

ESTTA Tracking number: **ESTTA886452**

Filing date: **03/28/2018**

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	Rovio Entertainment Corporation
Granted to Date of previous extension	03/28/2018
Address	P.O. Box 65 Espoo, FI-02150 FINLAND
Party who filed Extension of time to oppose	Rovio Entertainment Ltd.
Relationship to party who filed Extension of time to oppose	Rovio Entertainment Ltd. has changed its name to Rovio Entertainment Corporation, as explained in the attached Notice of Opposition.

Attorney information	Christine B. Redfield Fenwick & West LLP 801 California Street Silicon Valley Center Mountain View, CA 94041 UNITED STATES Email: trademarks@fenwick.com Phone: (650) 988-8500
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Applicant Information

Application No	87530173	Publication date	11/28/2017
Opposition Filing Date	03/28/2018	Opposition Period Ends	03/28/2018
Applicant	Guangdong Meijiixin Innovative Technology Co., Ltd. Xingye South Road, Laimei Industrial Park, Chenghai, Shantou City, Guangdong Province, 515800 CHINA		

Goods/Services Affected by Opposition

Class 028. First Use: 2017/07/12 First Use In Commerce: 2017/07/12
All goods and services in the class are opposed, namely: Model cars; Model toy vehicles; Radio-controlled toy vehicles; Radio controlled model vehicles; Radio transmitters for use with radio-controlled toys; Remote-controlled toy vehicles; Scale-model vehicles; Toy drones; Toy models

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
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Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)
Other	False designation of origin.

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3976576	Application Date	03/04/2010
Registration Date	06/14/2011	Foreign Priority Date	NONE
Word Mark	ANGRY BIRDS		
Design Mark	ANGRY BIRDS		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Video games for mobile devices, personal computers, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer game programs; downloadable computer game programs; interactive gameprograms; interactive game software; apparatus for games adapted for use with television receivers; cinematographic apparatus; protective carrying cases specially adapted for phones and handheld computers</p> <p>Class 016. First use: First Use: 0 First Use In Commerce: 0 Booklets and manuals regarding video games; books in the field of video games; calendars, children's books, comic books, [address books,] coloring books and activity books; book covers; bookmarks; erasers, gift wrapping paper, gift boxesmade of cardboard, invitation cards, magazines regarding games, memo pads, notepads, notebooks; paper napkins, paper party hats and party decorations made of paper, paperback books, pencil sharpeners, pens and crayons, picture storybooks,playing cards, posters, postcards, ringbinders, rubber stamps, scratch pads, [paper staplers,] stationery, stationery-type portfolios and folders, sticker albums, stickers, trading cards; general purpose plastic bags; paper dishes; protective covers for notebooks</p> <p>Class 028. First use: First Use: 0 First Use In Commerce: 0 Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 Providing a web site featuring entertainment information in the fields of electronic game programs, electronic game products, and electronic game programs and products ((; television programs in thefield of entertainment; [organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition;] entertainment services in the nature of creation, development, and production of films, animation or animated films, and television programs))</p>		

U.S. Registration No.	4623062	Application Date	03/22/2013
Registration Date	10/21/2014	Foreign Priority	NONE

		Date	
Word Mark	ANGRY BIRDS PLAYGROUND		
Design Mark			
Description of Mark	The mark consists of the stylized wording "ANGRY BIRDS" displayed above the wording "PLAYGROUND," with flowers on both sides of the wording connected by vines that run across the term "PLAYGROUND."		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Photographic apparatus and instruments, namely, cameras and flashes for cameras, cases for cameras and photographic equipment, optical apparatus and instruments, namely, blank optical discs, optical lamps, signaling apparatus and instruments, namely, flashing safety lights, signal bells, signaling whistles, teaching apparatus and instruments, namely, audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; pre-recorded magnetic data carriers featuring music; motion picture films and computer games; pre-recorded digital audio tapes featuring music, and games and instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; pre-recorded exercise DVDs; blank recording discs; pre-recorded audio discs featuring music, and games and instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; electronic learning system for use with television consisting of wireless activity controller; pre-recorded DVDs for children featuring learning concepts of games, language, letters, numbers, and physical movement; interactive reading sets comprised of pre-recorded DVDs for use in connection with storybooks and songbooks for children featuring stories, songs, language, letters, music, numbers, and physical movement; educational computer hardware and software featuring games and instruction in the fields of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; electronic publications recorded on computer media, namely, downloadable electronic books featuring spelling, reading, math, social studies, science, geography, language, arts, foreign languages, writing, geology, phonics, music, and general trivia; infant audio monitors; electrical and scientific apparatus, namely, cameras, digital cameras, microscopes, mouse pads, radios, radios incorporating clocks, computer mice, calculators; computer game programs for television receivers and downloadable via internet; electronic game software for television receivers and for mobile phones downloadable via internet; computer software to enable the transmission of photographs to mobile telephones; computer game software and computer application software for mobile phones for mobile phones, television receivers and for controlling consumer's video game devices, namely, computer game programs; interactive game software; children's educational software; educational software featuring instruction in spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; interactive educational software for children; blank compact discs; compact discs featuring games, music; binoculars used to develop mathematical skills in children; interactive multimedia systems for children comprised of utility software for connecting a handheld electronic reading device to a computer, downloadable audio and multimedia content software, download-</p>		

able content management software, and a handheld electronic reading device that allows users to select and hear audio and interactive multimedia content contained within specifically adapted books, activity cards, and word-building spelling boards; educational computer game software for handheld electronic game unit featuring instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; downloadable software featuring educational and entertainment content for children

Class 016. First use: First Use: 0 First Use In Commerce: 0

Paper, cardboard and goods made from these materials, not included in other classes, namely, paper cartons for delivering goods, advertising signs of paper, advertising signs of cardboard, art paper, bibs of paper, blank or partially printed paper labels, blank paper notebooks, book-cover paper, business card paper, calendered paper, gift wrapping paper, hand towels of paper, notebook paper, paper folders, paper envelopes for packaging, table cloths of paper, table linens of paper, toilet paper, boxes of cardboard or paper, cardboard cartons, cardboard containers; printed matter, namely, books, booklets, periodicals, magazines, newspapers, newsletters, comic books, instructional and teaching materials in the fields of computer, literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia, cartoons and video games; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials, namely, brushes, pastels, pencils, pens, watercolor saucers, canvas panels, molds for modeling clays; paint brushes; typewriters and office requisites except furniture, namely, paper embossers, paper trimmers, staplers, seals for offices; printed instructional and teaching materials in the fields of computer, literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia, cartoons and video games; materials for packaging, namely, plastic bags for packaging; printers' type; printing blocks; educational and instructional printed materials, in particular children educational books in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; educational publications, namely, educational leaning cards, flashcards, activity cards, workbooks, textbooks, activity books, story books, puzzle books, teacher guides, posters and educational booklets in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; crossword puzzles; periodical publications, namely, books, journals, and magazines in the field of video games and featuring scenes and characters based on video games; children's activity books; printed periodicals regarding subjects of interest to children; books, booklets, printed periodicals, magazines, newspapers, newsletters, comic books for and about children; note cards, flash cards, children's activity books; writing instruments, pencils, pens, notepads, writing pads, greeting cards, transfers in the nature of decalcomanias; figurines of paper mache; typewriters; catalogues in the field of games; merchandise bags of paper or plastic; paper bags; printed events programmes; crayons; paint brushes; erasers; drawing rulers; square rulers; un-graduated rulers; pencil sharpeners; pencil boxes and cases; pencil holders; posters; photograph albums; ring binders; folders; note-books; diaries; calendars; postcards; graphic drawings; stickers; stencils; bumper stickers; fine paper; non-magnetically encoded gift cards; adhesive labels; note-paper; paper packaging materials, namely, paper pouches and envelopes; paper tissues; printing paper; entry tickets; wrapping paper; writing paper; cardboard; printed computer programs relating to computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; paper tape for use in data processing


Class 028. First use: First Use: 0 First Use In Commerce: 0

Games and playthings, namely, action skill games, action target games, arcade-type electronic education video games, board games, card games, building

games, educational card games, electronic educational game machines for children, hand held units for playing electronic games other than those adapted for use with an external display screen or monitor, promotional game cards, puzzle games, video game consoles for use with an external display screen or monitor; gymnastic and sporting articles not included in other classes, namely, sports training device to improve strength, toning, conditioning, balance and proprioception; decorations for Christmas trees; children's educational toys for developing fine motor, oral language, numbers, counting, colors and alphabet skills; joysticks and game controllers for computer games and videogames; plush toys; interactive buildingblock sets; electronic and interactive infant toys; hand-held units for playingelectronic games for use with an external display screen or monitor; magnetic reading games; magnetic spelling games and magnetic math games, all featuring magnetic letters and numbers; electronic educational game machines for children; games, namely, board games and card games;puzzles, namely, puzzles made of wood, cardboard and foam, cube-type puzzles, jigsaw puzzles, manipulative puzzles; ride-on toys; play mats containing childrentoys; play yards in the nature of outdoor play structures; baby rattles; baby rattles incorporating teething rings; electronic games and amusement apparatus other than for use with television receivers; video game machines, home video gamemachines and hand held video game machines, none being for use with television receivers; board games; slingshots; dolls and accessories therefor; children's handheld electronic game unit with onlinegaming component adapted for stand-alone use and use with computers and televisions; detachable faceplates for handheldelectronic game unit; carrying cases for handheld electronic game unit and accessories; children's educational toys anddevices, namely, handheld electronic game units adapted for use with televisionreceivers; ordinary playing cards

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

Education services, namely, providing on-line classes, seminars and workshops in the fields of math, social studies, science, geography, language, arts, foreign languages, writing, geology, phonics, music, and general trivia; providing on-line training courses, seminars and workshops in the fields of sports, music, arts, IT and general trivia; entertainmentservices, namely, providing on-line non-downloadable prerecorded digital music presented to mobile communications devices via global computer network and wireless networks; entertainment services, namely, providing on-line non-downloadableprerecorded digital music presented to mobile communications devices via globalcomputer network and wireless networks;entertainment services in the nature ofscript writing for others not for advertising purposes, creating and developingconcepts for films, television programsand radio programs, and production of films featuring animation, animated films, television programs and radio programs; organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition; arranging and conducting of colloquiums and workshops for children in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics,math, music, art and general trivia; language instruction courses; fan club services in the nature of entertainment; providing on-line continuing education andtraining for the certification of teachers; publishing of books, magazines and periodicals; rental of educational and instructional books, software, sound recordings and films; organization of exhibitions for educational or cultural purposes; organization, production and presentations of game shows, live comedy shows,concerts, theatrical performances, exhibitions in the field of art, education and culture, sporting events, namely, sports competitions, cabarets and variety shows featuring comedy, live musical performances and live performances showcasing talent; distribution, syndication, andrental of television and radio programs, films, animated films, and sound and video recordings; online publication of electronic books; amusement and theme park services featuring education and entertainment; provision of information relating to any of the aforesaid services

U.S. Registration No.	4829609	Application Date	07/27/2012
Registration Date	10/13/2015	Foreign Priority Date	NONE
Word Mark	ANGRY		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Photographic apparatus and instruments, namely, cameras and flashes for cameras, cases for cameras and photographic equipment, namely, photographic apparatus; optical apparatus and instruments, namely, blank optical discs, optical discs featuring video game programs, and optical discs featuring animated cartoons optical lamps for safety purposes; signaling apparatus and instruments, namely, flashing safety lights, signal bells, signaling whistles; teaching apparatus and instruments, namely, audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; prerecorded magnetic data carriers featuring music, motion picture films in the field of animated cartoons, drama and comedy, film for television featuring children's entertainment, and computer games; pre-recorded exercise DVDs; blank recording discs; pre-recorded audio discs music; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; video game programs for mobile phones, interactive video game programs for mobile phones, laptops, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer software to enable the transmission of photographs to mobile telephones; computer game programs; downloadable computer game programs; interactive game software; interactive game programs; computer operating programs, recorded; computer game programs downloadable via internet, electronic game software for mobile phones downloadable via internet; computer game software; computer application software for mobile phones, namely, software allowing users to watch pre-recorded films in the field of animated cartoons, drama and comedy, and animated cartoons; computers; printers for use with computers; computer game programs for handheld game devices; video game programs for handheld game devices; cinematographic apparatus; blank DVD discs; pre-recorded DVDs featuring music and motion picture films in the field of animated cartoons, drama and comedy; blank compact discs; blank CDROM discs; CD-ROM discs featuring music; mouse pads; sunglasses; spectacles; eyeglass chains; spectacle cases; contact lenses; containers for contact lenses; wireless phones; mobile telephones; batteries for mobile telephones; headsets for mobile telephones; mobile telephone cases for mobile telephones for mobile telephones; carriers specially adapted for holding or carrying mobile telephones; and carriers in the nature of carrying cases for personal computers; headphones; earphones; earphones and microphones/speaker phones for use with mobile telephones; mobile phone straps and cases; stands for portable telephone; antenna caps for portable phone; batteries; battery boxes; battery chargers; digital music down-</p>		

	<p>loadable from the internet; downloadable music files; abacuses; binoculars; calculators; cameras, cinematographic cameras, and parts and fittings therefor; lenses for cameras; motion picture films featuring animated cartoons; cassette players; electric door bells; electronic pocket translators; fire alarms; frames for photographic transparencies; heat regulating apparatus, namely, thermostats; juke boxes; optical lenses; letter scales; life belts; life jackets; life-saving rafts; electric locks; magnetic encoded cards, namely, magnetic coded gift cards; magnetic encoders; magnets; magnifying glasses; microphones; microscopes; neon signs; notebook computers; electronic pens; phonograph records featuring music; photocopiers; pocket calculators; projection apparatus, namely, movie projectors, multimedia projectors, picture projectors; radios; record players; remote control apparatus for radios, televisions and stereos; scales; smoke detectors; electric sockets and plugs; sound reproduction apparatus; telephone apparatus; television receivers, transmitters, and wires; telescopes; temperature indicators; electric theft prevention installations, namely, burglar alarms, theft alarms; thermometers; thermostats; pre-recorded video cassettes featuring music, motion picture films in the field of animated cartoons, drama and comedy and animated cartoons; video game cartridges; videotapes featuring music, motion picture films in the field of animated cartoons, drama and comedy and animated cartoons; video screens; video recorders; word processors; audio and visual apparatus, namely, karaoke players with sing along devices, in the nature of microphones and music headphones; pager cases or casings; call indicators, namely, mobile telephones and pagers for telephones, mobile telephones, and pagers; protection masks worn over eyes to shield of lights; electronic agendas; electric alarm bells; electronic door alarms; bar code readers; barometers; buzzers, namely, electric buzzers; computer central processing units; integrated circuits; chronographs for use as specialized time recording apparatus; computer keyboards; computer memories; computer peripheral devices; acoustic couplers; blank optical data carriers; blank optical discs; blank magnetic disks; divers' masks; diving suits; electronic notice boards; eyeglass cords; protective eyepieces; eyeshades; facsimile machines; photographic filters; blank floppy disks; head cleaning tapes for video recorder; hygrometers; computer interface boards; invoicing machines, namely, adding machines; lens hoods; magnetic tape units for computers; blank magnetic computer tapes; measuring spoons; metronomes; microprocessors; modems; money counting and sorting machines; computer monitors; computer mouse; optical fibers; optical glass; optical goods, namely, optical lenses; parking meters; protractors; radiotelegraphy sets; radiotelephony sets; scanners; semi-conductors; photographic slides; demagnetizing apparatus for magnetic tapes; telegraph wires; telegraphs; teleprinters; teleprompters; teletypewriters; telecommunication transmitters; vacuum gauges; videotelephones; signal alarms in the nature of burglar alarms, fire alarms and personal security alarms; ear plugs for divers; egg timers; goggles for sports; navigation apparatus for vehicles in the nature of on-board computers; downloadable electronic publications in the form of books and magazines in the field of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; personal stereos; satellites for scientific purposes; wrist rests for use with computers; electronic circuits and pre-recorded CD-ROMs which enable the recording of electronic musical instruments; computer application software for controlling consumer's video game devices; memory cards for consumer videogame apparatus; bags specially adapted for laptops and mobile phones</p> <p>Class 028. First use: First Use: 0 First Use In Commerce: 0</p> <p>Apparatus for games adapted for use with television receivers</p>
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Attachments	<p>79080883#TMSN.png(bytes) 79143483#TMSN.png(bytes) 85689262#TMSN.png(bytes)</p>
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	ANGRY SNAILS Notice of Opp doc9999896_2.pdf(412237 bytes) ANGRY SNAILS - Exhibit A.pdf(58821 bytes) ANGRY SNAILS - Exhibit B.pdf(1526658 bytes) ANGRY SNAILS - Exhibit C.pdf(3306982 bytes) ANGRY SNAILS - Exhibit D.pdf(2241072 bytes) ANGRY SNAILS - Exhibit E.pdf(107644 bytes) ANGRY SNAILS - Exhibit F.pdf(920991 bytes) ANGRY SNAILS - Exhibit G.pdf(5601010 bytes) ANGRY SNAILS - Exhibit H -.pdf(317185 bytes) ANGRY SNAILS - Exhibit I.pdf(386683 bytes) ANGRY SNAILS - Exhibit J.pdf(107856 bytes) ANGRY SNAILS - Exhibit K.pdf(3193739 bytes) ANGRY SNAILS - Exhibit L -.pdf(620550 bytes) ANGRY SNAILS - Exhibit M.pdf(349863 bytes) ANGRY SNAILS - Exhibit N.pdf(1099854 bytes) ANGRY SNAILS - Exhibit O.pdf(5721397 bytes) ANGRY SNAILS - Exhibit P.pdf(1865536 bytes) ANGRY SNAILS - Exhibit Q.pdf(1413289 bytes) ANGRY SNAILS - Exhibit R.pdf(1561183 bytes) ANGRY SNAILS - Exhibit S.pdf(881622 bytes) ANGRY SNAILS - Exhibit T.pdf(3501841 bytes) ANGRY SNAILS - Exhibit U.pdf(239806 bytes)
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Signature	/Christine Redfield/
Name	Christine B. Redfield
Date	03/28/2018

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

In the matter of U.S. Trademark Application Serial No.:87530173
Published in the *Official Gazette* on November 28, 2017

Mark: **ANGRY SNAILS** (ANGRY SNAILS (stylized))

ROVIO ENTERTAINMENT)	
CORPORATION)	
)	OPPOSITION NO.
Opposer,)	
)	
)	
Guangdong Meijiixin Innovative)	
Technology Co., Ltd.)	
Applicant.)	

