date: Dec. 06, 2014

US Registration Number: 4891535

Registration Date: Jan. 26, 2016

Register: Principal

Mark Type: Service Mark

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

Status Date: Jan. 26, 2016

Publication Date: Nov. 10, 2015

---

## Mark Information

---

Mark Literal Elements: VINYL LAS VEGAS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of "VINYL LAS VEGAS" within the shape of a circle.

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

Disclaimer: "LAS VEGAS"

Design Search Code(s): 26.01.21 - Circles that are totally or partially shaded.

---

## 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: Promoting, marketing, and advertising live musical performances and theatrical performances of others

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 24, 2012

Use In Commerce: Aug. 24, 2012

---

## 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  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** HRHH IP, LLC  
**Owner Address:** 200 Vesey Street, 11th Floor  
Three World Financial Center  
New York, NEW YORK 102811021  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** DELAWARE

---

## Attorney/Correspondence Information

---

**Attorney Name:** Jill M. Pietrini  
**Attorney of Record**  
**Docket Number:** 33AF-172526  
**Correspondent**  
**Correspondent Name/Address:** JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS STE 1600  
LOS ANGELES, CALIFORNIA 90067-6055  
UNITED STATES  
**Phone:** (310) 228-3700  
**Fax:** (310) 228-3701

Domestic Representative - Not Found

---

## Prosecution History

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Date	Description	Proceeding Number
Jan. 26, 2016	REGISTERED-PRINCIPAL REGISTER	
Nov. 10, 2015	PUBLISHED FOR OPPOSITION	
Oct. 21, 2015	NOTICE OF PUBLICATION	
Oct. 05, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Oct. 05, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 10, 2015	AMENDMENT FROM APPLICANT ENTERED	69712
Sep. 10, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	69712
Sep. 03, 2015	ASSIGNED TO LIE	69712
Aug. 20, 2015	PAPER RECEIVED	
Feb. 19, 2015	NON-FINAL ACTION MAILED	
Feb. 19, 2015	NON-FINAL ACTION WRITTEN	76635
Feb. 05, 2015	ASSIGNED TO EXAMINER	76635
Dec. 13, 2014	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 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:** Jan. 26, 2016

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## Assignment Abstract Of Title Information

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### Summary

**Total Assignments:** 1  
**Registrant:** HRHH IP, LLC

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### Assignment 1 of 1

---

**Conveyance:** SECURITY INTEREST  
**Reel/Frame:** 5765/0204

**Pages:** 8

Date Recorded: Apr. 05, 2016

Supporting Documents: [assignment-tm-5765-0204.pdf](#)

**Assignor**

Name: HRHH IP, LLC  
Legal Entity Type: LIMITED LIABILITY COMPANY

Execution Date: Mar. 31, 2016  
State or Country Where Organized: DELAWARE

Name: HRHH HOTEL/CASINO, LLC  
Legal Entity Type: LIMITED LIABILITY COMPANY

Execution Date: Mar. 31, 2016  
State or Country Where Organized: DELAWARE

Name: VEGAS HR PRIVATE LIMITED  
Legal Entity Type: PRIVATE LIMITED COMPANY

**Assignee**

State or Country Where Organized: SINGAPORE

Address: 335 MADISON AVE, 24TH FLOOR  
C/O GIC REAL ESTATE, INC.  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: ERIN REIMER

Correspondent Address: 2929 ARCH STREET  
DECHERT LLP, CIRA CENTRE  
PHILADELPHIA, PA 19104-2808

Domestic Representative - Not Found

## Proceedings

**Summary**

Number of Proceedings: 3

**Type of Proceeding: Opposition**

Proceeding Number: 91227108

Filing Date: Mar 29, 2016

Status: Pending

Status Date: Mar 29, 2016

Interlocutory Attorney: YONG OH (RICHARD) KIM

**Defendant**

Name: Home Box Office, Inc.

Correspondent Address: TAMARA CARMICHAEL  
OLSHAN FROME WOLOSKY LLP  
1325 AVENUE OF THE AMERICAS  
NEW YORK NY , 10019  
UNITED STATES

Correspondent e-mail: [tcarmichael@olshanlaw.com](mailto:tcarmichael@olshanlaw.com) , [aproencio@olshanlaw.com](mailto:aproencio@olshanlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Opposition Pending	<u>86693218</u>	
VINYL	Opposition Pending	<u>86693224</u>	
VINYL	Opposition Pending	<u>86693229</u>	
VINYL	Opposition Pending	<u>86693234</u>	
VINYL	Opposition Pending	<u>86709489</u>	

**Plaintiff(s)**

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS SUITE 1600  
LOS ANGELES CA , 90067

UNITED STATES

Correspondent e-mail: [pietrini@smrh.com](mailto:pietrini@smrh.com), [baigboboh@smrh.com](mailto:baigboboh@smrh.com), [pbest@smrh.com](mailto:pbest@smrh.com), [shwang@smrh.com](mailto:shwang@smrh.com), [mdanner@smrh.com](mailto:mdanner@smrh.com), [rwalsh@smrh.com](mailto:rwalsh@smrh.com), [lima@smrh.com](mailto:lima@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 29, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 29, 2016	May 08, 2016
3	PENDING, INSTITUTED	Mar 29, 2016	
4	ANSWER	May 09, 2016	
5	D MOT FOR EXT W/ CONSENT	Jun 30, 2016	
6	EXTENSION OF TIME GRANTED	Jul 07, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: 91225834 Filing Date: Jan 05, 2016

