

ESTTA Tracking number: **ESTTA763762**

Filing date: **08/10/2016**

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	HRHH IP, LLC
Granted to Date of previous extension	08/10/2016
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

Applicant Information

Application No	86715985	Publication date	04/12/2016
Opposition Filing Date	08/10/2016	Opposition Period Ends	08/10/2016
Applicant	Vice Versa Records, LLC 531 Leclair Avenue Wilmette, IL 60091 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Entertainment services in the nature of recording, production, and post-production services in the field of music

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	VINYL
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
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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.
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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
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U.S. Registration	4897331	Application Date	12/06/2014
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No.			
Registration Date	02/09/2016	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 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		

Attachments	86473372#TMSN.png(bytes) 86473374#TMSN.png(bytes) 86473375#TMSN.png(bytes) Notice of Opposition to Vice Versa Records LLC - VINYL FOR A CAUSE Design in Class 41 - Sn.86-715.pdf(49782 bytes) Exhibit A to VINYL Opposition.pdf(1156737 bytes) Exhibit B to Notice of Opposition - VINYL.pdf(1963621 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	08/10/2016

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

<p><i>In re Matter of Application No. 86/715,985 for the mark: VINYL FOR A CAUSE & Design in Class 41</i></p> <p>HRHH IP, LLC</p> <p>Opposer,</p> <p>vs.</p> <p>Vice Versa Records, LLC,</p> <p>Applicant.</p> 	<p>Opposition No. _____</p> <p>NOTICE OF OPPOSITION</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 mark VINYL FOR A CAUSE & Design, as shown in U.S. Application Serial No. 86/715,985 in Class 41 (the “Application”), and hereby opposes its 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> about Opposer and Vinyl Las Vegas.

2. Opposer owns three federal trademark registrations of marks containing 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. Opposer uses the marks VINYL and VINYL & Design (the “VINYL Marks”) 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 promotes and sells 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 Application.

FACTUAL BACKGROUND REGARDING THE APPLICATION

4. On August 5, 2015, Applicant Vice Versa Records, LLC, an Illinois limited liability company, having an address of 531 Leclaire Avenue, Wilmette, Illinois 60091 (hereinafter “Applicant”) filed the Application Serial No. 86/715,985 seeking registration, on an intent-to-use basis, of VINYL FOR A CAUSE & Design for “entertainment services in the nature of recording, production, and post-production services in the field of music” in Class 41.

5. The Application was published for opposition in the Official Gazette on April 12, 2016. Opposer was granted extensions of time to oppose the Application.

FIRST GROUND – LIKELIHOOD OF CONFUSION

6. Opposer incorporates the allegations contained in Paragraphs 1 to 5 herein.

7. Applicant’s proposed mark VINYL FOR A CAUSE & Design is confusingly similar to Opposer’s VINYL Marks.

8. 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 FOR A CAUSE & Design mark 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

9. Opposer incorporates the allegations contained in Paragraphs 1 to 8 herein.

10. 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 Application after Opposer’s VINYL Marks had become famous, and Applicant seeks to or does commercially use the applied-for mark VINYL FOR A CAUSE & Design.

11. 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

12. As a result of all of the foregoing, the maturation of the Application into a registration 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.

13. Opposer would be damaged by the registration of the mark shown in the Application in that such registration would give Applicant a *prima facie* exclusive right to the use of VINYL FOR A CAUSE & 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 Application be rejected, and that registration of the Application be refused.

Please charge the requisite \$300 opposition filing fee and any additional amounts to Deposit Account No. 50-5691. A duplicate copy of this Notice of Opposition is enclosed for this purpose.

Respectfully submitted,

Dated: August 10, 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:

Adam Victorn
Co-owner
Vice Versa Records, LLC
531 Leclair Avenue
Wilmette, Illinois 60091

Daliah Saper
Saper Law Offices, LLC
505 N. Lasalle St., Suite 350
Chicago, Illinois 60654

on this 10th day of August, 2016.

/Brenda Smith /

Brenda Smith

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this correspondence 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 10th day of August, 2016.