NOTICE OF OPPOSITION

Rovio Entertainment Corporation, a Finnish corporation, with a business address of P.O. Box 65 FI-02151 Espoo, Finland, (formerly known as Rovio Entertainment Ltd) (“Rovio”) believes that it will be damaged by registration of the **ANGRY SNAILS** mark shown in Application Serial No. **87530173** filed on July 17, 2017, by Guangdong Meijiixin Innovative Technology Co., Ltd., a limited company (Ltd.) (“Applicant”) and hereby opposes its registration pursuant to 15 U.S.C. §§ 1051 *et seq.*, including specifically 15 U.S.C. § 1063. This Notice of Opposition is properly filed by Rovio Entertainment Corporation, as Rovio Entertainment Ltd. has changed its name to Rovio Entertainment Corporation. On March 22, 2018, the Assignment Recordation Branch of the U.S. Patent and Trademark Office recorded the name change from Rovio Entertainment Ltd to Rovio Entertainment Corporation against U.S. Registration Nos. 4145113, 4148716, 4829609 and 4946692, at Reel/Frame: 6297/0893. A copy of the Notice of Recordation is attached as **Exhibit A**. In addition, on March 21, 2018, a Request for the

Recording of a Change in the Name of the Holder from Rovio Entertainment Ltd to Rovio Entertainment Corporation was filed with the International Bureau (“WIPO”), to record the name change against International Registration Nos. 1034096 (US Reg. No. 3976576), and 1194280 (US Reg. No. 4623062), as well as against numerous additional International Registrations owned by Rovio. A copy of that Request, including “Continuation Sheets”, is attached as **Exhibit B**. Pursuant to TBMP §§206.02, 303.05(a) and 512.02, Opposer therefore respectfully requests that the Board, of its own initiative, change the title of this Board proceeding to reflect the change of name of Opposer from Rovio Entertainment Ltd to Rovio Entertainment Corporation.

This Notice of Opposition has been timely filed. As grounds for its opposition, Rovio alleges as follows:

Introduction

1. Rovio is an entertainment media company, and the creator of the globally successful ANGRY BIRDS® franchise.
2. Since at least as early as 2009, Rovio has continuously and extensively used its distinctive and famous ANGRY BIRDS® and ANGRY BIRDS®-based trademarks (the “ANGRY BIRDS® Marks”) in connection with its flagship ANGRY BIRDS® game, and a wide range of other goods and services. The ANGRY BIRDS® Marks are arbitrary as applied to the goods provided under the marks, and are famous and inherently distinctive—deserving of the highest protection. In addition, the extraordinary commercial success of the ANGRY BIRDS® franchise in connection with a broad spectrum of games, toys, and other consumer products demonstrates the significant strength and appeal of the ANGRY BIRDS® brand, and entitles the marks to the widest scope of protection.

3. Applicant has applied for the mark **ANGRY SNAILS** in connection with goods in Class 28. Applicant's use and registration of **ANGRY SNAILS** will violate Rovio's trademark rights, and create a likelihood of consumer confusion and dilution of Rovio's famous brand.

Applicant and its Application

4. On information and belief, Applicant Guangdong Meijiixin Innovative Technology Co., Ltd. is a limited company (Ltd.), with an address at Xingye South Road, Laimei Industrial Park, Chenghai, Shantou City, Guangdong Province 515800 China.

5. As illustrated in Application Serial No. 87530173, Applicant seeks to register the **ANGRY SNAILS** mark in connection with "Model cars; Model toy vehicles; Radio-controlled toy vehicles; Radio controlled model vehicles; Radio transmitters for use with radio-controlled toys; Remote-controlled toy vehicles; Scale-model vehicles; Toy drones; Toy models." in International Class 28 (the "ANGRY SNAILS (stylized) Application"), claiming a first use date of July 12, 2017. Applicant filed the **ANGRY SNAILS** Application without Rovio's consent or permission.

Rovio and its ANGRY BIRDS® Franchise Fame and History

6. In 2009, Rovio released "Angry Birds"—a casual puzzle game. Since 2009, Rovio has used the following distinct stylized font in connection with the ANGRY BIRDS® mark: **ANGRY BIRDS**

7. Shortly after its introduction, the ANGRY BIRDS® game became a global phenomenon, and Rovio has since released multiple variations of the game. By 2012, there were over 1 billion downloads of the ANGRY BIRDS® games. As of January 2014, this number doubled. As of July 2015, there were over 3 billion downloads. As of September 2017, there were 3.7 billion downloads of Rovio's game titles. A copy of Rovio's press releases announcing

the 1 billion and 3.7 billion milestones, and copies of third-party articles discussing the 2 billion, and 3 billion milestones, are attached hereto as **Exhibit C**. With the worldwide success of the ANGRY BIRDS® franchise, Rovio has experienced consistent growth and expansion, with calendar-year revenues of €6.5 million in 2010, €75.6 million in 2011, €152.2 million in 2012, €156 million in 2013, €191.7 million in 2016 and €297.2 million in 2017. A copy of a press release discussing Rovio’s revenue, a copy of a web pages from the “Investor” portion of Rovio’s web site displaying Rovio’s financial highlights, and pages from Rovio’s web site providing “Rovio Entertainment Corporation Financial Statement Bulletin March 2, 2018” are attached hereto as **Exhibit D**. In 2016, Rovio’s animation business saw the theatrical release of *The Angry Birds Movie*, which as of August 2016 has grossed more than 349 million dollars at the box office globally. A copy of a press release discussing Rovio’s 2016 growth and the movie release is attached hereto as **Exhibit E**. In September 2017, Rovio went public with an Initial Public Offering. Demand in the offering was very strong and the offering was oversubscribed multiple times. A copy of a press release discussing Rovio’s IPO is attached as **Exhibit F**.

8. As noted in a 2013 case (cited below), players of the ANGRY BIRDS® game logged more than 1 million hours of game time each day on the iOS version of the game and 3.33 million hours per day across all platforms. There were approximately 40 million monthly active users across all platforms. *Rovio Entertainment, Ltd. v. Angry Clubs LLC*, 1:13-cv-23619-MGC 19 (S.D. Fla. Nov. 25, 2013).

9. In addition, Rovio has won numerous awards for its ANGRY BIRDS® games. In February 2010, the ANGRY BIRDS® game was a nominee for the “Best Casual Game” award at the 6th annual International Mobile Gaming Awards in Barcelona, Spain. In September 2010, IGN, a popular international gaming website, named ANGRY BIRDS® as the fourth best iPhone game of all time. In April 2011, ANGRY BIRDS® won both the “Best Game App” and “App of the Year” at the UK Appy Awards. At the 15th Webby Awards in May 2011, ANGRY BIRDS® was awarded “Best Game for Handheld Devices.” In April 2012, ANGRY BIRDS® again won

the “Best Game App” award at the Appy Awards. In October 2012, ANGRY BIRDS® Space, discussed further below, won the “Best Mobile/Tablet” award at the Golden Joystick Awards. In 2013, at the 17th Annual Webby Awards, ANGRY BIRDS® Star Wars won the “Best User Experience Games” (Webby & People’s Voice Winner) award. In June 2014, Rovio won the Digital/New Media Program of the Year award at the 2014 LIMA Licensing Excellence Awards held in Las Vegas, Nevada. In October 2016, Rovio and Sony Pictures were recognized by the UN Foundation with a Global Leadership Award for the “Angry Birds, Happy Planet” global marketing and outreach campaign. At the Environmental Media Association’s 26th Annual Awards Gala held on October 22, 2016 at Warner Bros. Studios, Burbank, California, the online and social media campaign “Angry Birds for a Happy Planet” won the award for Excellence in Advertising. Copies of articles and press releases from Rovio’s web site located at www.rovio.com, and third party articles and/or press releases located at www.ign.com, <http://metro.co.uk>, and www.un.int announcing these awards are attached hereto as **Exhibit G**.

10. The popularity of the ANGRY BIRDS® brand has led to spin-off ANGRY BIRDS® games and commercial endeavors in highly publicized partnerships. For example, Rovio and Lucasfilm Ltd. created a new “mash-up” game— ANGRY BIRDS® Star Wars— which features ANGRY BIRDS® characters in iconic Star Wars roles. A copy of Rovio’s 2012 ANGRY BIRDS® Star Wars press release is attached as **Exhibit H**. Rovio also partnered with the national Aeronautics and Space Administration (NASA) to create an ANGRY BIRDS® game set in zero gravity— ANGRY BIRDS® Space. A copy of NASA’s 2012 ANGRY BIRDS® Space announcement is attached as **Exhibit I**. Rovio announced in June 2014 its collaboration with Hasbro to present Transformers and ANGRY BIRDS® in another mash-up game—ANGRY BIRDS® Transformers. A copy of Rovio’s 2014 ANGRY BIRDS® Transformers press release is attached as **Exhibit J**. In January 2018, Rovio partnered with the NFL to create a Super Bowl-themed version of the Angry Birds 2 and Angry Birds Evolution

games. A copy of a Rovio press release announcing the Rovio and NFL collaboration is attached as **Exhibit K**.

11. Rovio also partnered with Sony to produce the ANGRY BIRDS® Movie, titled *The Angry Birds Movie*, which was released May 2016. Copies of Rovio's ANGRY BIRDS® Movie press releases are attached as **Exhibit L**. In May 2017, Sony Pictures announced a September 20, 2019 release date for "The Angry Birds Movie 2". A copy of an article announcing that September 20, 2019 movie release date, as well as a Sony press release, are attached as **Exhibit M**.

12. Soon after the release of *The Angry Birds Movie*, Rovio launched a line of ANGRY BIRDS® physical and digital books, comics, and magazines based on the film, adding to the already established collection of ANGRY BIRDS® two-dimensional comics based on the ANGRY BIRDS® games that Rovio Books has published since at least as early as 2014. A copy of a press release announcing the launch of the movie-based books, comics and magazines is attached hereto as **Exhibit N**, and printouts showing these goods are attached hereto as **Exhibit O**.

13. Rovio has an extensive world-wide licensing program for merchandise featuring its ANGRY BIRDS® Marks and game characters. Due to the immense popularity of the ANGRY BIRDS® games, Rovio's ANGRY BIRDS® merchandise line includes but is not limited to the toy drones and toy vehicles covered by the **ANGRY SNAILS** Application. The merchandise line accounted for 45% of Rovio's total revenue in 2012, and 47% in 2013. See print-out of Rovio's press release for 2012 and 2013 financial results, attached as **Exhibit P**. Attached as **Exhibit Q** are examples of Rovio's ANGRY BIRDS® merchandise, some of which are also displayed below:

Toy drone:



Toy vehicle:



14. Consumer demand for ANGRY BIRDS® also led Rovio to successfully expand the ANGRY BIRDS® franchise to a variety of new business areas, including broadcast media, merchandising, publishing, and related services.

15. The ANGRY BIRDS® Marks are so well known, that in a February 1, 2013, Trademark Office Action against U.S. Application Serial No. 85742086 for CRAZY BIRDS & Design, the examining attorney described the ANGRY BIRDS® Marks as “hugely successful.” A true and correct copy of the CRAZY BIRDS & Design office action issued February 1, 2013, is attached as **Exhibit R**.

16. Furthermore, a nationwide consumer study completed by Dr. Gerald Ford of Ford Bubala & Associates gave results that “provide clear evidence that the ANGRY BIRDS® mark


is widely recognized among both the general public and the general consuming public” and “is famous.” Dr. Ford is a highly-regarded expert in commercial marketing research with a particular emphasis in trademark disputes. *See Levi Strauss & Co. v. Abercrombie & Fitch Trading Co.*, 633 F.3d 1158, 1160 (9th Cir. 2011) (noting Dr. Ford’s over three decades of commercial marketing research experience and expert role in over fifty trademark cases); *E & J Gallo Winery v. Proximo Spirits, Inc.*, 2011 WL 5922090, *3 (E.D.Cal.) (“[N]o challenge can seriously be mounted given Dr. Ford's extensive experience and training.”). Attached as **Exhibit S** is a true and correct copy of the Declaration of Dr. Gerald L. Ford.

17. Not surprisingly, in a judgment granting Rovio permanent injunction against Angry Clubs LLC’s use of ANGRY CLUBS on various products, including clothing and accessories, the Southern District of Florida noted that Angry Birds has been “the subject of intense media coverage for the last several years,” and that “every major television network in the U.S. and numerous cable channels have featured news reports and extensive stories about the ANGRY BIRDS® franchise.” The court concluded that the “ANGRY BIRDS® Mark is widely recognized by the general consuming public of the United States.” *Rovio Entertainment, Ltd. v. Angry Clubs LLC*, 1:13-cv-23619-MGC 19 (S.D. Fla. Nov. 25, 2013).

18. Today, Rovio’s ANGRY BIRDS® Marks are highly recognized by the general consuming public of the United States. Moreover, due to the worldwide advertisement and promotion of the ANGRY BIRDS® Marks, consumers have come to recognize the ANGRY BIRDS® Marks as a symbol of the goodwill inherent in the products and services bearing the ANGRY BIRDS® Marks, and further, associate the ANGRY BIRDS® Marks solely with Rovio and its high quality goods and services. The fame of the ANGRY BIRDS® Marks is further bolstered by the findings attached in **Exhibit S**.

Rovio’s Registrations

19. Rovio owns valid and subsisting federal trademark registrations for its famous ANGRY BIRDS® Marks. The registrations are prima facie evidence of the validity of the ANGRY BIRDS® Marks, and of Rovio’s ownership and exclusive right to use the marks in commerce. Rovio’s ANGRY BIRDS® Marks registrations include but are not limited to the following:

Mark	Filing Date	Registration No.	Goods and Services
ANGRY BIRDS®	March 4, 2010	3976576	I.C. 028: Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls
	March 22, 2013	4623062	I.C. 009: Photographic apparatus and instruments, namely, cameras and flashes for cameras, cases for cameras and photographic equipment, optical apparatus and instruments, namely, blank optical discs, optical lamps, signaling apparatus and instruments, namely, flashing safety lights, signal bells, signaling whistles, teaching apparatus and instruments, namely, audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; pre-recorded magnetic data carriers featuring music; motion picture films and computer games; pre-recorded digital audio tapes featuring music, and games and instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; pre-recorded exercise DVDs; blank recording

Mark	Filing Date	Registration No.	Goods and Services
			<p>discs; pre-recorded audio discs featuring music, and games and instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; electronic learning system for use with television consisting of wireless activity controller; pre-recorded DVDs for children featuring learning concepts of games, language, letters, numbers, and physical movement; interactive reading sets comprised of pre-recorded DVDs for use in connection with storybooks and songbooks for children featuring stories, songs, language, letters, music, numbers, and physical movement; educational computer hardware and software featuring games and instruction in the fields of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; electronic publications recorded on computer media, namely, downloadable electronic books featuring spelling, reading, math, social studies, science, geography, language, arts, foreign languages, writing, geology, phonics, music, and general trivia; infant audio monitors; electrical and scientific apparatus, namely, cameras, digital cameras, microscopes, mouse pads, radios, radios incorporating clocks, computer mice, calculators; computer game programs for television receivers and downloadable via internet; electronic game software for television receivers and for mobile phones downloadable via internet; computer software to enable the transmission of photographs to mobile telephones; computer game software and computer application software for mobile phones for mobile phones, television receivers</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>and for controlling consumer's video game devices, namely, computer game programs; interactive game software; children's educational software; educational software featuring instruction in spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; interactive educational software for children; blank compact discs; compact discs featuring games, music; binoculars used to develop mathematical skills in children; interactive multimedia systems for children comprised of utility software for connecting a handheld electronic reading device to a computer, downloadable audio and multimedia content software, downloadable content management software, and a handheld electronic reading device that allows users to select and hear audio and interactive multimedia content contained within specifically adapted books, activity cards, and word-building spelling boards; educational computer game software for handheld electronic game unit featuring instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; downloadable software featuring educational and entertainment content for children</p> <p>I.C. 016:...</p> <p>I.C. 028: Games and playthings, namely, action skill games, action target games, arcade-type electronic education video games, board games, card games, building games, educational card games, electronic educational game machines for children, hand held units for playing electronic games other than those adapted for use with an external display screen or monitor, promotional game cards, puzzle games, video game consoles for use with an</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>external display screen or monitor; gymnastic and sporting articles not included in other classes, namely, sports training device to improve strength, toning, conditioning, balance and proprioception; decorations for Christmas trees; children's educational toys for developing fine motor, oral language, numbers, counting, colors and alphabet skills; joysticks and game controllers for computer games and video games; plush toys; interactive building block sets; electronic and interactive infant toys; hand-held units for playing electronic games for use with an external display screen or monitor; magnetic reading games; magnetic spelling games and magnetic math games, all featuring magnetic letters and numbers; electronic educational game machines for children; games, namely, board games and card games; puzzles, namely, puzzles made of wood, cardboard and foam, cube-type puzzles, jigsaw puzzles, manipulative puzzles; ride-on toys; play mats containing children toys; play yards in the nature of outdoor play structures; baby rattles; baby rattles incorporating teething rings; electronic games and amusement apparatus other than for use with television receivers; video game machines, home video game machines and hand held video game machines, none being for use with television receivers; board games; slingshots; dolls and accessories therefor; children's handheld electronic game unit with online gaming component adapted for stand-alone use and use with computers and televisions; detachable faceplates for handheld electronic game unit; carrying cases for handheld electronic game unit and accessories; children's educational toys and devices, namely, handheld electronic game units adapted for use with television receivers; ordinary playing cards</p> <p>I.C. 041:---</p>

True and correct copies of the registration certificates for these registrations are attached

hereto and marked **Exhibit T**.