Status: Terminated Status Date: Apr 18, 2016

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: James Andrew Oyler

Correspondent Address: JAMES ANDREW OYLER  
1135 NE 53RD ST  
KANSAS CITY, 64118-5322  
URUGUAY

Correspondent e-mail: [imagebase1@outlook.com](mailto:imagebase1@outlook.com), [imagebase1@aol.com](mailto:imagebase1@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
18TH AND VINYL	Abandoned - After Inter-Partes Decision	<u>86605795</u>	

**Plaintiff(s)**

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA, 90067  
UNITED STATES

Correspondent e-mail: [pietrini@smrh.com](mailto:pietrini@smrh.com), [baigboboh@smrh.com](mailto:baigboboh@smrh.com), [walters-sachs@smrh.com](mailto:walters-sachs@smrh.com), [pbest@smrh.com](mailto:pbest@smrh.com), [shwang@smrh.com](mailto:shwang@smrh.com), [mdanner@smrh.com](mailto:mdanner@smrh.com), [rwalsh@smrh.com](mailto:rwalsh@smrh.com), [lmartin@smrh.com](mailto:lmartin@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 05, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2016	Feb 23, 2016

3	PENDING, INSTITUTED	Jan 14, 2016
4	NOTICE OF DEFAULT	Mar 09, 2016
5	BD DECISION: SUSTAINED	Apr 18, 2016
6	TERMINATED	Apr 18, 2016

**Type of Proceeding: Opposition**

**Proceeding Number:** 91224607      **Filing Date:** Oct 28, 2015  
**Status:** Pending      **Status Date:** Oct 29, 2015  
**Interlocutory Attorney:** WENDY COHEN

**Defendant**

**Name:** VNYL LLC  
**Correspondent Address:** MICHAEL P MARTIN  
FISCHBACH PERLSTEIN LIEBERMAN & ALMOND  
1925 CENTURY PARK EAST SUITE 2050  
LOS ANGELES CA , 90067  
UNITED STATES  
**Correspondent e-mail:** mmartin@pjlaw.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending <b>Plaintiff(s)</b>	<u>86531447</u>	

**Name:** HRHH IP, LLC  
**Correspondent Address:** JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES  
**Correspondent e-mail:** pboost@smrh.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 28, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 29, 2015	Dec 08, 2015
3	PENDING, INSTITUTED	Oct 29, 2015	
4	ANSWER	Dec 07, 2015	
5	STIP TO SUSP PEND SETTLE NEGOTIATIONS	Feb 03, 2016	
6	SUSPENDED	Feb 03, 2016	
7	STIP TO SUSP PEND SETTLE NEGOTIATIONS	Apr 07, 2016	
8	SUSPENDED	Apr 07, 2016	

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,891,535**

**Registered Jan. 26, 2016**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

HRHH IP, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
200 VESEY STREET, 11TH FLOOR  
THREE WORLD FINANCIAL CENTER  
NEW YORK, NY 102811021

FOR: PROMOTING, MARKETING, AND ADVERTISING LIVE MUSICAL PERFORMANCES AND THEATRICAL PERFORMANCES OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-24-2012; IN COMMERCE 8-24-2012.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAS VEGAS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF "VINYL LAS VEGAS" WITHIN THE SHAPE OF A CIRCLE.

SER. NO. 86-473,374, FILED 12-6-2014.

CIMMERIAN COLEMAN, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office



**United States Patent and Trademark Office**  
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**Word Mark** VINYL LAS VEGAS

**Goods and Services** IC 041. US 100 101 107. G & S: Arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services. FIRST USE: 20120824. FIRST USE IN COMMERCE: 20120824

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

**Design Search Code** 26.01.21 - Circles that are totally or partially shaded.

**Serial Number** 86473375

**Filing Date** December 6, 2014

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** November 24, 2015

**Registration Number** 4897331

**Registration Date** February 9, 2016

**Owner** (REGISTRANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE Three World Financial Center 200 Vesey Street, 11th Floor New York NEW YORK 102811021

**Attorney of Record** Jill M. Pietrini

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "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 "VINYL LAS VEGAS" within the shape of a circle.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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<a href="#">FIRST DOC</a>	<a href="#">PREV DOC</a>	<a href="#">NEXT DOC</a>	<a href="#">LAST DOC</a>							

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Mark: VINYL LAS VEGAS



US Serial Number: 86473375

Application Filing Date: Dec. 06, 2014

US Registration Number: 4897331

Registration Date: Feb. 09, 2016

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 09, 2016

Publication Date: Nov. 24, 2015

---

## Mark Information

---

Mark Literal Elements: VINYL LAS VEGAS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of "VINYL LAS VEGAS" within the shape of a circle.

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

Disclaimer: "LAS VEGAS"

Design Search Code(s): 26.01.21 - Circles that are totally or partially shaded.