/Brenda Smith /

Brenda Smith

SMRH:478820102.1

EXHIBIT A

DESTINATIONS



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



RVLTN presents CIRCUIt
TrollPhace
Vinyl | Doors 9:00 P.M. | 18+ w/
valid ID
August 04, 2016 at

[BUY TICKETS](#)



BJ The Chicago Kid In My Mind
Tour
with Elhae, Tish Hyman, Kyle Dion
Vinyl | Doors 8:00 P.M. | Ages 6 +
August 05, 2016 at

[BUY TICKETS](#)



Mondays Dark with Mark Shunock
Vinyl | Doors 8:30 PM | Ages 6+
August 15, 2016 at



[BUY TICKETS](#)



Edwin McCain
Vinyl | Doors 8:00 P.M. | Ages 6+
August 19, 2016 at



[BUY TICKETS](#)



Colin Kane
2 Shows Nightly
Vinyl | Doors 7:00 P.M. (1st Show),
9:30 P.M. (2nd Show) | 18+ with
valid ID
August 20, 2016 at



[BUY TICKETS](#)

[ALL EVENTS AT VINYL](#)

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!

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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.

Entertainment Preferences:

- Alternative/Indie
- Rock
- Country
- Pop
- Comedy Shows
- Boxing/MMA
- Classic Rock
- Latin Performers
- Reggae
- Punk
- Heavy Metal

- Rap/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: [702.693.5000](tel:702.693.5000) ext. 6914

Contact

4455 Paradise Road
Las Vegas, NV 89169
Box Office: [702.693.5000](tel:702.693.5000) ext 6914
Send us an email: nylvip@hrhvegas.com

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[702.693.5000](tel:702.693.5000) COPYRIGHT ©2016 HARD ROCK HOTEL & CASINO - LAS VEGAS



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

BACKSTAGE PASS

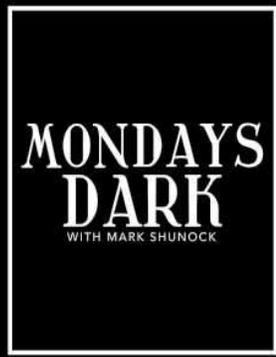
REWARDS CLUB

VIEW



MONDAYS DARK W/ MARK SHUNOCK
MONDAYS THRU NOV 21

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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



RVLTN presents CIRCUIT
TrollPhase
Vinyl | Doors 9:00 P.M. | 18+ w/ valid ID
August 04, 2016 at

BUY TICKETS



BJ The Chicago Kid In My Mind Tour
with Elhae, Tish Hyman, Kyle Dion
Vinyl | Doors 8:00 P.M. | Ages 6 +
August 05, 2016 at

BUY TICKETS



Mondays Dark with Mark Shunock
Vinyl | Doors 8:30 PM | Ages 6+
August 15, 2016 at

BUY TICKETS



Edwin McCain
Vinyl | Doors 8:00 P.M. | Ages 6+
August 19, 2016 at

BUY TICKETS



Colin Kane
2 Shows Nightly
Vinyl | Doors 7:00 P.M. (1st Show), 9:30 P.M. (2nd Show) | 18+ with valid ID
August 20, 2016 at

BUY TICKETS

ALL EVENTS AT VINYL

Meetings & Private Events

Specials



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
- Boxing/MMA
- Classic Rock
- Latin Performers
- Reggae
- Punk
- Heavy Metal
- Rap/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: [702.693.5000](tel:702.693.5000) ext. 6914

Contact

4455 Paradise Road
Las Vegas, NV 89169
Box Office: [702.693.5000](tel:702.693.5000) ext 6914
Send us an email: nvlvip@hrhvegas.com

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EXHIBIT B



United States Patent and Trademark Office

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Trademarks > Trademark Electronic Search System (TESS)

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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

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[TOP](#)
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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

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: 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	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 UNITED STATES 102811021
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 UNITED STATES 90067
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](#)

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: 4

Type of Proceeding: Opposition

Proceeding Number: [91228999](#)

Filing Date: Jul 15, 2016

Status: Pending

Status Date: Jul 15, 2016

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Blueberry Hill Music, LLC

Correspondent Address: JACK A. WHEAT
McBRAYER, McGINNIS, LESLIE & KIRKLAND, P
9300 Shelbyville Road, Suite 110
Louisville KY , 40222

Correspondent e-mail: jwheat@mmlk.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL SUNDAY	Opposition Pending	86677651	
V S VINYL SUNDAY	Opposition Pending	86692299	

Plaintiff(s)

Name: HRHH IP, LLC

Correspondent Jill M. Pietrini, Esq.