20. Rovio notes that it also owns the following registration for the ANGRY word mark, which is fully encompassed in the **ANGRY SNAILS** Application:

Mark	Filing Date	Registration No.	Goods and Services
ANGRY®	July 27, 2012	4829609	<p>I.C. 009: Photographic apparatus and instruments, namely, cameras and flashes for cameras, cases for cameras and photographic equipment, namely, photographic apparatus; optical apparatus and instruments, namely, blank optical discs, optical discs featuring video game programs, and optical discs featuring animated cartoons optical lamps for safety purposes; signaling apparatus and instruments, namely, flashing safety lights, signal bells, signaling whistles; teaching apparatus and instruments, namely, audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; prerecorded magnetic data carriers featuring music, motion picture films in the field of animated cartoons, drama and comedy, film for television featuring children's entertainment, and computer games; pre-recorded exercise DVDs; blank recording discs; pre-recorded audio discs music; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; video game programs for mobile phones, interactive video game programs for mobile phones, laptops, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer software to enable the transmission of photographs to mobile telephones; computer game programs; downloadable computer game programs; interactive game software; interactive game programs; computer operating programs, recorded; computer game programs downloadable via internet, electronic game software for mobile phones downloadable via internet; computer game software; computer application software for mobile phones, namely, software allowing users to watch pre-recorded films in the field of animated cartoons, drama and comedy, and animated cartoons; computers; printers for use with</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>computers; computer game programs for handheld game devices; video game programs for handheld game devices; cinematographic apparatus; blank DVD discs; pre-recorded DVDs featuring music and motion picture films in the field of animated cartoons, drama and comedy; blank compact discs; blank CDROM discs; CD-ROM discs featuring music; mouse pads; sunglasses; spectacles; eyeglass chains; spectacle cases; contact lenses; containers for contact lenses; wireless phones; mobile telephones; batteries for mobile telephones; headsets for mobile telephones; mobile telephone cases for mobile telephones for mobile telephones; carriers specially adapted for holding or carrying mobile telephones; and carriers in the nature of carrying cases for personal computers; headphones; earphones; earphones and microphones/speaker phones for use with mobile telephones; mobile phone straps and cases; stands for portable telephone; antenna caps for portable phone; batteries; battery boxes; battery chargers; digital music downloadable from the internet; downloadable music files; abacuses; binoculars; calculators; cameras, cinematographic cameras, and parts and fittings therefor; lenses for cameras; motion picture films featuring animated cartoons; cassette players; electric door bells; electronic pocket translators; fire alarms; frames for photographic transparencies; heat regulating apparatus, namely, thermostats; juke boxes; optical lenses; letter scales; life belts; life jackets; life-saving rafts; electric locks; magnetic encoded cards, namely, magnetic coded gift cards; magnetic encoders; magnets; magnifying glasses; microphones; microscopes; neon signs; notebook computers; electronic pens; phonograph records featuring music; photocopiers; pocket calculators; projection apparatus, namely, movie projectors, multimedia projectors, picture projectors; radios; record players; remote control apparatus for radios, televisions and stereos; scales; smoke detectors; electric sockets and plugs; sound reproduction apparatus; telephone apparatus; television receivers, transmitters, and wires; telescopes; temperature indicators; electric theft prevention installations, namely, burglar alarms, theft alarms; thermometers; thermostats; pre-recorded video cassettes featuring music, motion picture films in</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>the field of animated cartoons, drama and comedy and animated cartoons; video game cartridges; videotapes featuring music, motion picture films in the field of animated cartoons, drama and comedy and animated cartoons; video screens; video recorders; word processors; audio and visual apparatus, namely, karaoke players with sing along devices, in the nature of microphones and music headphones; pager cases or casings; call indicators, namely, mobile telephones and pagers for telephones, mobile telephones, and pagers; protection masks worn over eyes to shield of lights; electronic agendas; electric alarm bells; electronic door alarms; bar code readers; barometers; buzzers, namely, electric buzzers; computer central processing units; integrated circuits; chronographs for use as specialized time recording apparatus; computer keyboards; computer memories; computer peripheral devices; acoustic couplers; blank optical data carriers; blank optical discs; blank magnetic disks; divers' masks; diving suits; electronic notice boards; eyeglass cords; protective eyepieces; eyeshades; facsimile machines; photographic filters; blank floppy disks; head cleaning tapes for video recorder; hygrometers; computer interface boards; invoicing machines, namely, adding machines; lens hoods; magnetic tape units for computers; blank magnetic computer tapes; measuring spoons; metronomes; microprocessors; modems; money counting and sorting machines; computer monitors; computer mouse; optical fibers; optical glass; optical goods, namely, optical lenses; parking meters; protractors; radiotelegraphy sets; radiotelephony sets; scanners; semi-conductors; photographic slides; demagnetizing apparatus for magnetic tapes; telegraph wires; telegraphs; teleprinters; teleprompters; teletypewriters; telecommunication transmitters; vacuum gauges; video telephones; signal alarms in the nature of burglar alarms, fire alarms and personal security alarms; ear plugs for divers; egg timers; goggles for sports; navigation apparatus for vehicles in the nature of on-board computers; downloadable electronic publications in the form of books and magazines in the field of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music,</p>

Mark	Filing Date	Registration No.	Goods and Services
			art and general trivia; personal stereos; satellites for scientific purposes; wrist rests for use with computers; electronic circuits and pre-recorded CD-ROMs which enable the recording of electronic musical instruments; computer application software for controlling consumer's video game devices; memory cards for consumer videogame apparatus; bags specially adapted for laptops and mobile phones I.C. 028: Apparatus for games adapted for use with television receivers

A true and correct copy of the registration certificate for this registration is attached hereto and marked **Exhibit U**.

Count I: Likelihood of Confusion

21. Rovio repeats and realleges each and every allegation set forth above.

22. Applicant's mark is confusingly similar to the ANGRY BIRDS® Marks because it is similar in appearance and overall impression pursuant to 15 U.S.C. § 1052(d). The **ANGRY SNAILS** mark fully contains the distinctive word "ANGRY," and "ANGRY" comprises the entirety of Rovio's registered ANGRY® word mark. Further, in adopting a two syllable mark where the first word is ANGRY and the second word is a plural single syllable animal, Applicant mimics the distinct impression created by Rovio's ANGRY BIRDS® Marks. The similarity between Applicant's and Rovio's marks are further highlighted by Applicant's use of stylized all capital letters that also mimics Rovio's distinctive font and style: compare Rovio's **ANGRY BIRDS** to Applicant's **ANGRY SNAILS**.

23. The Applicant states that it uses the **ANGRY SNAILS** mark in connection with "Model cars; Model toy vehicles; Radio-controlled toy vehicles; Radio controlled model vehicles; Radio transmitters for use with radio-controlled toys; Remote-controlled toy vehicles; Scale-model vehicles; Toy drones; Toy models." in International Class 28. These goods are

identical and/or highly similar to the goods and services covered by Rovio's registrations, including but not limited to Registrations Nos. 3976576, 4623062, and 4829609. As noted prior, Rovio's registrations include, amongst other things, toy action figures, not for animals; computer application software for controlling consumer's video game devices, namely, computer game programs; children's educational toys for developing fine motor skills, hand-held units for playing electronic games for use with an external display screen or monitor; and children's educational toys and devices, namely, handheld electronic game units adapted for use with television receivers; and Rovio sells ANGRY BIRDS® toy drones, toy vehicles and remote-controlled toy vehicles. Consumers are accustomed to seeing the ANGRY BIRDS® Marks, including the **ANGRY BIRDS** mark, and the ANGRY® mark in connection with Rovio's successful video games, entertainment services, and merchandise lines—and are likely to believe that Applicant's **ANGRY SNAILS** mark is associated with Rovio's goods and services and the product lines and services bearing the ANGRY BIRDS® Marks and ANGRY® mark.

24. Given the degree of similarity between the **ANGRY SNAILS** mark and the ANGRY BIRDS® Marks, including the **ANGRY BIRDS** mark, and ANGRY® mark, consumers are likely to believe that Applicant's **ANGRY SNAILS** mark is associated with the ANGRY BIRDS® Marks products and services. Further, due to the considerable overlaps in trade channels that are or will be used by both Rovio and the Applicant, prospective purchasers and others are likely to be confused as to whether Applicant's goods sold under the **ANGRY SNAILS** mark emanate from and/or are in some way affiliated with, or sponsored or approved by Rovio, or are otherwise related to Rovio and/or Rovio's goods and services, thereby damaging Rovio.

25. Given the immense goodwill and public identification of the famous ANGRY BIRDS® Marks with Rovio, and Rovio's well-known ANGRY BIRDS® game and merchandise lines, consumers are likely to believe that Rovio has licensed, approved, or otherwise authorized Applicant's use of the **ANGRY SNAILS** mark, when it in fact has not.

26. No issue of priority exists with respect to Rovio's registered ANGRY BIRDS® Marks and ANGRY® mark, as set forth above, and Applicant's **ANGRY SNAILS** Application. Rovio's filing dates of its applications for the ANGRY BIRDS® Marks and ANGRY® mark predate Applicant's application date of July 17, 2017; these filing dates also predate Applicant's claimed date of first use in commerce, July 12, 2017. Further, Rovio has used the ANGRY BIRDS® Marks and ANGRY® mark in connection with video games, entertainment services and related merchandise before Applicant's application date and claimed dates of first use and first use in commerce.

27. Registration of Applicant's mark will damage Rovio because Applicant's mark is likely, when used on or in connection with the goods described in the opposed application, to cause confusion, or to cause mistake or to deceive. There is a strong likelihood that consumers will erroneously believe that Applicant's goods are licensed by or associated with Rovio. Thus, Applicant's mark is unregistrable under 15 U.S.C. §§1052, 1053, 1063 and 1125 and should be refused registration.

Count II: Dilution

28. Rovio repeats and realleges each and every allegation set forth in the above paragraphs.

29. Rovio is the exclusive owner of the ANGRY BIRDS® Marks.

30. Rovio's ANGRY BIRDS® Marks are inherently distinctive and famous within the meaning of 15 U.S.C. § 1125(c), as amended.

31. Rovio has used the ANGRY BIRDS® Marks since at least as early as 2009 for video games, and has expanded use of the ANGRY BIRDS® Marks to many other goods and services.

32. Rovio is the owner of U.S. Registration Nos. 3976576, 4148716, 4200545, and 4623062 for the ANGRY BIRDS® Marks.

33. Rovio has continuously used the ANGRY BIRDS® Marks throughout the United States and internationally.

34. As a result of the enormous publicity afforded the ANGRY BIRDS® Marks, and the strong and loyal base of customers that enjoy Rovio's goods and services, the ANGRY BIRDS® Marks have a high degree of consumer recognition, are widely recognized by the general consuming public of the United States as a designation of Rovio's goods and services, and are famous.

35. The ANGRY BIRDS® Marks became famous before Applicant filed to register the **ANGRY SNAILS** mark on July 17, 2017, or, on information and belief, any actual use by Applicant of the ANGRY SNAILS (stylized) mark.

36. Applicant's mark is likely to cause dilution by blurring and dilution by tarnishment of the ANGRY BIRDS® Marks, regardless of the presence of actual or likely confusion, of competition, or of actual economic injury in violation of 15 U.S.C. § 1125(c).

37. The **ANGRY SNAILS** mark is likely to cause an association between Applicant's mark and the ANGRY BIRDS® Marks. This false association impairs the distinctiveness of the ANGRY BIRDS® Marks and weakens the connection in the public's mind between the ANGRY BIRDS® Marks and Rovio's goods and services.

38. In addition, Applicant's use of the **ANGRY SNAILS** mark for the goods listed in its application will tarnish the famous ANGRY BIRDS® Marks and harm the reputation of the ANGRY BIRDS® Marks to Rovio's detriment.

EXHIBIT A



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MARCH 26, 2018

PTAS

CHRISTINE B. REDFIELD, FENWICK & WEST
LLP
801 CALIFORNIA STREET
SILICON VALLEY CENTER
MOUNTAIN VIEW, CA 94041

900443843

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 03/22/2018

REEL/FRAME: 6297/0893
NUMBER OF PAGES: 3

BRIEF: CHANGE OF NAME

DOCKET NUMBER: 31322-00072-0656

ASSIGNOR:

ROVIO ENTERTAINMENT LTD

DOC DATE: 09/12/2017
CITIZENSHIP: FINLAND
ENTITY: LIMITED LIABILITY COMPANY

ASSIGNEE:

ROVIO ENTERTAINMENT CORPORATION

CITIZENSHIP: FINLAND
ENTITY: CORPORATION

KEILARANTA 7
P.O. BOX 65
ESPOO, FINLAND 02151

SERIAL NUMBER: 85262788

FILING DATE: 03/09/2011

REGISTRATION NUMBER: 4145113

REGISTRATION DATE: 05/22/2012

MARK:

DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)
/NUMBER(S)

SERIAL NUMBER: 85262793
REGISTRATION NUMBER: 4148716
MARK: ANGRY BIRDS
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 03/09/2011
REGISTRATION DATE: 05/29/2012

SERIAL NUMBER: 85689262
REGISTRATION NUMBER: 4829609
MARK: ANGRY
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 07/27/2012
REGISTRATION DATE: 10/13/2015

SERIAL NUMBER: 86162281
REGISTRATION NUMBER: 4946692
MARK: HOCKEYBIRD
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 01/10/2014
REGISTRATION DATE: 04/26/2016

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

EXHIBIT B

MADRID AGREEMENT AND PROTOCOL CONCERNING
THE INTERNATIONAL REGISTRATION OF MARKS

**REQUEST FOR THE RECORDING OF A CHANGE IN THE NAME OR ADDRESS OF THE HOLDER OR,
WHERE THE HOLDER IS A LEGAL ENTITY, FOR THE RECORDING TO INTRODUCE OR CHANGE INDICATIONS
CONCERNING ITS LEGAL NATURE**

(Rule 25 of the Common Regulations)

IMPORTANT

1. Holders may present this request directly to the International Bureau or through the Office of the Contracting Party of the holder.
2. This form is to be used only to request the recording or change of indications concerning the currently recorded holder. Please, use form MM5 if you want to request the recording of a change in ownership of the international registration.
3. Holders should also take this opportunity to provide or update their contact details (address for correspondence, email address and telephone and fax numbers). However, holders wishing to change their contact details only may request so, free of charge, by sending a simple letter to the International Bureau, signed by them or by their recorded representatives.

This cover page must not be sent to the International Bureau.

Madrid System – Contacts

Madrid Customer Service opening hours:
Monday – Friday, 9:00 a.m. to 6:00 p.m. (Geneva time)
Telephone: + 41 22 338 86 86

Inquiries / submitting forms:
<http://www.wipo.int/madrid/en/contact/>

Mailing address

Madrid Operations Division
Madrid Registry
Brands and Designs Sector
World Intellectual Property Organization
(WIPO)
34, Chemin des Colombettes
1211 Geneva 20
Switzerland

REQUEST FOR THE RECORDING OF A CHANGE IN THE NAME OR ADDRESS OF THE HOLDER OR, WHERE THE HOLDER IS A LEGAL ENTITY, FOR THE RECORDING TO INTRODUCE OR CHANGE INDICATIONS CONCERNING ITS LEGAL NATURE

<p align="center"><u>For use by the holder</u></p> <p>This request contains the following number of continuation sheets:</p> <p>2.....</p> <p>Holder's reference: G1768WW00.....</p>	<p align="center"><u>For use by the Office</u></p> <p>Office's reference:.....</p>
--	--

1 **INTERNATIONAL REGISTRATION NUMBER(S)**
 (You may use this form for several international registrations of the same holder)

See continuation sheets.....

.....

.....

.....

.....

2 **NAME OF THE HOLDER**
 (Please type the name of the holder as it is currently recorded in the International Register)

Rovio Entertainment Ltd.....

3 **CHANGE IN NAME OR ADDRESS OF THE HOLDER**
 (Please indicate the change(s) by ticking the appropriate box(es) and providing the new name or new address)

New name: **Rovio Entertainment Corporation**.....

New address:

.....

.....

.....

.....

4 **IF THE HOLDER IS A LEGAL ENTITY, RECORDING OF OR CHANGE IN THE INDICATIONS CONCERNING THE LEGAL NATURE OF THE HOLDER**
 (Please provide both the following indications)

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Representative of the holder
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By signing this form, I declare that I am entitled to sign it under the applicable law:

By signing this form, I declare that I am entitled to sign it under the applicable law:

Name: ROBERT HAGELSTRAM

Name: _____

Signature: 

Signature: _____

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(where this request is presented through an Office)

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.....

Name and signature of the official signing on behalf of the Office:
By signing this form, I declare that I am entitled to sign it under the applicable law:

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Name and e-mail address of the contact person in the Office:

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Identity of the party giving the instructions: **Roschier Brands, Attorneys Ltd. / Tiina Nieminen**.....

(b) AMOUNT OF FEES

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Amount **150**.....