---

## 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:** Arranging and conducting of concerts; concert booking; entertainment services, namely, live musical performances, comedy performances, and theatrical performances; provision of information relating to live performances, road shows, live stage events, theatrical performances, live music concerts and audience participation in such events; entertainment services, namely, conducting contests; nightclub services

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 24, 2012

Use in Commerce: Aug. 24, 2012

---

## 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  
Filed 44E: No  
Filed 66A: No  
Filed No Basis: No

Currently 44D: No  
Currently 44E: No  
Currently 66A: No  
Currently No Basis: No

Amended 44D: No  
Amended 44E: No

## Current Owner(s) Information

Owner Name: HRHH IP, LLC

Owner Address: Three World Financial Center  
200 Vesey Street, 11th Floor  
New York, NEW YORK 102811021  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Jill M. Pietrini

Docket Number: 33AF-172526

### Correspondent

Correspondent Name/Address: JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES, CALIFORNIA 90067  
UNITED STATES

Phone: (310) 228-3700

Fax: (310) 228-3701

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 09, 2016	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2015	PUBLISHED FOR OPPOSITION	
Nov. 04, 2015	NOTICE OF PUBLICATION	
Oct. 19, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Oct. 18, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 15, 2015	AMENDMENT FROM APPLICANT ENTERED	70468
Sep. 15, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	70468
Sep. 08, 2015	ASSIGNED TO LIE	70468
Aug. 21, 2015	PAPER RECEIVED	
Feb. 20, 2015	NON-FINAL ACTION MAILED	
Feb. 20, 2015	NON-FINAL ACTION WRITTEN	76635
Feb. 06, 2015	ASSIGNED TO EXAMINER	76635
Dec. 13, 2014	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 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: Feb. 09, 2016

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: HRHH IP, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: 5765/0204

Pages: 8

Date Recorded: Apr. 05, 2016

Supporting Documents: [assignment-tm-5765-0204.pdf](#)

**Assignor**

Name: HRHH IP, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: HRHH HOTEL/CASINO, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

**Assignee**

Name: VEGAS HR PRIVATE LIMITED

State or Country Where Organized: SINGAPORE

Legal Entity Type: PRIVATE LIMITED COMPANY

Address: 335 MADISON AVE, 24TH FLOOR  
C/O GIC REAL ESTATE, INC.  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: ERIN REIMER

Correspondent Address: 2929 ARCH STREET  
DECHERT LLP, CIRA CENTRE  
PHILADELPHIA, PA 19104-2808

Domestic Representative - Not Found

## Proceedings

**Summary**

Number of Proceedings: 3

**Type of Proceeding: Opposition**

Proceeding Number: 91227108

Filing Date: Mar 29, 2016

Status: Pending

Status Date: Mar 29, 2016

Interlocutory Attorney: YONG OH (RICHARD) KIM

**Defendant**

Name: Home Box Office, Inc.

Correspondent Address: TAMARA CARMICHAEL  
OLSHAN FROME WOLOSKY LLP  
1325 AVENUE OF THE AMERICAS  
NEW YORK NY , 10019  
UNITED STATES

Correspondent e-mail: [tcarmichael@olshanlaw.com](mailto:tcarmichael@olshanlaw.com) , [aprovencio@olshanlaw.com](mailto:aprovencio@olshanlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Opposition Pending	<u>86693218</u>	
VINYL	Opposition Pending	<u>86693224</u>	
VINYL	Opposition Pending	<u>86693229</u>	
VINYL	Opposition Pending	<u>86693234</u>	
VINYL	Opposition Pending	<u>86709489</u>	

**Plaintiff(s)**

Name: HRHH IP, LLC

Correspondent JILL M PIETRINI

Address: SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS SUITE 1600  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: [jpietrini@smrh.com](mailto:jpietrini@smrh.com) , [baigboboh@smrh.com](mailto:baigboboh@smrh.com) , [pbest@smrh.com](mailto:pbest@smrh.com) , [shwang@smrh.com](mailto:shwang@smrh.com) , [mdanner@smrh.com](mailto:mdanner@smrh.com) , [rwalsh@smrh.com](mailto:rwalsh@smrh.com) , [rtin@smrh.com](mailto:ima</a><br/><a href=)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL LAS VEGAS	Registered	<a href="#">86473375</a>	<a href="#">4897331</a>
VINYL	Registered	<a href="#">86473372</a>	<a href="#">4897330</a>
VINYL LAS VEGAS	Registered	<a href="#">86473374</a>	<a href="#">4891535</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 29, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 29, 2016	May 08, 2016
3	PENDING, INSTITUTED	Mar 29, 2016	
4	ANSWER	May 09, 2016	
5	D MOT FOR EXT W/ CONSENT	Jun 30, 2016	
6	EXTENSION OF TIME GRANTED	Jul 07, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: [91225834](#)

Filing Date: Jan 05, 2016

Status: Terminated

Status Date: Apr 18, 2016

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: James Andrew Oyler

Correspondent Address: JAMES ANDREW OYLER  
1135 NE 53RD ST  
KANSAS CITY , 64118-5322  
URUGUAY

Correspondent e-mail: [imagebase1@outlook.com](mailto:imagebase1@outlook.com) , [imagebase1@aol.com](mailto:imagebase1@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
18TH AND VINYL	Abandoned - After Inter-Partes Decision	<a href="#">86605795</a>	