Address: Sheppard Mullin Richter & Hampton LLP
1901 Avenue of the Stars, Suite 1600
Los Angeles CA UNITED STATES , 90067

Correspondent e-mail: jpiertrini@smrh.com , baigboboh@smrh.com , pbest@smrh.com , shwang@smrh.com , mdanner@smrh.com , rwalsh@smrh.com

Mark	Application Status	Serial Number	Registration Number
VINYL	Registered	86473372	4897330
VINYL LAS VEGAS	Registered	86473374	4891535
VINYL LAS VEGAS	Registered	86473375	4897331
VINYL	Jurisdiction Restored to Examiner	86473371	
VINYL	Published For Opposition	86473373	
VINYL LAS VEGAS	Published For Opposition	86473376	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2016	Aug 24, 2016
3	PENDING, INSTITUTED	Jul 15, 2016	

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 UNITED STATES , 10019

Correspondent e-mail: tcarmichael@olshanlaw.com , aprovenccio@olshanlaw.com

Mark	Application Status	Serial Number	Registration Number
VINYL	Opposition Pending	86693218	
VINYL	Opposition Pending	86693224	
VINYL	Opposition Pending	86693229	
VINYL	Opposition Pending	86693234	
VINYL	Opposition Pending	86709489	

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 UNITED STATES , 90067

Correspondent e-mail: jpiertrini@smrh.com , baigboboh@smrh.com , pbest@smrh.com , shwang@smrh.com , mdanner@smrh.com , rwalsh@smrh.com , lmaritin@smrh.com

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

Prosecution History

Entry Number	History Text	Date	Due Date
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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	
7	D MOT FOR EXT W/ CONSENT	Aug 05, 2016	
8	EXTENSION OF TIME GRANTED	Aug 10, 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 URUGUAY , 64118-5322
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	86605795	

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 UNITED STATES , 90067
Correspondent e-mail: jpietrini@smrh.com , baigboboh@smrh.com , wwalters-sachs@smrh.com , pbest@smrh.com , shwang@smrh.com , mdanner@smrh.com , om , rwalsh@smrh.com , lmartin@smrh.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Jurisdiction Restored to Examiner	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	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 UNITED STATES , 90067

Correspondent e-mail: mmartin@fplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending	86531447	

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 UNITED STATES , 90067-6017

Correspondent e-mail: pboost@smrh.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Jurisdiction Restored to Examiner	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	

United States of America

United States Patent and Trademark Office



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

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

SERVICE MARK

PRINCIPAL REGISTER

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



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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Mark: VINYL

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

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: Feb. 09, 2016

Publication Date: Nov. 24, 2015

Mark Information

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: 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

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 UNITED STATES 102811021

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 UNITED STATES 90067-6055

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. 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 - 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](#)
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: 4

Type of Proceeding: Opposition

Proceeding Number: [91228999](#)

Filing Date: Jul 15, 2016

Status: Pending

Status Date: Jul 15, 2016

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Blueberry Hill Music, LLC

Correspondent Address: JACK A. WHEAT
McBRAYER, McGINNIS, LESLIE & KIRKLAND, P
9300 Shelbyville Road, Suite 110
Louisville KY , 40222

Correspondent e-mail: jwheat@mmlk.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL SUNDAY	Opposition Pending	86677651	
V S VINYL SUNDAY	Opposition Pending	86692299	

Plaintiff(s)

Name: HRHH IP, LLC

Correspondent Address: Jill M. Pietrini, Esq.
Sheppard Mullin Richter & Hampton LLP
1901 Avenue of the Stars, Suite 1600
Los Angeles CA UNITED STATES , 90067

Correspondent e-mail: jpietrini@smrh.com , baigboboh@smrh.com , pbest@smrh.com , shwang@smrh.com , mdanner@smrh.com , rwalsh@smrh.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Registered	86473372	4897330
VINYL LAS VEGAS	Registered	86473374	4891535
VINYL LAS VEGAS	Registered	86473375	4897331
VINYL	Jurisdiction Restored to Examiner	86473371	
VINYL	Published For Opposition	86473373	
VINYL LAS VEGAS	Published For Opposition	86473376	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2016	Aug 24, 2016
3	PENDING, INSTITUTED	Jul 15, 2016	