(c) METHOD OF PAYMENT
























Identity of the party effecting the payment:

Payment received and acknowledged by WIPO WIPO receipt number

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 Crédit Suisse, CH-1211 Geneva 70
 Swift/BIC: CRESCHZZ80A

Payment made to WIPO postal account Payment identification dd/mm/yyyy
 (within Europe only)
 IBAN No. CH03 0900 0000 1200 5000 8
 Swift/BIC: POFICHBE

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Trademark	Image	Holder	Int. Reg. No.	Reg. Date	Nice Cl.
No Verbal Elements LOVE ROCKS RETRY		Rovio Entertainment Ltd. Rovio Entertainment Ltd. Rovio Entertainment Ltd.	1325087 1296074 1273998	12/4/2015 11/19/2015 11/3/2014	3, 9, 16, 18, 21, 25, 28, 29, 30, 32, 41 9, 14, 25, 41 9, 25, 41
No Verbal Elements		Rovio Entertainment Ltd	1242355	7/31/2014	3, 9, 14, 16, 18, 21, 24, 25, 28, 30, 32, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1236182	7/31/2014	3, 9, 14, 16, 18, 21, 24, 25, 28, 30, 32, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1235307	7/31/2014	3, 9, 14, 16, 18, 21, 24, 25, 28, 30, 32, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1234950	7/31/2014	3, 9, 14, 16, 18, 21, 24, 25, 28, 30, 32, 41, 43
No Verbal Elements CUPPY		Rovio Entertainment Ltd Rovio Entertainment Ltd	1234142 1204284	7/31/2014 10/10/2013	3, 9, 14, 16, 18, 21, 24, 25, 28, 30, 32, 41, 43 9, 16, 18, 20, 21, 25, 28, 29, 30, 32, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1204283	10/10/2013	9, 16, 18, 20, 21, 25, 28, 29, 30, 32, 41, 43
TOONS TINY THIEF		Rovio Entertainment Ltd Rovio Entertainment Ltd	1241531 1187320	8/22/2013 7/30/2013	9, 16, 18, 24, 25, 28, 29, 32, 35, 38, 41 9, 16, 25, 28, 38, 41
No Verbal Elements		Rovio Entertainment Ltd	1238945	7/26/2013	3, 5, 9, 14, 16, 18, 20, 21, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
ANGRY BIRDS PLAYGROUND		Rovio Entertainment Ltd	1194280	3/22/2013	9, 16, 28, 41
Amazing Alex BAD PIGGIES		Rovio Entertainment Ltd Rovio Entertainment Ltd	1155869 1167158	11/8/2012 10/25/2012	9, 16, 28 3, 5, 10, 14, 15, 16, 18, 20, 21, 24, 25, 27, 29, 30, 32, 33, 34, 35, 36, 38, 43
No Verbal Elements		Rovio Entertainment Ltd	1187535	8/8/2012	3, 5, 7, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43, 45
No Verbal Elements		Rovio Entertainment Ltd	1165702	8/8/2012	3, 5, 9, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1163223	8/8/2012	3, 5, 9, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1163222	8/8/2012	3, 5, 9, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1163221	8/8/2012	3, 5, 9, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1155369	8/8/2012	3, 5, 7, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43, 45
No Verbal Elements		Rovio Entertainment Ltd	1153107	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1152687	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1152686	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1152685	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1152679	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1152678	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43

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Trademark	Image	Holder	Int. Reg. No.	Reg. Date	Nice Cl.
No Verbal Elements		Rovio Entertainment Ltd	1152677	8/8/2012	3, 5, 9, 10, 14, 15, 16, 18, 20, 21, 24, 25, 26, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
MAGIC		Rovio Entertainment Ltd	1142753	6/25/2012	9, 16, 25, 28, 35, 36, 38, 41
BAD PIGGY BANK MMXI		Rovio Entertainment Ltd	1145500	5/9/2012	9, 28, 35, 36, 38, 41
Amazing Alex		Rovio Entertainment Ltd	1141285	5/9/2012	3, 5, 9, 14, 16, 18, 20, 21, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
BAD PIGGIES		Rovio Entertainment Ltd	1138518	4/24/2012	3, 5, 14, 16, 18, 20, 21, 24, 25, 27, 29, 30, 32, 33, 34, 35, 36, 38, 43
No Verbal Elements		Rovio Entertainment Ltd	1132296	11/11/2011	3, 9, 14, 16, 18, 20, 21, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1127993	10/24/2011	9, 16, 25, 28, 41
No Verbal Elements		Rovio Entertainment Ltd	1124007	10/24/2011	9, 16, 24, 25, 28, 41
ROVIO		Rovio Entertainment Ltd	1132295	10/14/2011	9, 16, 28, 35, 36, 38, 41
ROVIO		Rovio Entertainment Ltd	1114845	10/4/2011	9, 16, 28, 35, 36, 38, 41
ANGRY BIRDS		Rovio Entertainment Ltd	1091303	4/15/2011	3, 9, 14, 16, 18, 20, 21, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
MIGHTY EAGLE		Rovio Entertainment Ltd	1091302	4/15/2011	3, 9, 14, 16, 18, 20, 21, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
No Verbal Elements		Rovio Entertainment Ltd	1086866	4/15/2011	3, 9, 14, 16, 18, 20, 21, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 38, 41, 43
MIGHTY EAGLE		Rovio Entertainment Ltd	1053918	9/14/2010	9, 16, 28
BAD PIGGIES		Rovio Entertainment Ltd	1055282	9/10/2010	9, 16, 28, 41
No Verbal Elements		Rovio Entertainment Ltd	1052865	6/28/2010	9, 16, 28, 41
ANGRY BIRDS		Rovio Entertainment Ltd	1034096	3/4/2010	9, 16, 28, 41

EXHIBIT C



1 BILLION Angry Birds downloads!

09.05.2012



Angry Birds games have now been downloaded more than a **billion** times – THANK YOU to all of our incredible fans! This is only the beginning of our story, keep your eyes peeled for what's coming up next from Rovio!

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Angry Birds

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NEWS SCREENS VIDEO

Angry Birds series pecks up 2 billion downloads

0



by Jessica Conditt @jessConditt (5 months ago)

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ANGRY BIRDS INFO

DESCRIPTION

The survival of the Angry Birds is at stake. Dish out revenge on the green pigs who stole the Bird's eggs. Use the unique destructive powers of the Angry Birds to lay waste to the pig's fortified castles. Angry Birds features hours of gameplay, challenging physics-based castle

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MSRP

.99 USD

DEVELOPER

Rovio

RELEASE DATE

Available Now

PUBLISHER

Clickgamer Technologies, Rovio

GENRE

Puzzle

RATING

N/A (Not Applicable)

Rovio has let loose 2 billion copies of Angry Birds games since the series' launch in 2009 – that equals 28 percent of the world's population, for comparison's sake. Rovio CMO Peter Vesterbacka announced the number during London's Pocket Gamer Connects:

"If you look at Rovio and what we've done over four years, there are now 2 billion copies of Angry Birds out there. I thought I was super-ambitious in 2010 when I said we'll make \$100 million and everyone else thought I was crazy, but it's very important people thought I was insane for saying \$100 million back then."

Two hundred million people play Angry Birds each month, "the size of the Twitter audience," Vesterbacka said. Rovio reported 1.7 billion downloads in April 2013, and revenue of \$195.6 million for the year. Vesterbacka noted that Rovio created 51 games before making *Angry Birds*, and now nine out of 10 people in both the US and China know the brand. An *Angry Birds* movie is due out in July 2016, produced and funded by Rovio alone.

"We're not building Angry Birds for a hundred days but for a hundred years," he said. "Mario is a great role model for anyone in games, it's been built for almost 30 years now. Hello Kitty is 40 this year and Mickey Mouse was launched in 1928 as a black-and-white cartoon, and that company is now building theme parks based on the character on every continent. We launched an iPhone game in 2009 and now 45 percent of our business comes from physical products, including drinks."

As for the competition: "*Candy Crush's* half a billion installs is a good start," Vesterbacka said.

Via: MCV
Source: Mobile Entertainment

Tags: 3ds, angry-birds, mac, microsoft, mobile, nintendo, pc, playstation, ps3, ps4, Rovio, sales, wii, wii-u, xbox, xbox-one

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Two billion downloads? We're just getting started, says Angry Birds creator Rovio

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Neil Long at 04:00pm January 23 2014



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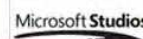
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Angry Birds, in all of its forms, has been downloaded two billion times, and it has become a merchandising phenomenon, birthing a non-games division of Rovio which is now just as important as its studio.

And yet Rovio's CMO and 'mighty eagle' Peter Vesterbacka remains approachable and rather unassuming, if you ignore that bright crimson hoodie. He is sympathetic when we talk about how difficult it is for mobile developers to get noticed right now – "We've been there," he nods in recognition – and its recently-launched publishing label seeks to redress that balance a little. The studio is picking up a handful of games to release through Rovio Stars per year in an effort to place good quality mobile games in front of its colossal global audience. After the **Big Indie Pitch** event this week in London, we discussed the state of the mobile market, public perception of free-to-play and what Rovio does next, two billion downloads later.

Do you think what's been happening here today at the Big Indie Pitch is a reflection of mobile games in general? A flood of indies desperately trying to 'make it', with few destined to succeed? I think that's been true in games forever, not just in mobile. The thing that makes it even more so in mobile is that one guy can create a great game and one or two guys can actually get into the space. It's not like you get that on PS4. I think that that's also what makes mobile exciting – you can try new ideas and you

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variation of what's come before – but there is that indie spirit and that's super-good.

It feels like there's a bit of a divide between those looking to make money from mobile and those who want to make the best game they can. Do you feel that tension?

I think there is a lot of tension there but there's also maybe more visibility as there's a few very vocal people that think of 'real games' as being on 'real' systems like consoles and they are played by 'real gamers'.



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Rovio's Angry Birds Go took its familiar characters for a spin as a free-to-play kart racing game.

Why do you think that attitude still exists?

I think that it's a very tribal thing. If you're a real gamer and you play on real consoles then you have to hate casual games, and free-to-play is really evil and going to destroy gaming. My thing here is relax, maybe it's not so serious. Okay, maybe we haven't had critically-acclaimed free-to-play games but I would also say that the games media is also more about 'real games' too.

What I love is that every day someone comes up to me and says 'I don't play games, but I do play Angry Birds.' Or my wife never plays games but she plays Angry Birds. We have two billion plus downloads and hundreds of millions of people playing our games and if you ask most of them if they are gamers they'll tell you that they're not.

Is that going to change or do you feel there will always be a divide in this sense?

There will always be a divide. Before it was fashionable to hate casual games and I always think that it's a

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service totally sucks. There's a disconnect there. We're growing very fast and we need to get better in so many areas – we're learning every day – but we always have to listen to our fans and then make sure that we remember why we're making games.

Free-to-play, as a model and game design philosophy, still gets a lot of criticism from a lot of indies, not to mention players. Do you feel it's warranted?

It's great that with free-to-play that there's no investment there, you can try stuff for free and maybe spend some money and reward developers that way. I would say that's a much better experience and much better model than going and spending 50 or 60 bucks on a piece of plastic and be disappointed.



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What's interesting is that if you invest 50-60 bucks of your hard-earned money in a game, then you're invested. Then the barrier to criticise what you bought is much higher. With free-to-play it's nothing apart from a bit of time to download it. So then the commitment to start with is super-low and it also makes the barrier to criticise super-low.

So you might get away with, er, less excellence when you charge more – which is a bit of a paradox, I know – because people feel like they have to defend it.

Free-to-play done well is fine, but there are still a lot of really bad games on the App Store. Do you think that's a problem? Is this a bubble that's about to burst and put a lot of people out of business?

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We make games that we love to play ourselves. We are not making games just because we need to be in this or that category. With Rovio Stars [its publishing label] we know that for every Angry Birds there are hundreds of thousands of not so successful games, but some of them are fantastic.

We always say to indies – and anybody making games – if you're serious about making games then you have to be serious about marketing. [Some people think] that you make a game and it's so super-good <http://www.edge-online.com/features/two-billion-downloads-were-just-getting-started-says-angry-birds-creator-rovio/>

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that everybody goes to get it. It doesn't often work like that. And even when it seems like it has, you do a little digging and see that actually the developer has thought about marketing a lot, and getting the message out. A lot of people make a game and work with a PR company to put out a press release. That's not marketing.



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Icebreaker was the first game to be released under the publishing label, Rovio Stars.

We've been there, so if we can help, we will publish a handful of games under Rovio Stars every year. And they will be games that we love playing ourselves – Icebreaker, Tiny Thief, Juice Cubes and there's more that we have in the pipeline. We'll help developers make some money and we know how it is, and we'll help them be discovered for sure. But we're not going to publish a hundred games.

Right now we work with a handful of games and make sure we do everything we can to make sure the world knows about those games. It's not like we want to make a quick buck or start publishing random games. You don't have to go that many years back to read the annual reports of some publishers that the most important metric was that publisher-so-and-so published 478 games. And another would say they published 200. That's not the standard in the games industry to be that the only metric is the number of

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and making sure. It's my games, they're our crap. Why don't you make a couple million crap games. We've been there – there's no way you can publish hundreds of good games.

So you think that we'll see a swing back in the direction of quality now? Are those publishers pumping out game after game going to get found out?

Yeah. It'll be interesting to see how long it'll be relevant to say how many apps you have in your app store, or how many hundreds of thousands of games. And if you are the third ecosystem and you have to catch up and pay a lot of people to come... I think it's one of these things that if you make devices, do you want to have 50 crap games pre-loaded or do you want to have one good one? The one good one will always win. It'll definitely become more about quality.

With this abundance it becomes really tough to create games that have any kind of sustainability. It's so crowded and noisy that it will become more about quality and it's very important that one person can create a game and get it out there. That wasn't the case before.



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Angry Birds Star Wars has pushed Rovio's series further into mainstream consciousness. Where next?

From a game maker perspective it's great – we have so many more screens we can be on. As an industry we've never had more people playing games than we have today. I remember when everybody thought I was crazy saying that we'd get to 100 million downloads with Angry Birds. Now there are lots of people with 100 million downloads. Okay, we have two billion and that's a crazy number, but it's interesting to bear in mind that the numbers are so much bigger – 100 million is no longer exceptional, but still tough. The audience is massive and that creates better quality in that you can address much smaller niches. You can create very specific experiences and with the massive number of devices you can still make that into

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Star Wars tie-ins...

Well Nintendo has been very good at, you know, Mario drives a car, Mario goes into space, plays tennis and football and so on. This is what you'll see more and more of with Angry Birds. Angry Birds Go was a good start for that and now we're building worlds and bigger experiences. And also I think that free-to-play really allows you to get people at unprecedented numbers.

Ok, we have two billion downloads and it's a good start. That's how we view it – it's still early days on what can be done and with the mass adoption of smartphones you can also start creating new experiences. There are so many people walking around with a smart, connected touch devices that you can create experiences with that in mind and make it more social and more local. I don't think we've seen anything yet.

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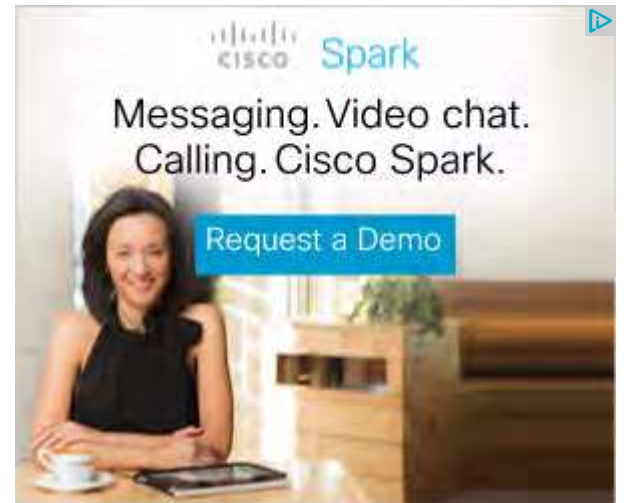
'Angry Birds 2' Arrives 6 Years And 3 Billion Downloads After First Game



Andy Robertson, CONTRIBUTOR

I cover games and technology for families. [FULL BIO](#) ▾

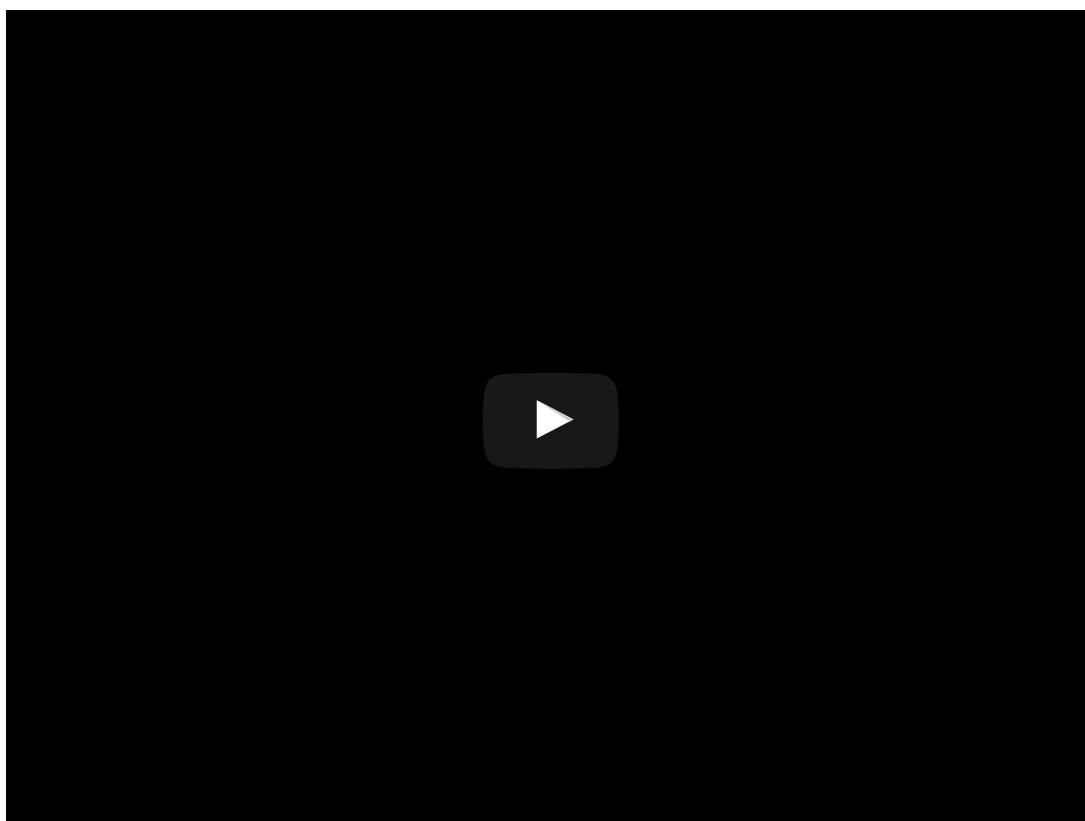
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After 14 different Angry Birds games, [Angry Birds 2](#) is announced as the first official sequel in over six years.

The first Angry Birds game was released on an unsuspecting world in 2009. Of course it stormed to the top of the charts and has since then been downloaded more than 3 billion times.

Finland-based Rovio Entertainment revealed the information about Angry Birds 2 today, via their invite to events in San Francisco on July 28 and New York on July 29th.



Having dipped their two in the Toys to Life genre with the Telepods toys, it will be interesting to see how Rovio take on the likes of

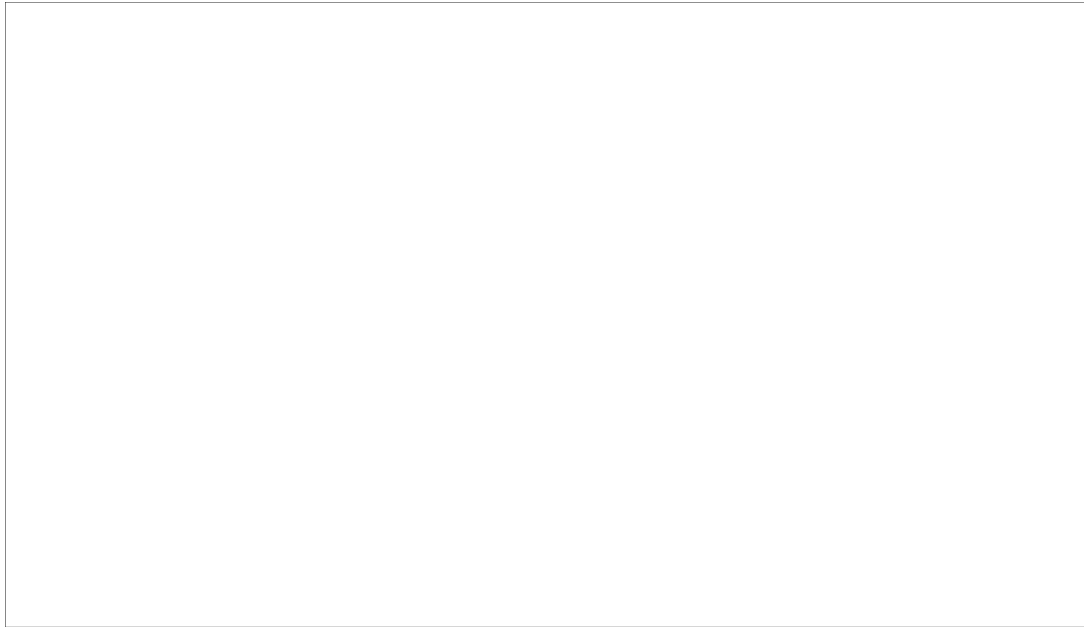


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Either way, the addition of the number “2” to the Angry Birds title shouldn’t be underestimated. This could tie in with the Angry Birds movie, and the [Lego Angry Birds](#) kits announced at Comic Con.