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: [jpietrini@smrh.com](mailto:jpietrini@smrh.com) , [baigboboh@smrh.com](mailto:baigboboh@smrh.com) , [wwalters-sachs@smrh.com](mailto:wwalters-sachs@smrh.com) , [pbest@smrh.com](mailto:pbest@smrh.com) , [shwang@smrh.com](mailto:shwang@smrh.com) , [mdanner@smrh.com](mailto:mdanner@smrh.com)  
[om](mailto:om) , [rwalsh@smrh.com](mailto:rwalsh@smrh.com) , [lmartin@smrh.com](mailto:lmartin@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<a href="#">86473371</a>	
VINYL	Registered	<a href="#">86473372</a>	<a href="#">4897330</a>
VINYL	Published For Opposition	<a href="#">86473373</a>	
VINYL LAS VEGAS	Registered	<a href="#">86473374</a>	<a href="#">4891535</a>
VINYL LAS VEGAS	Registered	<a href="#">86473375</a>	<a href="#">4897331</a>
VINYL LAS VEGAS	Published For Opposition	<a href="#">86473376</a>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Jan 05, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2016	Feb 23, 2016
3	PENDING, INSTITUTED	Jan 14, 2016	
4	NOTICE OF DEFAULT	Mar 09, 2016	
5	BD DECISION: SUSTAINED	Apr 18, 2016	
6	TERMINATED	Apr 18, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** 91224607 **Filing Date:** Oct 28, 2015  
**Status:** Pending **Status Date:** Oct 29, 2015  
**Interlocutory Attorney:** WENDY COHEN

**Defendant**

**Name:** VNYL LLC

**Correspondent Address:** MICHAEL P MARTIN  
FISCHBACH PERLSTEIN LIEBERMAN & ALMOND  
1925 CENTURY PARK EAST SUITE 2050  
LOS ANGELES CA , 90067  
UNITED STATES

**Correspondent e-mail:** [mmartin@fpllaw.com](mailto:mmartin@fpllaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending <b>Plaintiff(s)</b>	<u>86531447</u>	

**Name:** HRHH IP, LLC

**Correspondent Address:** JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES

**Correspondent e-mail:** [pbostl@smrh.com](mailto:pbostl@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 28, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 29, 2015	Dec 08, 2015
3	PENDING, INSTITUTED	Oct 29, 2015	
4	ANSWER	Dec 07, 2015	
5	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 03, 2016	
6	SUSPENDED	Feb 03, 2016	
7	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 07, 2016	
8	SUSPENDED	Apr 07, 2016	

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,897,331**  
**Registered Feb. 9, 2016**  
**Int. Cl.: 41**

**SERVICE MARK**  
**PRINCIPAL REGISTER**

HRHH IP, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
THREE WORLD FINANCIAL CENTER  
200 VESEY STREET, 11TH FLOOR  
NEW YORK, NY 102811021

FOR: ARRANGING AND CONDUCTING OF CONCERTS; CONCERT BOOKING; ENTERTAINMENT SERVICES, NAMELY, LIVE MUSICAL PERFORMANCES, COMEDY PERFORMANCES, AND THEATRICAL PERFORMANCES; PROVISION OF INFORMATION RELATING TO LIVE PERFORMANCES, ROAD SHOWS, LIVE STAGE EVENTS, THEATRICAL PERFORMANCES, LIVE MUSIC CONCERTS AND AUDIENCE PARTICIPATION IN SUCH EVENTS; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING CONTESTS; NIGHTCLUB SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-24-2012; IN COMMERCE 8-24-2012.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAS VEGAS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF "VINYL LAS VEGAS" WITHIN THE SHAPE OF A CIRCLE.

SER. NO. 86-473,375, FILED 12-6-2014.

CIMMERIAN COLEMAN, EXAMINING ATTORNEY



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

# Exhibit C



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

# VINYL

**Word Mark** VINYL  
**Goods and Services** IC 035. US 100 101 102. G & S: Promoting, marketing, and advertising live musical performances and theatrical performances of others. FIRST USE: 20120824. FIRST USE IN COMMERCE: 20120824  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 86473371  
**Filing Date** December 6, 2014  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Owner** (APPLICANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE Three World Financial Center 200 Vesey Street, 11th Floor New York NEW YORK 102811021  
**Attorney of Record** Jill M. Pietrini  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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[FIRST DOC](#) | [PREV DOC](#) | [NEXT DOC](#) | [LAST DOC](#)

Generated on: This page was generated by TSDR on 2016-07-14 17:42:02 EDT

Mark: VINYL

VINYL

US Serial Number: 86473371

Application Filing Date: Dec. 06, 2014

Register: Principal

Mark Type: Service Mark

Status: An appeal of a final refusal to register the mark is pending before the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: May 05, 2016

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## Mark Information

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Mark Literal Elements: VINYL

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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## 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: Promoting, marketing, and advertising live musical performances and theatrical performances of others

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 24, 2012

Use in Commerce: Aug. 24, 2012

---

## Basis Information (Case Level)

---

Filed Use: Yes  
Filed ITU: No  
Filed 44D: No  
Filed 44E: No  
Filed 66A: No  
Filed No Basis: No