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 UNITED STATES , 10019
Correspondent e-mail: tcarmichael@olshanlaw.com , aprovenzio@olshanlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Opposition Pending	86693218	
VINYL	Opposition Pending	86693224	
VINYL	Opposition Pending	86693229	
VINYL	Opposition Pending	86693234	
VINYL	Opposition Pending	86709489	

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 UNITED STATES , 90067
Correspondent e-mail: jpietrini@smrh.com , baigboboh@smrh.com , pbest@smrh.com , shwang@smrh.com , mdanner@smrh.com , rwalsh@smrh.com , lma@smrh.com

Associated marks

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

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	
7	D MOT FOR EXT W/ CONSENT	Aug 05, 2016	
8	EXTENSION OF TIME GRANTED	Aug 10, 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 URUGUAY , 64118-5322**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	86605795	

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 UNITED STATES , 90067**Correspondent e-mail:** jpietrini@smrh.com , baigboboh@smrh.com , wwalters-sachs@smrh.com , pobost@smrh.com , shwang@smrh.com , mdanner@smrh.com
om , rwalsh@smrh.com , lmartin@smrh.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VINYL	Jurisdiction Restored to Examiner	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	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 UNITED STATES , 90067**Correspondent e-mail:** mmartin@fpllaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending	86531447	

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 UNITED STATES , 90067-6017

Correspondent e-mail: pboost@smrh.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
VINYL	Jurisdiction Restored to Examiner	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	
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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

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
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United States Patent and Trademark Office

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Word Mark	VINYL LAS VEGAS
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
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	86473374
Filing Date	December 6, 2014
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 10, 2015
Registration Number	4891535
Registration Date	January 26, 2016
Owner	(REGISTRANT) HRHH IP, LLC LIMITED LIABILITY COMPANY DELAWARE 200 Vesey Street, 11th Floor Three World Financial Center 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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- [TESS HOME](#)
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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 of Record

Attorney Name: Jill M. Pietrini
Docket Number: 33AF-172526

Correspondent

Correspondent Name/Address: JILL M. PIETRINI
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Phone: (310) 228-3700

Fax: (310) 228-3701

Domestic Representative - Not Found

Prosecution History

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

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](#)
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
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PHILADELPHIA, PA 19104-2808

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91228999](#) Filing Date: Jul 15, 2016
Status: Pending Status Date: Jul 15, 2016
Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Blueberry Hill Music, LLC
Correspondent Address: JACK A. WHEAT
McBRAYER, McGINNIS, LESLIE & KIRKLAND, P
9300 Shelbyville Road, Suite 110
Louisville KY , 40222
Correspondent e-mail: jwheat@mmlk.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL SUNDAY	Opposition Pending	86677651	
V S VINYL SUNDAY	Opposition Pending	86692299	

Plaintiff(s)

Name: HRHH IP, LLC
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Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Registered	86473372	4897330
VINYL LAS VEGAS	Registered	86473374	4891535
VINYL LAS VEGAS	Registered	86473375	4897331
VINYL	Jurisdiction Restored to Examiner	86473371	
VINYL	Published For Opposition	86473373	
VINYL LAS VEGAS	Published For Opposition	86473376	

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2016	Aug 24, 2016
3	PENDING, INSTITUTED	Jul 15, 2016	

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 , aprovenio@olshanlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Opposition Pending	86693218	
VINYL	Opposition Pending	86693224	
VINYL	Opposition Pending	86693229	
VINYL	Opposition Pending	86693234	
VINYL	Opposition Pending	86709489	

Plaintiff(s)

Name: HRHH IP, LLC
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Associated marks

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

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
 7 D MOT FOR EXT W/ CONSENT Aug 05, 2016
 8 EXTENSION OF TIME GRANTED Aug 10, 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 , imagebase1@aol.com

Associated marks

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

Plaintiff(s)

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Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Jurisdiction Restored to Examiner	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	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: MICHAEL P MARTIN

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

Correspondent e-mail: mmartin@fplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VNYL	Opposition Pending	86531447	

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
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Associated marks

Mark	Application Status	Serial Number	Registration Number
VINYL	Jurisdiction Restored to Examiner	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	

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

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200 VESEY STREET, 11TH FLOOR
THREE WORLD FINANCIAL CENTER
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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