Rovio have avoided doing this through 14 different Angry Birds titles, each of which could easily have been numbers: Angry Birds Rio, Angry Birds Space, Angry Birds Go! and Angry Birds Star Wars.

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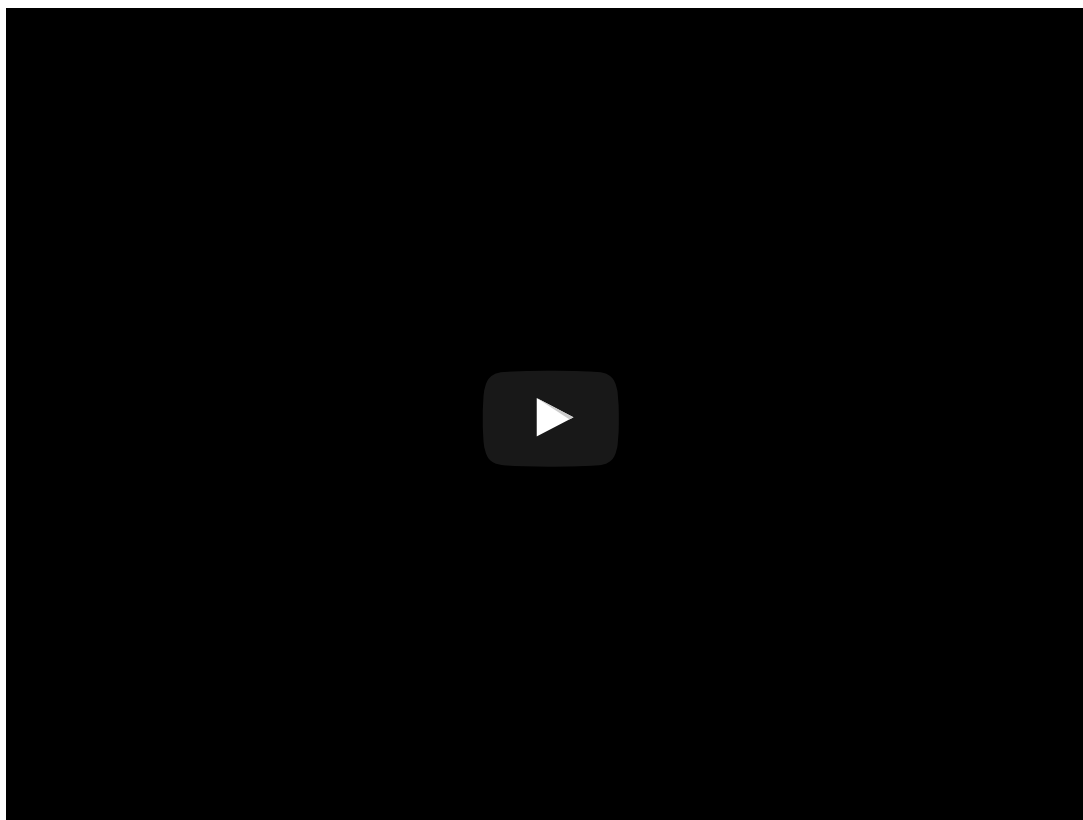
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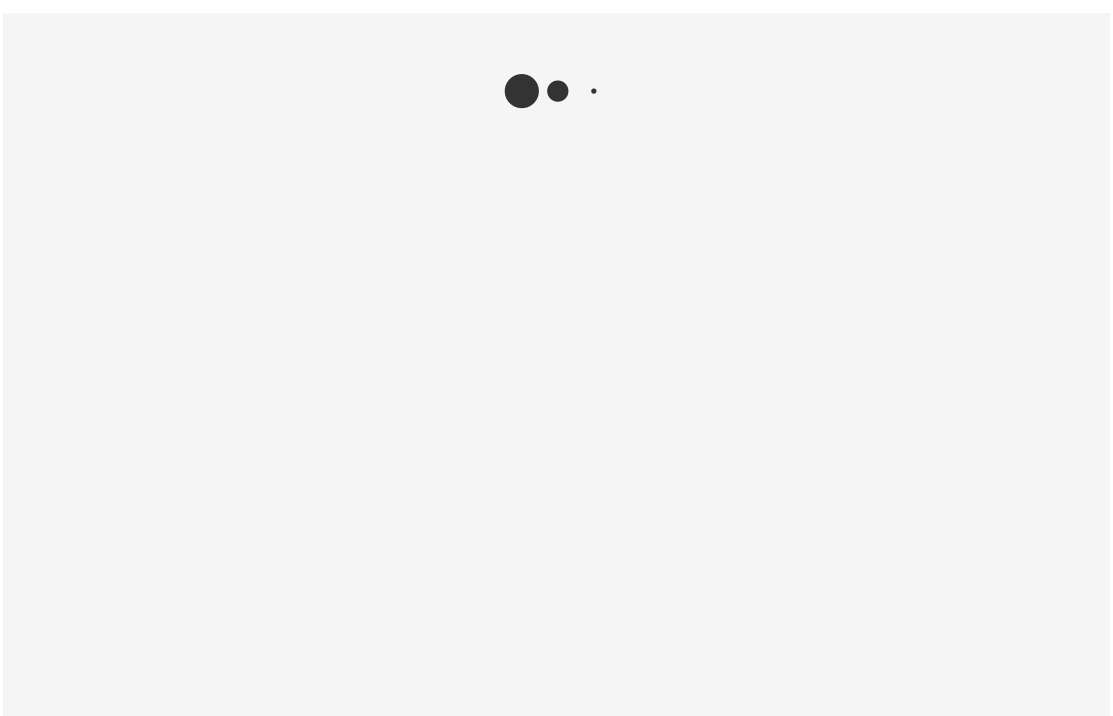
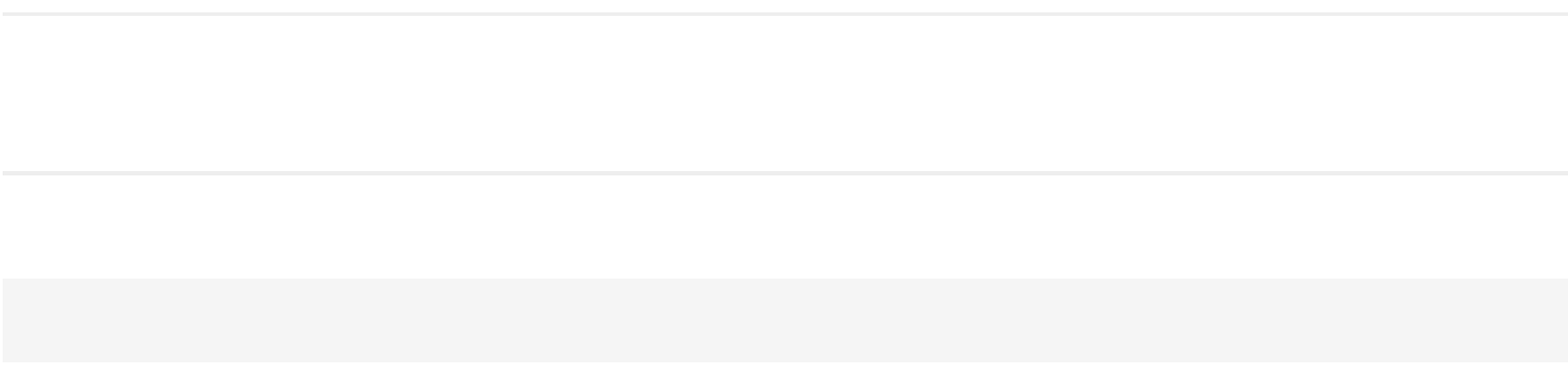
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Angry Birds enters the top flight of English football with Everton

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Rovio Entertainment partners up with the founding member of the English Football League



Espoo, Finland – 17 September 2017 - Rovio Entertainment Corporation and English Premier League Club, Everton, have signed a multi-year shirt sleeve partnership. Starting on Sunday September 17th, Angry Birds, one of the most loved and recognised entertainment brands in the world, will be an official shirt sleeve partner for Everton. With more than 3.7 billion game downloads, Angry Birds is the first ever mobile gaming brand to partner with Everton.
<http://www.rovio.com/node/1874>

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Rovio's Interim Report for January-September 2017

NEWS ARCHIVE

The newly inked partnership will bring together millions of fans from these two completely unique communities – Everton, a football club with a global fanbase and rich and storied heritage stretching back almost 140 years, and Rovio, a bold and playful pioneer in mobile games. Their cooperation allows numerous opportunities for collaborative content in the Angry Birds games, and co-branded fan merchandise, among many other cooperation possibilities.

The Premier League is the most watched sports league in the world reaching over 1.5 billion global viewers in more than 200 territories. Together with Rovio's 80 million monthly active users, the Angry Birds audience can be reached in completely new ways.

Everton Chief Executive Robert Elstone said: "We're delighted that Rovio Entertainment has become Everton's first shirt sleeve partner. Angry Birds is one of the best-selling game apps of all time and is also a remarkable success story in terms of the way in which the brand has crossed over from gaming to become part of popular culture. Everyone here is excited about being able to work with such a creative, dynamic and ambitious brand - a brand with exceptional digital heritage."

"We are excited with this partnership, and can't wait to kick off our collaboration with Everton. In Everton, we have found a partner who shares our values of putting the fans first, and creating a long lasting legacy for our community of players", said **Ville Heijari, CMO of Games at Rovio**.

"This is Rovio's first partnership in the most watched sports league in the world, and a logical continuation of our global Angry Birds brand partnerships", continues Heijari.

About Rovio:

Rovio Entertainment Corporation is a Finnish, games-first entertainment company, that creates, develops and publishes mobile games and acts as a brand licensor in various entertainment and consumer product categories. The Company is best known for the global Angry Birds brand, which started from a popular mobile game in 2009. Today, the Company offers multiple mobile games, has produced The Angry Birds Movie, which opened number one in theatres in 50 countries, and licenses the Angry Birds brand to consumer products and other entertainment content.

About Everton:

Everton have been at the forefront of English football ever since the Club was formed in 1878. From the pioneering days of St. Domingo, the story is one that football fans everywhere are familiar with. With more than 100 seasons in the top flight and nine championships in the bag, Everton's league history is not simply one of longevity, but of success. Add to the collection, five FA Cups, nine Charity Shields and a European Cup-Winners' Cup and only three other clubs can boast a better trophy haul than Everton.

Rovio press contact:

Minna Tuominen

Communications & PR Manager

+358 50 486 2017

minna.tuominen@rovio.com

Everton FC press contact:

Mo Maghazachi

Senior Press and Public Relations Manager

+44 7875 586786

Mo.Maghazachi@evertonfc.com

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EXHIBIT D



English

ROVIO ENTERTAINMENT REPORTS 2013 FINANCIAL RESULTS

28.04.2014



Espoo, Finland -- April 28th 2014 -- Rovio Entertainment Ltd, the creator of the globally loved Angry Birds brand, announced today its financial results for the full 2013 calendar year.

Rovio's total consolidated full-year revenue amounted to €156 million (2010: €6.5 million, 2011: €75.6 million, 2012: €152.2 million). Earnings before interest and taxes (EBIT) were €36.5 million (2010: €3.1 million, 2011: €46.9 million, 2012: €76.8 million), and net profit after tax was €26.9 million (2010: €3 million, 2011: €35.4 million, 2012: €55.5 million).

"After three years of very strong growth, 2013 was a foundation-building year. We invested in new business areas, such as animation and video distribution, ventured into new business models in games, and consolidated our strong market position in consumer products licensing. With these investments we have been gearing up for the future growing markets", said Rovio CFO Herkko Soininen.

"Building on top of our games business, where we moved into free-to-play, Rovio set its foot strongly into the entertainment business. In 2013 we formed a world-class movie animation production team in Los Angeles that is already working on the first Angry Birds feature film, to be globally premiered in July 2016. In addition we built the biggest animation studio in the Nordics for the production of animated TV content, bringing to market 42 Angry Birds Toons episodes in its first year. In launching ToonsTV, we introduced new means of content delivery, with 2 billion views already. On the licensing side, we continued to push digital and physical integration", said Mikael Hed, CEO of Rovio.

2013 was a year of milestones. First, Rovio rocked the video distribution industry by launching the innovative ToonsTV, its very own distribution channel. Rovio Stars, a third-party games publishing program was launched, publishing three exciting games throughout the year. There was also the opening of numerous Angry Birds attractions including six Activity Parks, located across Spain, Finland and China. Rovio Books produced over 100 fun titles in over 30 languages across more than 40 countries. Plus, Rovio Learning proudly presented Angry Birds Playground – an inspiring physical learning space combined with our breakthrough teaching philosophy.

Strengthening foundations and opening new markets

2013 was a year of solid results, underpinned by increased investments to drive the transition to the free-to-play economy as well as to strengthen the company's entertainment foundations. Towards the end of the year Rovio launched Angry Birds Star Wars II, which was acclaimed by fans worldwide. Soon after it launched Angry Birds Go!, Rovio's first free-to-play and non-slingshot Angry Birds game. Both launches rolled out a wide selection of top-selling consumer products, including Hasbro TELEPODS™ and animations, while the games themselves went on to top the charts in over 150 countries.

Driven by these launches, and updates to existing games, the company's gaming revenues and gaming-related advertising revenue remained strong. The main revenue sources were paid games, free-to-play virtual goods, and advertising.

Rovio's Consumer Products business continued to perform strongly, accounting for 47% of total revenue in 2013, and there was expansion of the Consumer Products line into the important Russian and Latin American markets. Rovio also started a compliance program aimed at having a positive impact on production processes and improving transparency.

To match the investments made during 2013, the number of Rovio employees grew from around 500 to 800.

Market and business development expectations

"Future business will, for the most part, depend on how well last year's investments perform and how our new properties delight our audiences. We are actively investing in the company to increase our capabilities for the future, and this year will see exciting new content and services coming from all our business areas", said Herkko Soininen CFO of Rovio.

"Angry Birds has exceeded 2 billion downloads so far, making it the most downloaded game brand ever. We're creating long lasting business, and strongly believe our entertainment strategy will consolidate Rovio's position as one of the world's most beloved brands", added Mikael Hed, Rovio's CEO.

Note: Rovio Entertainment Ltd's financial statements are prepared in accordance with Finnish Accounting Standards (FAS).

For more information:

Press inquiries: media@rovio.com, tel +358 400 214 526

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is a global industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual

puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July, 2016. www.rovio.com

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Financials

Rovio's financial highlights

	For the six months ended June 30,		For the year ended December 31,			For the twelve months ended June 30, ^[1]
	2017 (IFRS)	2016 (IFRS)	2016 (IFRS)	2015 (IFRS)	2014 (FAS)	2017 (IFRS)
Key financial metrics						
MEUR (unless otherwise stated)	(unaudited)		(audited, unless otherwise stated)			(unaudited)
Revenue	152.6	78.5	191.7 ^[2]	142.1	158.3 ^[2]	265.8
Games	117.9	66.9	159.0	113.5	110.7	210.1
Brand Licensing	34.6	11.6	32.7	28.6	47.6	55.7
EBITDA^[3]	39.9	11.0	35.4	-6.5	17.0	64.3
Games	22.4	16.8	39.8	11.1	24.7	45.4
Brand Licensing	22.4	-0.9	5.8	-5.9	1.0	29.1
Other	-4.9	-4.9	-10.2	-11.7	-8.6	-10.2
EBITDA margin, %	26.1%	14.0%	18.5%	-4.5%	10.8%	24.2%
Adjusted EBITDA^[4]	41.8	11.0	35.4	-3.2	18.3	66.2
Games	22.5	16.8	39.8	12.8	25.2	45.5

Brand Licensing	24.3	-0.9	5.8	-4.7	1.7	31.0
Other	-4.9	-4.9	-10.2	-11.3	-8.6	-10.2
Adjusted EBITDA margin, %	27.4%	14.0%	18.5%	-2.3%	11.6%	24.9%
Operating profit⁽⁵⁾	19.4	6.8	16.9⁽²⁾	-21.6	10.0⁽²⁾	29.5
Games	19.5	14.3	28.9	3.6	19.5	34.1
Brand Licensing	4.9	-2.6	-1.7	-13.6	-0.7	5.8
Other	-5.0	-4.9	-10.3	-11.6	-8.8	-10.4
Operating profit margin, %	12.7%	8.6%	8.8%	-15.2%	6.3%	11.1%
Adjusted operating profit⁽⁶⁾	21.3	6.8	16.9	-18.3	11.3	31.5
Games	19.5	14.3	28.9	5.3	20.0	34.2
Brand Licensing	6.8	-2.6	-1.7	-12.3	0.1	7.7
Other	-5.0	-4.9	-10.3	-11.2	-8.7	-10.4
Adjusted operating profit margin, %	14.0%	8.6%	8.8%	-12.9%	7.2%	11.8%
Profit (loss) for the period	13.3	3.6	10.6 ⁽²⁾	-18.1	8.1 ⁽²⁾	20.3
Earnings per share, EUR	0.18	0.05	0.14	-0.24	0.11	-
Equity ratio, % ⁽⁷⁾	71.6%	61.8%	64.1%	59.1%	79.7%	-
Capital expenditure ⁽⁸⁾	5.8	14.9	23.3	43.9	37.9	14.2

Outlook and guidance

Outlook for 2017

The Company's annual revenue and EBITDA are expected to increase significantly in 2017 compared to 2016.

Rovio's long-term financial targets are as follows:

The Games business unit revenue growth faster than market growth in Western markets.

Group operating profit margin of 30 percent.