Currently Use: Yes  
Currently ITU: No  
Currently 44D: No  
Currently 44E: No  
Currently 66A: No  
Currently No Basis: No

Amended Use: No  
Amended ITU: No  
Amended 44D: No  
Amended 44E: No

---

## Current Owner(s) Information

---

Owner Name: HRHH IP, LLC

Owner Address: Three World Financial Center  
200 Vesey Street, 11th Floor  
New York, NEW YORK 102811021  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Jill M. Pietrini

**Docket Number:** 33AF-172526

**Correspondent**

**Correspondent Name/Address:** JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS STE 1600  
LOS ANGELES, CALIFORNIA 90067-6017  
UNITED STATES

**Phone:** (310) 228-3700

**Fax:** (310) 228-3701

**Domestic Representative - Not Found**

**Prosecution History**

Date	Description	Proceeding Number
May 05, 2016	EX PARTE APPEAL-INSTITUTED	473371
Apr. 28, 2016	AMENDMENT FROM APPLICANT ENTERED	70468
Apr. 28, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	70468
Apr. 25, 2016	PAPER RECEIVED	
Oct. 19, 2015	FINAL REFUSAL MAILED	
Oct. 19, 2015	FINAL REFUSAL WRITTEN	76635
Sep. 15, 2015	AMENDMENT FROM APPLICANT ENTERED	70468
Sep. 15, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	70468
Sep. 08, 2015	ASSIGNED TO LIE	70468
Aug. 21, 2015	PAPER RECEIVED	
Feb. 19, 2015	NON-FINAL ACTION MAILED	
Feb. 19, 2015	NON-FINAL ACTION WRITTEN	76635
Feb. 05, 2015	ASSIGNED TO EXAMINER	76635
Dec. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

**TM Staff Information**

**TM Attorney:** COLEMAN, CIMMERIAN

**Law Office Assigned:** LAW OFFICE 102

**File Location**

**Current Location:** TMEG LAW OFFICE 105

**Date in Location:** Apr. 28, 2016

**Assignment Abstract Of Title Information**

**Summary**

**Total Assignments:** 1

**Applicant:** HRHH IP, LLC

**Assignment 1 of 1**

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** 5765/0204

**Pages:** 8

**Date Recorded:** Apr. 05, 2016

**Supporting Documents:** [assignment-tm-5765-0204.pdf](#)

**Assignor**

**Name:** [HRHH IP, LLC](#)

**Execution Date:** Mar. 31, 2016

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** DELAWARE

**Name:** [HRHH HOTEL/CASINO, LLC](#)

**Execution Date:** Mar. 31, 2016

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** DELAWARE

**Assignee**

Name: VEGAS HR PRIVATE LIMITED

Legal Entity Type: PRIVATE LIMITED COMPANY

State or Country Where Organized: SINGAPORE

Address: 335 MADISON AVE, 24TH FLOOR  
C/O GIC REAL ESTATE, INC.  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: ERIN REIMER

Correspondent Address: 2929 ARCH STREET  
DECHERT LLP, CIRA CENTRE  
PHILADELPHIA, PA 19104-2808

Domestic Representative - Not Found

---

## Proceedings

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**Summary**

Number of Proceedings: 3

---

**Type of Proceeding: Exparte Appeal**

---

Proceeding Number: 86473371

Filing Date: Apr 25, 2016

Status: Pending

Status Date: May 05, 2016

Interlocutory Attorney:

**Plaintiff(s)**

Name: HRHH IP, LLC

Correspondent Address: JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS STE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	

  

Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Apr 25, 2016	
2	APPEAL ACKNOWLEDGED; CASE REMANDED	May 05, 2016	
3	PENDING, INSTITUTED	May 05, 2016	

---

**Type of Proceeding: Opposition**

---

Proceeding Number: 91225834

Filing Date: Jan 05, 2016

Status: Terminated

Status Date: Apr 18, 2016

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: James Andrew Oyler

Correspondent Address: JAMES ANDREW OYLER  
1135 NE 53RD ST  
KANSAS CITY , 64118-5322  
URUGUAY

Correspondent e-mail: [imagebase1@outlook.com](mailto:imagebase1@outlook.com) , [imagebase1@aol.com](mailto:imagebase1@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
18TH AND VINYL	Abandoned - After Inter-Partes Decision	<u>86605795</u>	