[1] The unaudited financial information for the twelve months ended June 30, 2017 has been derived by adding the consolidated financial data for the Rovio Group for the six months ended June 30, 2017 to the unaudited consolidated financial data of the Rovio Group for the twelve months ended December 31, 2016 and subtracting the unaudited consolidated financial data of the Rovio Group for the six months ended June 30, 2016.

[2] Audited

[3] EBITDA (earnings before interest, taxes, depreciation and amortization) is defined as operating profit before depreciations and amortizations.

[4] Adjusted EBITDA is defined as EBITDA excluding items affecting comparability. Items affecting comparability are defined as material items outside ordinary course of business such as material net gains and losses from business disposals, direct transaction costs related to business acquisitions, restructuring costs for business operations, and costs relating to enlargement of the ownership base of the company.

[5] Operating profit is defined as profit (loss) for the period before income taxes, share of profit of associates, and finance income and expenses.

[6] Adjusted operating profit is defined as operating profit excluding items affecting comparability.

[7] Equity ratio is calculated by dividing shareholder's equity by balance sheet total less advance payments received.

[8] Capital expenditure, which is net cash flow from investments in Property, plant and equipment and Intangible assets.

Quarterly figures Q12016 - Q32017

Rovio Group

	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
Revenue	34,1	44,5	50,0	63,2	66,3	86,2	70,6
User Acquisition	2,3	2,8	5,4	7,7	16,4	15,1	22,2
EBITDA	2,4	8,6	8,5	15,9	10,2	29,7	6,1
Depreciation & Amortization	1,7	2,5	3,4	10,9	4,9	15,6	4,6
Operating profit (EBIT)	0,7	6,1	5,2	4,9	5,3	14,1	1,5
Financial inc. / exp.	1,0	0,2	0,6	-0,2	0,7	1,7	2,1
Income tax	0,7	1,3	0,7	2,1	1,1	2,8	0,2
Non-controlling interests	-	-	-	-	-	-	-
Net profit after tax	-1,0	4,6	3,9	3,1	3,5	9,6	0,8
Adjusted EBITDA	2,4	8,6	8,5	15,9	10,2	31,6	8,6
Adjustments to EBITDA	0,0	-0,0	-0,0	0,0	0,0	2,0	2,5
Adjusted EBIT	0,7	6,1	5,2	4,9	5,3	16,1	4,0

Rovio Entertainment Corp.: Financial Statement Bulletin for January-December 2017

Rovio Entertainment Corporation
at 12:00 EET

Financial Statement Bulletin

March 2, 2018

Rovio's Financial Statements Bulletin for January-December 2017

ROVIO'S Q4 2017: REVENUE GROWTH CONTINUED, OPERATING PROFIT MORE THAN DOUBLED

October-December 2017 highlights

- Rovio's revenue increased by 17.0% to EUR 73.9 million (63.2)
- Games: revenue grew 42.3 percent to 66.1 million euros (46.5)
- Brand Licensing: revenue declined 53.3 percent 7.8 million euros (16.7)
- The Group's adjusted EBITDA was EUR 14.1 million (15.9)
- EBITDA was EUR 14.0 million (15.9)
- Operating profit was EUR 10.4 million (4.9)
- Profit before taxes was EUR 9.9 million (5.1)
- Earnings per share were EUR 0.10 (0.04)
- Diluted earnings per share were EUR 0.10 (0.04)
- Net cash flows from operating activities decreased to EUR 5.8 million (8.3)
- Games global quarterly ARPDau increased to EUR 8 cents (4). TOP 5 games quarterly ARPDau increased to EUR 14 cents (7).
- User acquisition investments totaled EUR 15.9 million (7.7), or 24.0% of the Games segment's revenue (16.5%)

January-December 2017 highlights

- Rovio's revenue increased by 55% to EUR 297.2 million (191.7)
- Games: revenue grew 55.9 percent to 248.0 million euros (159.0)
- Brand Licensing: revenue grew 50.5 percent to 49.2 million euros (32.7)
- Adjusted EBITDA increased to EUR 64.5 million (35.4)
- EBITDA increased to EUR 60.0 million (35.4)
- Operating profit increased to EUR 31.4 million (16.9) and adjusted operating profit to EUR 35.9 million (16.9)
- Profit before taxes increased to EUR 26.6 million (15.4)
- Earnings per share were EUR 0.27 (0.14)
- Diluted earnings per share were EUR 0.27 (0.14)
- Net cash flows from operating activities increased to EUR 59.6 million (22.8)
- User acquisition investments totaled EUR 69.6 million (18.2), or 28.1% of the Games segment's revenue (11.5%)
- Rovio restructured the Brand Licensing unit in the first half of 2017. As a result, Rovio's average number of personnel in 2017 decreased to 416 (476)
- Rovio signed a production and publishing agreement with Columbia Pictures (Sony Pictures) for the sequel to the Angry Birds Movie. The movie is planned for release in September 2019
- Rovio launched three new games in 2017: Battle Bay, Angry Birds Evolution and Angry Birds Match

26.3.2018

Rovio Entertainment Corp.: Annual Report 2017 published

12.3.2018

NOTICE TO THE ANNUAL GENERAL MEETING OF ROVIO ENTERTAINMENT CORPORATION

9.3.2018

Rovio Entertainment Corporation: Managers' transactions, Kim Ignatius

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13.12.2017

Rovio Entertainment Corp.: Share subscriptions based on stock options 2012B, 2012BII and 2015A

4.12.2017

Rovio Entertainment Corp.: Managers' transactions

Unless otherwise stated, the comparison figures in brackets refer to the corresponding period in the previous year (reference period).

Key figures

EUR million	10-12/ 2017	10-12/ 2016	Change, (%)	1-12/ 2017	1-12/ 2016	Change, (%)
Revenue	73.9	63.2	17.0%	297.2	191.7	55.0%
EBITDA	14.0	15.9	-11.7%	60.0	35.4	69.6%
EBITDA margin	19.0%	25.1%		20.2%	18.5%	
Adjusted EBITDA	14.1	15.9	-11.3%	64.5	35.4	82.3%
Adjusted EBITDA margin, %	19.0%	25.1%		21.7%	18.5%	
Operating profit	10.4	4.9	112.0%	31.4	16.9	85.8%
Operating profit margin, %	14.1%	7.8%		10.6%	8.8%	
Adjusted operating profit	10.5	4.9	113.2%	35.9	16.9	112.5%
Adjusted operating profit margin, %	14.2%	7.8%		12.1%	8.8%	
Profit before tax	9.9	5.1	93.3%	26.6	15.4	73.2%
Capital expenditure	1.1	4.8	-77.6%	8.5	23.3	-63.7%
User acquisition cost	15.9	7.7	107.4%	69.6	18.2	281.7%
Return on equity (ROE), %	23.4%	19.1%	-	23.4%	19.1%	-
Net gearing ratio, %	-62.9%	-11.5%	-	-62.9%	-11.5%	-
Equity ratio, %	77.9%	64.1%	-	77.9%	64.1%	-
Earnings per share, EUR	0.10	0.04	152.5%	0.27	0.14	92.9%
Earnings per share, diluted EUR	0.10	0.04	149.4%	0.27	0.14	90.4%
Net cash flows from operating activities	5.8	8.3	-30.1%	59.6	22.8	160.8%
Employees (average for the period)	397	472	-15.9%	416	476	-12.6%

Calculations and definitions are presented in the Performance Measures section below.

Outlook for 2018

Rovio Group revenue is expected to be 260-300 million euros in 2018 (297 million euros in 2017). Rovio's profitability as measured by earnings before interest and tax excluding items affecting comparability is expected to be 9 to 11 percent (10.6 percent in 2017).

Basis for outlook

In 2018, Rovio Games business will focus on continuing development of its live game portfolio according to the Games-as-a-Service strategy, profitable user acquisition and development of new games. The user acquisition investments are expected to be around 30 percent of Games revenues for the full year, however, the amount may vary depending on development of the games' monetization and the level of competition in the market. The cost per acquired user has risen significantly in the market.

Brand Licensing segment revenues are expected to decline by 40% in 2018. The decline is due to the declining profile of the Angry Birds movie. The consumer products revenues are expected to be at similar level as in 2017. The focus of Brand Licensing in 2018 is on preparing the license

portfolio for 2019 and the Angry Birds movie sequel.

During 2018, Rovio estimates to invest 10-15 million euros in its subsidiary Hatch Entertainment Oy that develops cloud streaming based game service (5 million euros in 2017). Approximately half of the investment will impact Group profit, ie. an impact of 2-3 %-points to the expected EBIT margin, and half will be capitalized development costs and advance payments. Hatch represents one possible way to play mobile games in the future. By investing in the development of Hatch's streaming service Rovio diversifies its portfolio, aims to utilize the possibilities that new technologies offer for games business, and implements company's strategy to explore the future of gaming alongside the continuous free-to-play games development.

Dividend proposal

The parent company's distributable funds amount to EUR 129,800,550.68, of which the profit for the period is EUR 19,577,177.06. The Board of Directors proposes to the Annual General Meeting to be held on April 16, 2018 that a dividend of EUR 0.09 per share be paid (EUR 0.06 for 2016). No dividend will be paid on any treasury shares held by the Company. Based on the number of shares as of the balance sheet date, December 31, 2017, the total amount of the dividend is EUR 7,125,414.75.

Kati Levoranta, CEO:

"The year 2017 was the best year in Rovio's history. The performance indicators of the Company's top games improved and Games revenue grew by 56%. Group revenue increased by 55%, and both the adjusted operating profit and earnings per share doubled. I therefore wish to thank all our employees for this great achievement!

During the year the key figures of Games segment showed strong development due to the improved monetization of the top games. However, in the last quarter of the year our new games, Angry Birds Match, Angry Birds Evolution and Battle Bay landed short of our expectations. Competition in the market intensified, which led to a significant increase in the unit costs of user acquisition, especially in the puzzle genre. Due to this development, Rovio reduced its relative investments in user acquisition to 24% of Games segment revenues in the last quarter. Measured by EBITDA, the unit's profitability was at a good level of 21 percent.

Although Rovio's business has a healthy foundation, we are not satisfied with the current performance. Our intention is to return to a higher growth path. We seek to grow our Games business through continuous development, renewal, and improved monetization of our current top live games, and through profitable user acquisition. This Games-as-a-Service model was well proven by our top game Angry Birds 2 as it grew its gross bookings by 83% in 2017. Likewise Angry Birds Friends, launched in 2012, still goes strong. While we see a lot of potential in our existing live game portfolio, Rovio also continues to invest in the development of new games. In response to the increased competition we want to raise our game development and operations to the next level.

The revenue of the Brand Licensing business decreased in the fourth quarter as expected by the declining revenue profile of the Angry Birds Movie. In spite of the decrease in revenues, the unit's EBITDA amounted to nearly 50% of revenues. Rovio will continue to strengthen the Angry Birds brand in 2018 by, e.g., bringing new video content to the market in cooperation with partners, licensing the brand for new activity parks, and preparing the launch of the Angry Birds Movie sequel, set for release in September 2019.

Rovio continued to finance the beta phase product testing and go-to-market of its subsidiary Hatch Entertainment Oy by approximately EUR 5 million in 2017. The increasing investments in Hatch during 2018 supports Rovio's strategy of exploring the future of mobile gaming in addition to the development of free-to-play games. Rovio will also continue to actively assess potential acquisition targets."

More information:

Kati Levoranta, CEO, tel. +358 207 888 300

René Lindell, CFO, tel. +358 207 888 300

Rauno Heinonen, SVP, Corporate Communications and Investor Relations, tel. +358 40 861 9345

Briefing and webcast:

Rovio will organize an English-language briefing on the result for the financial year for media, analysts, and institutional investors on March 2, 2018 from 14:00 to 15:00 EET at the Rovio office located at Keilaranta 7, Espoo. Registration for attendance should be made in advance by e-mail to comms@rovio.com. The event can be viewed as a real-time webcast and subsequently as a recording on the Company's website at www.rovio.com/investors.

ROVIO ENTERTAINMENT CORPORATION

Board of Directors

Distribution: Nasdaq Helsinki, principal media, www.rovio.com

Rovio in brief

Rovio is a games-first entertainment company that creates, develops, and publishes mobile games and acts as a brand licensor in various entertainment and consumer product categories. The Company is best known for the global Angry Birds brand, which started from a popular mobile game in 2009. Today, the Company offers multiple mobile games, has produced The Angry Birds Movie, which opened number one in theatres in 50 countries, and licenses the Angry Birds brand to consumer products and other entertainment content. Rovio's operations are divided into two business units, Games and Brand Licensing. Rovio is headquartered in Finland and has offices in Sweden, Great Britain, China, and the United States.

Appendices

[Rovio Financial Statement Bulletin 2017 \(pdf\)](#)

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Governance

Releases and publications

Investor calendar

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Strong performance and profitable growth for Rovio in first half of 2016

WED, AUG 24, 2016 05:00 EST

Rovio Entertainment has grown profitably in the first half of 2016, even before the profits from the blockbuster Angry Birds Movie have hit the books. The company earned 76,4 mEUR in revenue in the first half, a 10,3 mEUR year-on-year improvement, finishing the first half with an EBIT result of 5,7 mEUR, a 15,9 mEUR improvement over the same period last year.

Rovio's games business is thriving with year-on-year revenue growth of 24 per cent. Rovio's animation business saw the globally successful theatrical release of The Angry Birds Movie, which opened in the No. 1 position in 52 countries, including the massive Chinese and U.S. markets. The Angry Birds Movie has so far grossed more than 347 million dollars at the box office globally. The movie will open in Japan October 1.

"With the excellent performance of our games portfolio and the fantastic movie, the Angry Birds brand is flying high and we are seeing positive EBIT and cash flow development, while fulfilling our mission to create world class entertainment," says CEO Kati Levoranta. "We currently have several exciting new games and other projects in development, including new IP, and we have started planning the sequel to The Angry Birds Movie."

The Angry Birds Movie was released digitally in selected Asian markets and North America on July 29, where it quickly went to No. 1 on iTunes, followed by DVD and Blu-ray releases on August 16. The in-home release of the film in other countries and territories continues to roll out in the weeks ahead, with most of Europe seeing the in-home release in September.

Further information:

Kaisu Karvala, VP Communications

+358 40 571 5990

kaisu.karvala@rovio.com

About Rovio

Rovio Entertainment Ltd., based in Espoo, Finland, is the creator of Angry Birds™, the casual mobile game that changed an industry and became an international phenomenon. Today Angry Birds is not only the most downloaded series of games of all time, it is an entertainment brand that has branched out into animation, licensing and more. The Angry Birds Movie was released in May 2016. www.rovio.com (http://www.rovio.com/)

About Us

Rovio Entertainment Ltd., based in Espoo, Finland, is the creator of Angry Birds™, the casual mobile game that changed an industry and became an international phenomenon. Today Angry Birds is not only the most downloaded series of games of all time, it is a renowned entertainment brand that has branched out into animation, licensing and more. The Angry Birds Movie is out now around the world. www.rovio.com (http://www.rovio.com)

Contacts

Kaisu Karvala

Vice President, Communications & PR

+358 40 571 5990 (tel:+358 40 571 5990)

kaisu.karvala@rovio.com (mailto:kaisu.karvala@rovio.com)

Joseph Knowles

PR Manager & Senior Writer

+358 50 392 6317 (tel:+358 50 392 6317)

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EXHIBIT F



Rovio's initial public offering

Rovio Entertainment Corporation applied for listing of its shares to Nasdaq Helsinki Ltd ("Helsinki stock exchange") and organized an initial public offering on September 18–28, 2017. Demand in the offering was very strong, and the public offering was discontinued on September 25, 2017 due to oversubscription. Trading of the shares on the Nasdaq Helsinki pre-list commenced on September 29, 2017, and on the official list on October 3, 2017.

The shares were offered for private investors and communities in Finland, Sweden, and Denmark, and for institutional investors in Finland and internationally. The final subscription price of the shares was EUR 11.50 per share, corresponding to a market capitalization of Rovio of approximately EUR 896 million immediately following the offering.

The [Finnish language prospectus](#) and the [English language translation of the Finnish language prospectus](#) that contains Swedish and Danish language translations of the summary, as well as the Finnish and English language supplements, are available at www.rovio.com/ipo and www.rovio.com/listautuminen.

Important dates for the Public offering

September 18, 2017	The subscription period of the Public offering commenced
September 25, 2017	The Public offering was discontinued
September 28, 2017	Final offering price and final outcome was announced through a stock exchange release.
September 29, 2017	Trading of the shares on the Nasdaq Helsinki pre-list commenced
October 3, 2017	Trading of the shares on the official list of Nasdaq Helsinki commenced

Releases

Stock Exchange release, 21/09/2017 at 09.00 a.m. EET

[Rovio Entertainment Corporation has submitted its listing application to Nasdaq Helsinki Ltd](#)

Stock Exchange release, 25/09/2017 at 4.00 p.m. EET

[The public offering of shares in Rovio has been discontinued due to oversubscription](#)

Stock Exchange release, 26/09/2017 at 5.45 p.m. EET

[Supplement to Rovio Entertainment Corporation's Offering Circular dated September 15, 2017](#)

Stock Exchange release, 28/09/2017 at 4.30 p.m. EET

[The IPO of Rovio Entertainment Corporation has been multiple times oversubscribed and the final offer price is EUR 11.50 per share](#)

Press release

[Certain printed copies of Rovio Entertainment Corporation's Finnish language prospectus are missing pages](#)

Press release

[Rovio Entertainment Corporation publishes a Finnish language prospectus approved by the Finnish Financial Supervisory Authority. The subscription period for the initial public offering commences today September 18, 2017 at 10:00 a.m. EET.](#)

Press release

[Rovio Entertainment Corporation announces the preliminary price range for its planned initial public offering](#)

Press release

[Rovio announces its intention to launch an initial public offering and listing on the official list of Nasdaq Helsinki Ltd. 5/9/2017](#)



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[Rovio share](#)
[Shareholders](#)
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- June 3
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- March 7
- February 5
- January 2

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- 2013
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ANGRY BIRDS NOMINATED FOR IMGA, GO VOTE NOW!

21.02.2010

Angry Birds has been nominated in the Best Casual Game category of the prestigious [International Mobile Gaming Awards](#). The winner will be announced at the Mobile World Congress in Barcelona, Spain on February 15.

If you want to show your support for Angry Birds, you can [vote for it](#) in the People's Choice category.

Back to list

Angry Birds

27,035,392 people like Angry Birds.

Facebook social plugin

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Keilaranta 17,
FI-02150 ESPOO
FINLAND
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THE DAILY FIX

4 **Angry Birds**
Released December 10, 2009
[Read the Review](#)



Favorite Memory



Daemon

Angry Birds is pretty much the perfect iPhone game. Launch birds at obstacle courses in order to crush evil pigs: that's all there is to it. It's simple and addictive. You can fire it up for a quick level or two on the go -- or you may find yourself sucked into a marathon session, staring at your iPhone for hours. Touch screen controls don't make sense in every game, but they're perfect here. And there is a ridiculous amount of content included for \$.99, with free level packs still being released. When you consider all that **Angry Birds** offers, it's kind of embarrassing that other, lesser games cost \$5 or more.

[See Next Game](#)

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TECHNOLOGY

Rovio's Angry Birds Game May Get a Hollywood Boost [Video]

By Prarthito Maity
on September 13 2011 2:42 AM



You spend hours playing it on your smartphone, why not play Angry Birds in real life? That's what UNC Asheville goalkeeper Lassi Hurskainen and his teammates did while filming a video of Angry Birds-inspired soccer trick shots. itunes.apple.com

If rumors are to be believed, then Rovio's most popular game Angry Birds could make its Hollywood debut.

The information was revealed by Andrew Stalbow, the North American general manager for Rovio, who spoke at TechCrunch Disrupt on Monday. Stalbow said that Hollywood is hot for the Angry Birds franchise and the company may engage in new entertainment opportunities in the upcoming months.

There's a very strong focus on Angry Birds to turn it into an entertainment franchise, Stalbow said. That's why I joined.

Stalbow, however, refused to comment about a potential Angry Birds movie that could be in development. The company, previously, created short series of videos for YouTube that surveyed the background of the game and the birds, and other supplemental content. According to Stalbow, the videos have pulled in 150 million views on YouTube alone.

Finland-based Rovio currently sells an amazing 1 million plush Angry Birds per month. In addition to that, nearly a million t-shirts per month are also sold, according to a PCMag report.

Angry Birds has been praised for its successful combination of addictive gameplay, comical style, and low price. With a combined 300 million downloads across all platforms and including both regular and special editions, the game has been called 'one of the most mainstream games out right now,' 'one of the great runaway hits of 2010,' and 'the largest mobile app success the world has seen so far.'

In April 2011, Angry Birds won both the Best Game App and App of the Year at the UK Appy Awards, and at the 15th edition of the Webby Awards, the game was awarded Best Game for Handheld Devices.

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Appys: Angry Birds should be happy after picking up best game app award

Thursday 26 Apr 2012 8:43 am

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Angry Birds has been crowned the best smartphone app game for the second year running at the Carphone Warehouse Appy awards.



Angry Birds took the top award

The strategy puzzle game, developed by Finnish computer game developer Rovio Mobile, took top spot in the Best Game category at the awards which marks the most successful and popular applications for mobile devices.

Appys judge Dave Masters paid tribute to the hugely successful phone app, saying: 'Angry Birds shows no signs of running out of steam. Constantly creative, endlessly addictive, it remains unrivalled as the most popular gaming app to-date.

'And looks like it will do for several years to come,' he said.



Sky Sports News scooped the top award to be named the app of the year, and also took the prize in the sport category for a second year running.

'Sky Sports News is first and fastest for all sports – bringing the energy and enthusiasm of popular up-to-the-minute TV coverage onto smart devices with live scores, stats and videos,' said Masters.

'It's a no-brainer freebie for sports fans.'



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hmv Golden Joystick Awards 2012 full winners list

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Staff at 04:00pm October 26 2012



Ooh, we love awards season. This year's hmv GamesMaster Golden Joystick Awards 2012 have just finished. Could FIFA 12 outscore the opposition in the Best Sports category? Has Journey done us proud over in the best Downloadable award? Did Uncharted 3 plunder its way to Ultimate Game Of The Year? Read on to find out which games (that y'all voted for) walked away with a shiny ornamental peripheral.

FULL WINNERS LIST:

- BEST ACTION / ADVENTURE in association with Digital Spy: Batman Arkham City
- BEST STRATEGY in association with PC Gamer: Civilization 5: Gods & Kings
- BEST MOBILE / TABLET in association with Edge: Angry Birds Space
- BEST DOWNLOADABLE in association with Official Xbox Magazine: Minecraft (360)
- BEST FIGHTING in association with Nuts: Mortal Kombat Complete Edition
- BEST SHOOTER in association with Giteck: Battlefield 3
- BEST MMO in association with hmv Gamerbase: World of Tanks
- BEST HANDHELD in association with T3: Uncharted: Golden Abyss
- TOP GAMING MOMENT in association with Daily / Sunday Mirror: The Elder Scrolls 5: Skyrim: Throat of the World
- ONE TO WATCH in association with hmv: Grand Theft Auto 5
- BEST DLC in association with Official Playstation Magazine: Portal 2: Perpetual Testing Initiative
- BEST RPG in association with MSN: The Elder Scrolls 5: Skyrim
- BEST SPORTS in association with talkSPORT: FIFA 12
- BROWSER-BASED / FLASH in association with CVG: Slender
- BEST RACING in association with GamesRadar.com: Forza 4
- OUTSTANDING CONTRIBUTION: EA Sports & FIFA
- ULTIMATE GAME OF THE YEAR in association with GamesMaster: The Elder Scrolls 5: Skyrim

Tags: [featured](#), [Golden Joysticks Awards](#)

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THE 17TH ANNUAL WEBBY AWARD WINNERS ANNOUNCED

Mars Curiosity Rover, The Verge, Google Maps for iPhone, Charlize Theron, Red Bull Stratos, Humans of New York, HuffPost Live, and Songza among Webby Winners

Jerry Seinfeld, Kevin Spacey + Dana Brunetti, Obama for America 2012, Grimes, Burning Love and GIF inventor Steve Wilhite to be honored for special achievement,

www.webbyawards.com

NEW YORK, April 30, 2013 - Mars Curiosity Rover, The Verge, Google Maps for iPhone, Charlize Theron, Red Bull Stratos, Humans of New York, HuffPost Live, and Songza are just some of the Webby winners that will be saluted alongside special achievement honorees Frank Ocean, Jerry Seinfeld, Kevin Spacey and Dana Brunetti, the Obama for America 2012, Grimes, Burning Love and GIF inventor Steve Wilhite at the 17th Annual Webby Awards, organizers announced today.

Academy judges like Twitter Co-Founder Biz Stone, Arianna Huffington and Instagram creator Kevin Systrom, selected The Webby Award Winners while Internet voters around the world chose the Winners of The Webby People's Voice Awards, setting a Webby Awards record with votes from over 200 countries and territories.

The star-studded ceremony will be available to view on-demand in HD at watch.webbyawards.com beginning at 9 a.m. ET on May 22nd, 2013. This year's ceremony will be hosted by critically acclaimed stand-up comedian, writer and actor Patton Oswalt.

Organizers also announced a set of outstanding individuals and breakout achievements that will be recognized with Webby Special Achievement Awards. Joining the ranks of Al Gore, Prince, Sir Tim Berners Lee and Bjork, they are:

Webby Special Achievement: Kevin Spacey and Dana Brunetti will be honored for their role in creating and producing Netflix's groundbreaking series, *House of Cards*. The widely acclaimed series was Netflix's first major original program, and its first season success has been heralded as a watershed moment for the entertainment powerhouse.

Webby Person of the Year: Frank Ocean, the R&B music artist, will be honored for proving the power of the Web as a medium for cultural change when he published his letter "thank you's" to his Tumblr. By challenging stereotypes historically engrained in the hip-hop and R&B music communities, Ocean brought a conversation about discrimination to the national dialogue. The launch of his debut album *Channel Orange* in parallel with the statement was a historic moment for both the music and social media industries, and for popular culture as a whole.

Outstanding Comedic Performance: Jerry Seinfeld will be honored for his performance in the hit Web series *Comedians in Cars Getting Coffee*. The 10-episode series, which chronicles the conversations between Seinfeld and his comedian friends, including Ricky Gervais, Alec Baldwin, and Larry David, demonstrated the continued merging of Hollywood-style entertainment with the Internet.

Webby Breakout of the Year: Obama for America 2012 and its tech team's historic effort masterfully combined savvy political and tech genius to become the secret weapon behind Obama's commanding reelection. Most significantly, the team's unique understanding of the power of big data ensured a real-time analysis of American voters that enabled the campaign to more efficiently read and target voters than ever before.

Webby Artist of the Year: Grimes will be honored for a deep understanding of the Internet as not only a distribution platform for her music and art, but as a social tool to connect with fans through candid, meaningful dialogue. In 2012, on the strength of her breakthrough album *Visions*, she was on myriad "best of" lists and topped The Hype Machine's increasingly influential "Most Blogged Artists" list.

Webby Special Achievement: Burning Love and its team including Ben Stiller, Ken Marino, and Erica Oyama will all be recognized with a Webby Special Achievement Award at this year's Webbys. By successfully challenging the standards of network television with regard to both production quality and distribution, *Burning Love* has set a new benchmark for quality content on the Web.

Webby Athlete of the Year: Chris Kluwe, punter for the NFL's Minnesota Vikings, will be honored for his online activism, including essays, online debates and tweets, against the proposed constitutional ban on same-sex marriage. His open letter to Maryland state assembly delegate Emmett Burns via sports website *Deadspin* was a candid, compelling, and opinionated voice among contemporary athletes who often elect to stay out of controversial conversations.

Webby Lifetime Achievement: Steve Wilhite's two-decades old invention, the GIF file format, has proven to be one of the most durable and enabling achievements in modern computing history. Despite developments in moving image and animation technology on the Web, the GIF remains a staple among image formats used to spread news and information and is a key

enabler of NetArt, memes and pop culture trends across the globe.

The entertainment industry's biggest names continued to use the Internet to produce some of their best work.

- [Justin Bieber](#) won the People's Voice Award for "Girlfriend" Fragrance Launch in the Social Media Campaigns
- [Raiinn Wilson](#)'s Soulpancake won two People's Voice Awards for Best Variety and Best Variety (Channel) in Online Film & Video category
- [Funny or Die](#) earned two Webby Awards for its videos '[Charlize Theron Gets Hacked](#)' and [The Wire: The Musical](#).'
- [The Onion](#) earned its record 18th and 19th Webbys for Best Humor Website.
- One of the breakout stars of the 2012 Presidential Election, [Nate Silver's FiveThirtyEight](#), earned its second consecutive Webby Award for the Best Political Blog.
- The [ESPN 30 for 30 Short Film Series](#), which featured shorts about legends [Muhammad Ali](#), [Arnold Palmer](#) and [Walt 'Clyde' Frazier](#), picked up a Webby Award for Best Documentary Series.
- [Gaga's Workshop](#), pop sensation Lady Gaga's social media integration with her storefront at Barney's, was honored with the Celebrity/Fan Social Presence Webby Award.

Other highlights from The 17th Annual Webby Awards winners include:

- [DoSomething.org](#): Best Charitable Organizations/Non-Profit (Webby Winner)
- [One Tiny Hand](#): Best Weird Website (Webby Winner)
- [Mashable](#): Best Business Blog (Webby & People's Voice Winner)
- [Techcrunch](#): Best News (Tablet)) Webby Winner
- [Angry Birds Star Wars](#): Best User Experience Games (Webby & People's Voice Winner)
- [Nike FuelBand](#): Best Connected Products (Webby People's Voice Winner), Social Gaming (Webby Winner), Consumer Electronics & Services (Webby Winner) and Mobile & Experience Marketing (Webby Winner)
- [NYTimes](#): Best News & Information (Social) (Webby & People's Voice Winner)
- [Conan O'Brien Presents: Team Coco Digital](#): Best Celebrity/Fan Website (Webby & People's Voice Winner)
- [HBO Go](#): Best Practices Mobile & Apps (Webby & People's Voice Winner) ,Best Media Streaming Service Mobile & Apps (Webby Winner)
- [VICE News](#): Best News & Politics Series Online Film & Video (Webby Winner)
- [The Engadget Show](#): Best Technology Online Film & Video (Webby & People's Voice Winner)

Winners of multiple awards include, among others:

- [Dumb Ways to Die \(7\)](#) (Webby and People's Voice Awards for Best Viral Online Film & Video, Best Animation Film & Video and Best Viral Marketing Interactive Advertising & Media and People's Voice Award for Best Public Service & Activism (Social Content & Marketing))
- [Dropbox \(6\)](#) (Webby Awards for Best Utilities & Services (Handheld Devices) and People's Voice Awards for Best Practices (Website Features and Design), Best Utilities and Services (Handheld Devices), Best Utilities and Services (Tablet and all other devices), Best Web Services & Applications (General Website))
- [Google Maps for iPhone \(5\)](#) (Webby and People's Voice for Best use of GPS or Location Technology (All Devices), Best User Experience (All Devices) and People's Voice for Best Guides/Ratings/Reviews (Handheld Devices))
- [Tumblr \(5\)](#) (Webby and People's Voice Awards for Best User Experience (Website Features and Design) and Best Community (General Website) and People's Voice Award for Best Social (Tablet and All other Devices))
- [HBO Go \(4\)](#) (Webby Awards for Best Media Streaming Service (All Devices), Webby and People's Voice for Best Practices (All Devices) and People's Voice Award for Best Consumer Electronics & Services Website (Websites, Micro Sites, and Rich Media))
- [Nike+ FuelBand \(4\)](#) (Webby Awards for Best Consumer Electronics & Services Interactive Advertising & Media, Best Mobile & Experience Marketing Interactive Advertising & Media, Best Social Gaming (Handheld Devices) Mobile & Apps and People's Voice Award for Best Connected Products (All Devices))
- [The Onion \(4\)](#) (Webby Award for Best Humor Website, Webby and People's Voice Awards for Best Entertainment (Tablet and all other Devices) and People's Voice Award for Best Entertainment (Social Content and Marketing))
- Our Food. Your Questions. (4) (Webby Awards Best Food & Beverage Interactive Advertising & Media, Best Integrated Campaigns Interactive Advertising & Media and Webby and People's Voice Awards for Best Customer Service (General Excellence Categories))
- [Pinterest \(4\)](#) (Webby and People's Voice Awards for Best Social (Handheld Devices), Best Social Media (General Website))
- [Hashtag Killer \(3\)](#) (Best Online Commercials Interactive Advertising & Media, Best Public Service & Activism Social Presence, Best Social Media Campaigns Interactive Advertising & Media)
- Red Bull Stratos (3) (Webby Award for Best Events & Live Webcasts Online Film & Video and Webby and People's Voice Awards for Best Branded Entertainment Short Form (General Film Categories), Best Branded Entertainment Short Form Online film & Video)


The Academy consults with sponsor PriceWaterhouseCoopers on all rules and processes.
For media credential information: http://www.webbyawards.com/press/cred_req.php.

About The Webby Awards

Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising & Media, Online Film & Video, Mobile & Apps, and Social. Established in 1996, this year's Webbys received over 11,000 entries from all 50 states and over 60 countries worldwide this year. The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include: Microsoft, Google+, Citibank, Twitter, Dell, Vitamin T, Quantcast, Dell, MailChimp, Yext, Engine Yard, Funny or Die, MLB Advanced Media, Mashable, Business Insider, PricewaterhouseCoopers, Area17, Forsman & Bodenfors and Guardian News and Media.

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Rovio honored with LIMA Licensing Excellence Award in Digital/New Media Program of the Year

+ROVIO ENTERTAINMENT 18.6.2014  Like 0

Rovio Entertainment Ltd, the creator of Angry Birds, is thrilled to announce that it won the Digital/New Media Program of the Year award at the 2014 LIMA Licensing Excellence Awards. The awards are part of the Licensing Expo currently being held in Las Vegas where Rovio was nominated in four categories: Best Digital/New Media Program, Best Licensed Promotion, Best Digital/New Media Licensee, and Overall Best Licensed Program.

Las Vegas, NV, US — June 18th 2014 — Rovio Entertainment Ltd, the creator of Angry Birds, is thrilled to announce that it won the Digital/New Media Program of the Year award at the 2014 LIMA Licensing Excellence Awards. The awards are part of the Licensing Expo currently being held in Las Vegas where Rovio was nominated in four categories: Best Digital/New Media Program, Best Licensed Promotion, Best Digital/New Media Licensee, and Overall Best Licensed Program.

"We're very proud of our joint efforts with Lucasfilm Ltd on the Angry Birds Star Wars program. To win this award is an honor and a testament of our long-lasting collaboration with key partners and retailers. Rovio is building brands to last a hundred years, and this is an amazing start!" said Naz Cuevas, Executive Vice President Global Consumer Products Licensing.

Rovio has continued to strengthen its brand in the entertainment licensing business since being awarded the Best Character/Toy Brand Program and Overall Best Licensed Program in 2012.

The annual awards are the industry's most prestigious recognition of outstanding creativity and performance. Each year the very best of each major segment of licensing are honored for their testimony to the professional and dynamic accomplishments of the industry.

PR and Media Contact

e: media@rovio.com | p: +358 400 214526

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd, the creator of Angry Birds™ is a global industry-changing entertainment media company headquartered in Finland that creatively combines digital with physical, breaking the boundaries of traditional content delivery. What started as a casual game in 2009 became an international phenomenon within a few months of its release. Today Angry Birds is not only the most downloaded game of all time, it is a worldwide known entertainment brand reaching out into publishing, licensing, animations, books and location based entertainment. Rovio's animated Angry Birds feature film is slated for July, 2016.

angrybirds.com

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The UN Foundation has recognized Rovio Entertainment and Sony Pictures with a Global



...the UN Foundation has recognized Rovio Entertainment and Sony Pictures as the 2016 Global Leadership Award for the "Angry Birds, Happy Planet" global marketing and outreach campaign to raise awareness of the need for both urgent climate action and eco-friendly lifestyles.

As part of the campaign, Red – leader of the Angry Birds and Rovio's mascot – became the U.N.'s Honorary Ambassador for the International Day of Happiness on March 18, 2016. As Red "went green," he traveled to more than 20 countries to encourage fans and the public at large to make eco-smart lifestyle choices and take action against climate change. From walking and biking to conserving water and recycling, Red and the rest of the Angry Birds talked about the everyday lifestyle changes people can make that have a real difference on the environment.

Rovio and Sony Pictures – the distributor of The Angry Birds Movie released in May – join other honorees from multiple sectors who are working alongside the United Nations to tackle some of the most pressing issues of our time.

Other 2016 Global Leadership Award recipients include U.S. President Barack Obama, World Food Programme Executive Director Ertharin Cousin, and human rights activist and lawyer Maina Kiai, the UN Special Rapporteur on the Rights to Freedom of Peaceful Assembly and of Association.