**Plaintiff(s)**

**Name:** HRHH IP, LLC

**Correspondent Address:** JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067  
UNITED STATES

**Correspondent e-mail:** [jpietrini@smrh.com](mailto:jpietrini@smrh.com) , [baigboboh@smrh.com](mailto:baigboboh@smrh.com) , [wwalters-sachs@smrh.com](mailto:wwalters-sachs@smrh.com) , [pbest@smrh.com](mailto:pbest@smrh.com) , [shwang@smrh.com](mailto:shwang@smrh.com) , [mdanner@smrh.com](mailto:mdanner@smrh.com)  
[cm](mailto:cm) , [rwalsh@smrh.com](mailto:rwalsh@smrh.com) , [lmartin@smrh.com](mailto:lmartin@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<a href="#">86473371</a>	
VINYL	Registered	<a href="#">86473372</a>	<a href="#">4897330</a>
VINYL	Published For Opposition	<a href="#">86473373</a>	
VINYL LAS VEGAS	Registered	<a href="#">86473374</a>	<a href="#">4891535</a>
VINYL LAS VEGAS	Registered	<a href="#">86473375</a>	<a href="#">4897331</a>
VINYL LAS VEGAS	Published For Opposition	<a href="#">86473376</a>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 05, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2016	Feb 23, 2016
3	PENDING, INSTITUTED	Jan 14, 2016	
4	NOTICE OF DEFAULT	Mar 09, 2016	
5	BD DECISION: SUSTAINED	Apr 18, 2016	
6	TERMINATED	Apr 18, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91224607](#)      **Filing Date:** Oct 28, 2015  
**Status:** Pending      **Status Date:** Oct 29, 2015  
**Interlocutory Attorney:** WENDY COHEN

**Defendant**

**Name:** VNYL LLC  
**Correspondent Address:** MICHAEL P MARTIN  
FISCHBACH PERLSTEIN LIEBERMAN & ALMOND  
1925 CENTURY PARK EAST SUITE 2050  
LOS ANGELES CA , 90067  
UNITED STATES

**Correspondent e-mail:** [mmartin@fplaw.com](mailto:mmartin@fplaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending	<a href="#">86531447</a>	

**Plaintiff(s)**

**Name:** HRHH IP, LLC

**Correspondent Address:** JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES

**Correspondent e-mail:** [pbest@smrh.com](mailto:pbest@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<a href="#">86473371</a>	
VINYL	Registered	<a href="#">86473372</a>	<a href="#">4897330</a>

VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Oct 28, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 29, 2015	Dec 08, 2015
3	PENDING, INSTITUTED	Oct 29, 2015	
4	ANSWER	Dec 07, 2015	
5	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 03, 2016	
6	SUSPENDED	Feb 03, 2016	
7	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 07, 2016	
8	SUSPENDED	Apr 07, 2016	



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# VINYL

<b>Word Mark</b>	VINYL
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions. FIRST USE: 20120824. FIRST USE IN COMMERCE: 20120824
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86473373
<b>Filing Date</b>	December 6, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 5, 2016
<b>Owner</b>	(APPLICANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE Three World Financial Center 200 Vesey Street, 11th Floor New York NEW YORK 102811021
<b>Attorney of Record</b>	Jill M. Pietrini
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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Mark: VINYL

VINYL

US Serial Number: 86473373

Application Filing Date: Dec. 06, 2014

Register: Principal

Mark Type: Service Mark

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

Status Date: Jul. 05, 2016

Publication Date: Jul. 05, 2016

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## Mark Information

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Mark Literal Elements: VINYL

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

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

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

For: Bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 24, 2012

Use in Commerce: Aug. 24, 2012

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## 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: HRHH IP, LLC

Owner Address: Three World Financial Center  
200 Vesey Street, 11th Floor  
New York, NEW YORK 102811021  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

---

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Jill M. Pietrini

Docket Number: 33AF-172526

### Correspondent

Correspondent Name/Address: JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS STE 1600  
LOS ANGELES, CALIFORNIA 90067-6055  
UNITED STATES

Phone: (310) 228-3700

Fax: (310) 228-3701

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 05, 2016	PUBLISHED FOR OPPOSITION	
Jun. 15, 2016	NOTICE OF PUBLICATION	
May 27, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
May 20, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 29, 2016	AMENDMENT FROM APPLICANT ENTERED	77976
Apr. 29, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Apr. 22, 2016	PAPER RECEIVED	
Oct. 19, 2015	NON-FINAL ACTION MAILED	
Oct. 16, 2015	NON-FINAL ACTION WRITTEN	76635
Sep. 16, 2015	AMENDMENT FROM APPLICANT ENTERED	77976
Sep. 16, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Sep. 10, 2015	ASSIGNED TO LIE	77976
Aug. 24, 2015	PAPER RECEIVED	
Feb. 20, 2015	NON-FINAL ACTION MAILED	
Feb. 19, 2015	NON-FINAL ACTION WRITTEN	76635
Feb. 05, 2015	ASSIGNED TO EXAMINER	76635
Dec. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information

TM Attorney: COLEMAN, CIMMERIAN

Law Office: LAW OFFICE 102  
Assigned:

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: May 27, 2016

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Applicant: HRHH IP, LLC

### Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: 5765/0204

Pages: 8

Date Recorded: Apr. 05, 2016

Supporting Documents: assignment-tm-5765-0204.pdf

### Assignor

Name: HRHH IP, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE

**Where Organized:**

**Name:** HRHH HOTEL/CASINO, LLC  
**Legal Entity Type:** LIMITED LIABILITY COMPANY

**Execution Date:** Mar. 31, 2016  
**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** VEGAS HR PRIVATE LIMITED  
**Legal Entity Type:** PRIVATE LIMITED COMPANY

**State or Country Where Organized:** SINGAPORE

**Address:** 335 MADISON AVE, 24TH FLOOR  
C/O GIC REAL ESTATE, INC.  
NEW YORK, NEW YORK 10017

**Correspondent**

**Correspondent Name:** ERIN REIMER

**Correspondent Address:** 2929 ARCH STREET  
DECHERT LLP, CIRA CENTRE  
PHILADELPHIA, PA 19104-2808

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

**Number of Proceedings:** 2

**Type of Proceeding: Opposition**

**Proceeding Number:** 91225834

**Filing Date:** Jan 05, 2016

**Status:** Terminated

**Status Date:** Apr 18, 2016

**Interlocutory Attorney:** MIKE WEBSTER

**Defendant**

**Name:** James Andrew Oyler

**Correspondent Address:** JAMES ANDREW OYLER  
1135 NE 53RD ST  
KANSAS CITY , 64118-5322  
URUGUAY

**Correspondent e-mail:** imagebase1@outlook.com , imagebase1@aol.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
18TH AND VINYL	Abandoned - After Inter-Partes Decision	<u>86605795</u>	

**Name:** HRHH IP, LLC

**Correspondent Address:** JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067  
UNITED STATES

**Correspondent e-mail:** jpierini@smrh.com , baigboboh@smrh.com , walters-sachs@smrh.com , pbest@smrh.com , shwang@smrh.com , mdanner@smrh.com , rwalsh@smrh.com , lmartin@smrh.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>

VINYL LAS VEGAS

Published For Opposition

86473376

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 05, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2016	Feb 23, 2016
3	PENDING, INSTITUTED	Jan 14, 2016	
4	NOTICE OF DEFAULT	Mar 09, 2016	
5	BD DECISION; SUSTAINED	Apr 18, 2016	
6	TERMINATED	Apr 18, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: 91224607

Filing Date: Oct 28, 2015

Status: Pending

Status Date: Oct 29, 2015

Interlocutory Attorney: WENDY COHEN

**Defendant**

Name: VNYL LLC

Correspondent Address: MICHAEL P MARTIN  
FISCHBACH PERLSTEIN LIEBERMAN & ALMOND  
1925 CENTURY PARK EAST SUITE 2050  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: mmartin@fpilaw.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending Plaintiff(s)	86531447	

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES

Correspondent e-mail: ppost@smrh.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	86473371	
VINYL	Registered	86473372	4897330
VINYL	Published For Opposition	86473373	
VINYL LAS VEGAS	Registered	86473374	4891535
VINYL LAS VEGAS	Registered	86473375	4897331
VINYL LAS VEGAS	Published For Opposition	86473376	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 28, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 29, 2015	Dec 08, 2015
3	PENDING, INSTITUTED	Oct 29, 2015	
4	ANSWER	Dec 07, 2015	
5	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 03, 2016	
6	SUSPENDED	Feb 03, 2016	
7	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 07, 2016	
8	SUSPENDED	Apr 07, 2016	



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<b>Word Mark</b>	VINYL LAS VEGAS
<b>Goods and Services</b>	IC 043. US 100 101. G & S: Bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions. FIRST USE: 20120824. FIRST USE IN COMMERCE: 20120824
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.01.21 - Circles that are totally or partially shaded.
<b>Serial Number</b>	86473376
<b>Filing Date</b>	December 6, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 5, 2016
<b>Owner</b>	(APPLICANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE Three World Financial Center 200 Vesey Street, 11th Floor New York NEW YORK 102811021
<b>Attorney of Record</b>	Jill M. Pietrini
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAS VEGAS" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of "VINYL LAS VEGAS" within the shape of a circle.
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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Mark: VINYL LAS VEGAS



US Serial Number: 86473376

Application Filing Date: Dec. 06, 2014

Register: Principal

Mark Type: Service Mark

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

Status Date: Jul. 05, 2016

Publication Date: Jul. 05, 2016

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## Mark Information

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Mark Literal Elements: VINYL LAS VEGAS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of "VINYL LAS VEGAS" within the shape of a circle.

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

Disclaimer: "LAS VEGAS"

Design Search Code(s): 26.01.21 - Circles that are totally or partially shaded.

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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: Bar services; restaurant services; providing general purpose facilities for concerts, comedy shows, expositions, and other events and functions

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 24, 2012

Use in Commerce: Aug. 24, 2012

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## Basis Information (Case Level)

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Filed Use: Yes

Filed ITU: No

Filed 44D: No

Filed 44E: No

Filed 66A: No

Currently Use: Yes

Currently ITU: No

Currently 44D: No

Currently 44E: No

Currently 66A: No

Amended Use: No

Amended ITU: No

Amended 44D: No

Amended 44E: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:** HRHH IP, LLC

**Owner Address:** Three World Financial Center  
200 Vesey Street, 11th Floor  
New York, NEW YORK 102811021  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** DELAWARE

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Jill M. Pietrini

**Docket Number:** 33AF-172526

**Correspondent**

**Correspondent Name/Address:** JILL M. PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES, CALIFORNIA 90067  
UNITED STATES

**Phone:** (310) 228-3700

**Fax:** (310) 228-3701

**Domestic Representative - Not Found**

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## Prosecution History

---

Date	Description	Proceeding Number
Jul. 05, 2016	PUBLISHED FOR OPPOSITION	
Jun. 15, 2016	NOTICE OF PUBLICATION	
May 27, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
May 20, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 29, 2016	AMENDMENT FROM APPLICANT ENTERED	77976
Apr. 29, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Apr. 22, 2016	PAPER RECEIVED	
Oct. 19, 2015	NON-FINAL ACTION MAILED	
Oct. 16, 2015	NON-FINAL ACTION WRITTEN	76635
Oct. 15, 2015	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Oct. 15, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 16, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	77976
Sep. 16, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Sep. 10, 2015	ASSIGNED TO LIE	77976
Aug. 24, 2015	PAPER RECEIVED	
Feb. 20, 2015	NON-FINAL ACTION MAILED	
Feb. 19, 2015	NON-FINAL ACTION WRITTEN	76635
Feb. 06, 2015	ASSIGNED TO EXAMINER	76635
Dec. 13, 2014	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2014	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

---

**TM Staff Information**

**TM Attorney:** COLEMAN, CIMMERIAN

**Law Office Assigned:** LAW OFFICE 102

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** May 27, 2016

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## Assignment Abstract Of Title Information

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**Summary**

Total Assignments: 1

Applicant: HRHH IP, LLC

**Assignment 1 of 1**

Conveyance: SECURITY INTEREST

Reel/Frame: 5765/0204

Pages: 8

Date Recorded: Apr. 05, 2016

Supporting Documents: [assignment-tm-5765-0204.pdf](#)

**Assignor**

Name: HRHH IP, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: HRHH HOTEL/CASINO, LLC

Execution Date: Mar. 31, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

**Assignee**

Name: VEGAS HR PRIVATE LIMITED

State or Country Where Organized: SINGAPORE

Legal Entity Type: PRIVATE LIMITED COMPANY

Address: 335 MADISON AVE, 24TH FLOOR  
C/O GIC REAL ESTATE, INC.  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: ERIN REIMER

Correspondent Address: 2929 ARCH STREET  
DECHERT LLP, CIRA CENTRE  
PHILADELPHIA, PA 19104-2808

Domestic Representative - Not Found

**Proceedings**

**Summary**

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: 91225834

Filing Date: Jan 05, 2016

Status: Terminated

Status Date: Apr 18, 2016

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: James Andrew Oyler

Correspondent Address: JAMES ANDREW OYLER  
1135 NE 53RD ST  
KANSAS CITY, 64118-5322  
URUGUAY

Correspondent e-mail: [imagebase1@outlook.com](mailto:imagebase1@outlook.com), [imagebase1@aol.com](mailto:imagebase1@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
18TH AND VINYL	Abandoned - After Inter-Partes Decision Plaintiff(s)	86605795	

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP

1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: [jpietrini@smrh.com](mailto:jpietrini@smrh.com) , [balqboboh@smrh.com](mailto:balqboboh@smrh.com) , [wwalters-sachs@smrh.com](mailto:wwalters-sachs@smrh.com) , [pbest@smrh.com](mailto:pbest@smrh.com) , [shwang@smrh.com](mailto:shwang@smrh.com) , [mdanner@smrh.com](mailto:mdanner@smrh.com) , [om\\_rwalsh@smrh.com](mailto:om_rwalsh@smrh.com) , [lmartin@smrh.com](mailto:lmartin@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>
VINYL LAS VEGAS	Published For Opposition	<u>86473376</u>	

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 05, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE	Jan 14, 2016	Feb 23, 2016
3	PENDING, INSTITUTED	Jan 14, 2016	
4	NOTICE OF DEFAULT	Mar 09, 2016	
5	BD DECISION: SUSTAINED	Apr 18, 2016	
6	TERMINATED	Apr 18, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: 91224607

Filing Date: Oct 28, 2015

Status: Pending

Status Date: Oct 29, 2015

Interlocutory Attorney: WENDY COHEN

**Defendant**

Name: VNYL LLC

Correspondent Address: MICHAEL P MARTIN  
FISCHBACH PERLSTEIN LIEBERMAN & ALMOND  
1925 CENTURY PARK EAST SUITE 2050  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: [mmartin@fpilaw.com](mailto:mmartin@fpilaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending Plaintiff(s)	<u>86531447</u>	

Name: HRHH IP, LLC

Correspondent Address: JILL M PIETRINI  
SHEPPARD MULLIN RICHTER & HAMPTON LLP  
1901 AVENUE OF THE STARS, SUITE 1600  
LOS ANGELES CA , 90067-6017  
UNITED STATES

Correspondent e-mail: [pbest@smrh.com](mailto:pbest@smrh.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Ex Parte Appeal Pending	<u>86473371</u>	
VINYL	Registered	<u>86473372</u>	<u>4897330</u>
VINYL	Published For Opposition	<u>86473373</u>	
VINYL LAS VEGAS	Registered	<u>86473374</u>	<u>4891535</u>
VINYL LAS VEGAS	Registered	<u>86473375</u>	<u>4897331</u>

VINYL LAS VEGAS

Published For Opposition

86473376

**Prosecution History**

<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Oct 28, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE	Oct 29, 2015	Dec 08, 2015
3	PENDING, INSTITUTED	Oct 29, 2015	
4	ANSWER	Dec 07, 2015	
5	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 03, 2016	
6	SUSPENDED	Feb 03, 2016	
7	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 07, 2016	
8	SUSPENDED	Apr 07, 2016	