"These honorees have helped people all over the world lead healthier and more rewarding lives by taking actions that support the UN's ambitious goals," said Kathy Calvin, President and CEO of the UN Foundation. "Their leadership has inspired others – from world leaders and businesses to local communities and villages – to think boldly about how to solve the planet's most urgent challenges."

"We are deeply humbled to be included in such honored company," said Rovio CEO Kati Levoranta. "We could not be more proud to work with the United Nations, to see Red 'go green,' and help get more citizens angry about climate change. By working together with the UN and encouraging the global Angry Birds fanbase to also become climate activists, I believe we can make a small but meaningful difference in one of the greatest challenges facing this generation."

Media Contact:

For Rovio: Kaisu Karvala, kaisu.karvala@rovio.com, +358 40 5715990

For The UN Foundation: Andrea Risotto, arisotto@unfoundation.org, +1 202 862 6319

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Rovio's General Annual Meeting will be held on Monday, April 16, 2018 at 1:00 p.m. (Finnish time) at the Finlandia Hall, Congress Wing Hall A, at...

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Angry Birds Campaign Wins EMA Award

Date: Thursday, 27 October 2016
Burbank | DPI

The online and social media campaign "Angry Birds for a Happy Planet" won the award for Excellence in Advertising at the Environmental Media Association's 26th Annual Awards Gala held at Warner Bros. Studios in Burbank, California, on Saturday, 22 October.



The online and social media campaign "Angry Birds for a Happy Planet" won the award for Excellence in Advertising at the Environmental Media Association's 26th Annual Awards Gala held at Warner Bros. Studios in Burbank, California, on Saturday, 22 October.

The campaign, launched by the UN Department of Public Information in partnership with Sony Pictures Entertainment, the UN Development Programme and UN Foundation, featured the animated characters of the hit 2016 film *The Angry Birds Movie*. It asked the general public to make the Angry Birds happy by taking actions on climate change and sharing their commitments on social media platforms using the hashtag #AngryBirdsHappyPlanet.



The campaign reached close to 750 million impressions on Twitter and the Secretary-General's video message was viewed over 400,000 times on UN channels. The launch of the campaign on the occasion of the International Day of Happiness, 20 March, where the Secretary-General designated the lead character Red as Honorary Ambassador for Green, was covered in 140 separate television news stories globally.

This was the second award bestowed upon the campaign in a matter of days. On 19 October, the United Nations Foundation honoured Rovio Entertainment, the creator of the Angry Birds characters, and Sony Pictures Entertainment with a Global Leadership Award for their part in the campaign.

DPI wasn't the only UN entity recognized at the EMA gala. The United Nations Principles for Responsible Investment was presented with the EMA Corporate Responsibility Award.

Other winners at Saturday's gala, hosted by designer and actress Nicole Richie, included *How To Let Go of The World And Love all The Things Climate Can't Change* for best documentary; *Consumed*, which beat out *The Revenant* for best feature film; and *The Simpsons* for best TV comedy. Moby was presented with the EMA Missions in Music Award, and Jaden Smith and Shailene Woodley with EMA Futures Awards.

A pioneer in linking the power of celebrity to environmental awareness in Hollywood, The Environmental Media Association was founded on the belief that through television, film and music, the entertainment community has the power to influence the environmental awareness of millions of people.

Links:

- [Angry Birds Happy Planet](#)
- [Video: Message from UN Secretary-General Ban Ki-moon on the International Day of Happiness](#)
- [PSA: International Day of Happiness 2016 - Angry Birds for a Happy Planet](#)
- [PSA: International Day of Happiness 2016 - Help Red Go Green](#)
- [UN News Centre: UN appoints Red from the 'Angry Birds' as Honorary Ambassador for International Day of Happiness](#)

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The Daily Journal contains information about meetings and events at United Nations Headquarters.

[UN Daily Journal | English](#)
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EXHIBIT H



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- May 3
- April 1
- February 1
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ANGRY BIRDS & STAR WARS JOIN FORCES

08.10.2012



NEW YORK – (October 8, 2012) –Rovio Entertainment and Lucasfilm Ltd. announced today a new blockbuster entertainment franchise collaboration; **Angry Birds Star Wars**. Launching worldwide on **November 8**, the unique partnership will combine all the fun of the classic Angry Birds and Angry Birds Space with the characters, stories and settings of the epic space fantasy, Star Wars.

From the deserts of Tatooine to the depths of the Death Star – the game and merchandise will feature the Angry Birds characters starring as the iconic heroes of the beloved Saga.

“This is the best Angry Birds game we’ve ever done. It’s the best parts of Angry Birds with all new cutting-edge gameplay set in a galaxy far, far away,” said Peter Vesterbacka, the Mighty Eagle and CMO of Rovio. “As a big *Star Wars* fan myself, I’m really excited about this new universe. The Force is definitely strong with this one.”

In addition to the game, this fall will also see the unveiling of a massive retail launch for **Angry Birds Star Wars**. Merchandise ranging from Halloween costumes and apparel to action figures and collectible plush toys will be available at select retailers, starting October 28.

“Both *Star Wars* and Angry Birds share the instant and irresistible appeal of hands-on fun,” said Colum Slevin, Vice President, Head of Studio Operations for Lucasfilm Ltd. “People seem to instinctively know what to do when handed a lightsaber or a bird in a slingshot, so this is a natural combination.”

In the coming weeks, fans can expect additional new videos, characters, and much more exciting content to be revealed.

The game will be available on iOS, Android, Amazon Kindle Fire, Mac, PC, Windows Phone and Windows 8.

For more information about Angry Birds Star Wars, visit www.angrybirds.com/starwars

and watch the teaser trailer at
www.youtube.com/user/RovioMobile.



About Rovio Entertainment

Rovio is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Angry Birds have expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. www.rovio.com

About Lucasfilm Ltd.

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully-integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide; Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties; Lucasfilm Animation, which is currently producing content for film and television, including *Star Wars: The Clone Wars*, a CG-animated half-hour television series; and Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Additionally, Lucasfilm Singapore, produces digital animated content for film and television, as well as visual effects for feature films and multi-platform games. Lucasfilm's motion-picture productions include three of the 20 biggest box-office hits of all time and have received 19 Oscars and more than 60 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. is headquartered in San Francisco, Calif.

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ROVIO ENTERTAINMENT LTD.

Keilaranta 17,
FI-02150 ESPOO
FINLAND
Tel: +358 207 888 300
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EXHIBIT I



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NASA and Rovio Gamers Create Angry Birds Space



For nearly three years, millions of gamers have used physics in the battle between birds and pigs in the video game Angry Birds. In cooperation with NASA, Finland-based Rovio Entertainment, creator of the Angry Birds franchise, announced its newest game, "Angry Birds Space," on Thursday, March 8. NASA and Rovio are working together to teach people about physics and space exploration through the internationally successful puzzle game. **You can download the game beginning March 22, 2012.**

Game developers have incorporated concepts of human space exploration into the new game. From the weightlessness of space to the gravity wells of nearby planets, players use physics as they explore the various levels of the game set both on planets and in microgravity.

"This collaboration began with a simple Twitter exchange about birds and pigs in space, and it has grown into a tremendous outreach and education opportunity," said David Weaver, associate administrator for communications at NASA Headquarters in Washington. "Games are fun and entertaining, but they also can be inspirational and informative. This ongoing collaboration with Rovio and Angry Birds is an exciting way to get people engaged with NASA's missions of exploration and discovery, and get students energized about future careers in science and technology."

Aboard the International Space Station, Flight Engineer Don Pettit of NASA created a video using Angry Birds Space to explain how physics works in space, including demonstrating trajectories in microgravity by catapulting an Angry Bird through the space station. The video was shown this week to an audience at the South by Southwest Conferences and Festivals, an annual convention of original music, independent films, and emerging technologies in Austin, Texas. It is also available on NASA's website at <http://www.nasa.gov>.

"We focused on every detail in development of Angry Birds Space to build a special experience for our fans," said Peter Vesterbacka, chief marketing officer and mighty eagle of Rovio Entertainment. "I believe we have succeeded well with the game, and we wanted to create something as unique around our launch events. NASA has been the perfect partner for our Angry Birds Space program, and we can't wait to work with them on creating more compelling educational experiences."

For more information on microgravity, visit:

<http://www.nasa.gov/microgravity>

For more information about the International Space Station, visit:

<http://www.nasa.gov/station>

For more information about Angry Birds Space, visit:

<http://www.angrybirds.com/space>

Posted by: Soderman/NLSI Staff
Source: NASA

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[NLSI Team Publishes Paper On Hypervelocity Dust Accelerator](#)



The Colorado Center for Lunar Dust and Atmospheric Studies (CCIDAS) has built a 3 MV hypervelocity dust accelerator

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Inspiration Room



[Click here for the 2013 Virtual Forum Archive](#)

Did you know?

The Apollo missions brought back 842 pounds of lunar samples to analyze in labs on Earth.

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June 30, 2014 8:00 am PDT
[Asteroids, Comets, Meteors - ACM 2014](#)

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[46th Annual Division for Planetary Sciences Meeting \(DPS\)](#)

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EXHIBIT J



English

ROVIO AND HASBRO TEAM UP TO PRESENT TRANSFORMERS AND ANGRY BIRDS IN A BRAND-NEW MASH-UP!

16.06.2014

Exciting mash-up of two beloved entertainment brands will connect with fans across generations and multiple platforms.

Espoo, Finland, and Pawtucket R.I. -- June 16th 2014 -- Autobirds, assemble! Rovio Entertainment and Hasbro, Inc. (NASDAQ: HAS) are teaming up again to bring together two of the world's largest and most popular entertainment brands and their fans. Angry Birds Transformers will come to life in multiple forms, including a mobile game, consumer licensed goods and a product line from Hasbro.

"We're really excited to combine the iconic Transformers universe with the quirky world of Angry Birds" said Blanca Juti, Chief Marketing Officer of Rovio. "This mash-up is going to appeal to those who grew up with the brand in the 80s, as well as fans of the brand today. People are going to love it!"

"Angry Birds Transformers provides fans worldwide with a fun, new story and characters, and innovative ways, like our TELEPODS platform, for consumers to engage with the brand" said John Frascotti, Chief Marketing Officer at Hasbro. "We collaborated with Rovio to create opportunities for kids and families to experience Autobirds and Deceptihogs across multiple formats and entertainment platforms, for a completely immersive branded experience."

Later this year Hasbro will introduce a product line featuring TELEPODS technology which will enable fans to teleport their favorite Angry Birds Transformers characters into the game and gain unique powers. The Angry Birds Transformers franchise follows successful collaborations between Hasbro and Rovio including the Angry Birds Star Wars and Angry Birds Go! product lines, as well as the upcoming Angry Birds Stella TELEPODS line which will be available September 2014. In 2013, the companies announced an expanded licensing agreement making Hasbro its premier toy and game licensee. Hasbro and Rovio will reveal more exciting Angry Birds Transformers products and content throughout the next few weeks. Keep an eye on transformers.angrybirds.com for more info.

Rovio Entertainment and Hasbro, Inc. are participating in the 2014 Las Vegas Licensing Expo on June 17-19. Rovio proudly announces that it has been nominated in four categories in 2014 LIMA awards (Best Digital/New Media Program, Best Licensed Promotion, Best Digital/New Media Licensee and Overall Best Licensed Program) and the winners will be announced at the LIMA Opening Night Awards Ceremony on June 17th.

TELEPODS and Retoy are trademarks of Retoy, LLC, used under license.

PR and Media Contact

media@rovio.com

+358-400-214526

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd, the creator of Angry Birds™ is a global industry-changing entertainment media company headquartered in Finland that creatively combines digital with physical, breaking the boundaries of traditional content delivery. What started as a casual game in 2009 became an international phenomenon within a few months of its release. Today Angry Birds is not only the most downloaded game of all time, it is a worldwide known entertainment brand reaching out into publishing, licensing, animations, books and location based entertainment. Rovio's animated Angry Birds feature film is slated for July, 2016. www.rovio.com

About Hasbro, Inc.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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EXHIBIT K

ANGRY BIRDS SCORE A TOUCHDOWN AT SUPER BOWL LII

+ROVIO NEWS 22.1.2018 Like 237

NFL and Rovio Entertainment partner to create an exciting, limited-time Super Bowl game integration available for download now



Angry Birds gamers, Super Bowl fans...Hut-Hut! The NFL and Rovio Entertainment are joining forces to bring fans a unique experience around the biggest event in sports. This collaboration joins two of the world's most popular games – Super Bowl and Angry Birds – by allowing millions of fans to play the hugely popular Angry Birds 2 and Angry Birds Evolution games with a Super Bowl LII twist.

Within Angry Birds 2, mobile gamers and football fans can outfit their flocks with a choice of any of the 32 official NFL jerseys and helmets to compete in brand new Super Bowl-themed game levels as well as in-game competitions.

The Angry Birds Evolution Super Bowl LII events unveils 32 NFL characters into the game, and players have the chance to get an exclusive new bird character called the 'Quarterback', who will be outfitted in an NFL team jersey. In 'Player Versus Player' mode, 'The Oinktagon', gets a complete Super Bowl LII makeover as it is transformed into a football field.

The new Angry Birds Super Bowl LII in-game features are vividly brought to life with console quality graphics, highlighting all 32 team uniforms and logos. The NFL in-game graphics are special, limited-time experiences found within the Angry Birds franchise adding even more excitement to the games.

Michelle Micone, Senior Vice President, Consumer Products at NFL commented:

"Our partnership with Rovio Entertainment illustrates the NFL's desire to engage fans through unique experiences. The Angry Birds portfolio provides an excellent platform to reach millions of mobile gamers and football fans around the world."

Miika Tams, Vice President, Games at Rovio Entertainment commented:

"The Angry Birds and NFL partnership represents two iconic brands coming together leading up to Super Bowl LII. Rovio is thrilled to develop new NFL Super Bowl LII in-game features. This is another

<http://www.rovio.com/news/angry-birds-score-touchdown-super-bowl-11>

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Thanksgiving Celebrations from Rovio

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Super Bowl LII, Rovio is excited to develop new NFL Super Bowl LII game features. This is another great demonstration of the versatility of the Angry Birds brand as we spark the imaginations of millions of football fans globally. As part of our ongoing strategy, Rovio continues to partner with the most innovative global brands, providing our legions of fans with brand new game events and exciting new features."

The Super Bowl LII in-game events begin across both Angry Birds 2 and Angry Birds Evolution on Wednesday 24 and run until Super Bowl Sunday on February 4. Download the games now:

- Apple app store: [Angry Birds 2](#) | [Angry Birds Evolution](#)
- Google Play app store: [Angry Birds 2](#) | [Angry Birds Evolution](#)



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Rovio's standalone subsidiary Hatch partners with SEGA

Hatch has today announced its partnership with SEGA to bring beloved, high quality gaming experiences to new audiences on mobile. As a first step in...

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Rovio's General Annual Meeting will be held on Monday, April 16, 2018 at 1:00 p.m. (Finnish time) at the Finlandia Hall, Congress Wing Hall A, at...

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Comment from CEO, Kati Levoranta: "The year 2017 was the best year in Rovio's history. The performance indicators of the Company's top games improved..."


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EXHIBIT L

Hatchlings smash records for Angry Birds franchise with viral holiday greeting

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With a collective “aaawwwwww” heard around the world and more than 20 million views across all online channels – including ToonsTV, Facebook and YouTube – The Angry Birds Movie’s Hatchlings holiday greeting has become a viral sensation and the single most shared Angry Birds-related content in the franchise’s history.



First released on November 30, the Hatchlings’ adorable attempt at “Deck the Halls” quickly spread like wildfire online, and will now be released theatrically as well, running alongside trailers in movie theaters for the rest of the holiday season across the United States and internationally.

The fuzzy little birds are voiced by a group of children wishing audiences happy holidays. “The young children were brought in and we asked them to sing ‘Deck the Halls.’ The good news for us is that none of them knew the words,” said John Cohen, producer of The Angry Birds Movie.

Watch the Hatchlings’ holiday greeting here: <http://youtu.be/oenxgUiNOYA>

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Hatchlings slingshot the hashtag #adorbs into orbit

For further information, contact:

North America: Joe Lawson, Vice President, tel. +1 424 322 7071

Europe: Joseph Knowles, PR Manager and Senior Writer, tel. +358 50 392 6317

+ANGRY BIRDS MOVIE 15.12.2015

Hatchlings smash records for Angry Birds franchise with viral holiday greeting

NEWS ARCHIVE

About The Angry Birds Movie

The Angry Birds Movie will be released in theaters by Columbia Pictures globally in May 2016.

In the 3D animated comedy, The Angry Birds Movie, we'll finally find out why the birds are so angry. The movie takes us to an island populated entirely by happy, flightless birds – or almost entirely. In this paradise, Red (Jason Sudeikis, We're the Millers, Horrible Bosses), a bird with a temper problem, speedy Chuck (Josh Gad in his first animated role since Frozen), and the volatile Bomb (Danny McBride, This is the End, Eastbound and Down) have always been outsiders. But when the island is visited by mysterious green piggies, it's up to these unlikely outcasts to figure out what the pigs are up to.

Featuring a hilarious, all-star voice cast that includes Bill Hader (Trainwreck, Inside Out), Maya Rudolph (Bridesmaids) and Peter Dinklage (Game of Thrones), as well as Keegan-Michael Key (Key & Peele), Kate McKinnon (Saturday Night Live, next year's Ghostbusters), Tony Hale (Veep, Arrested Development), Ike Barinholtz (The Mindy Project, Neighbors), Hannibal Buress (Broad City, Why? With Hannibal Buress), Jillian Bell (22 Jump Street), Danielle Brooks (Orange is the New Black), Latin music sensation Romeo Santos, and YouTube stars Smosh (Ian Hecox and Anthony Padilla), the Columbia Pictures/Rovio Entertainment film is directed by Fergal Reilly and Clay Kaytis and produced by John Cohen and Catherine Winder. The screenplay is by Jon Vitti, and the film is executive produced by Mikael Hed and David Maisel.

About Rovio

Rovio Entertainment Ltd. is a global entertainment media company. Headquartered in Finland and with studios across the world, Rovio is the creator of Angry Birds™, the casual mobile game that changed an industry and became an international phenomenon. Today Angry Birds is not only the most downloaded game of all time, it is a renowned entertainment brand that has branched out into animation, books, licensing and more. The Angry Birds Movie is slated for release in 2016. www.rovio.com

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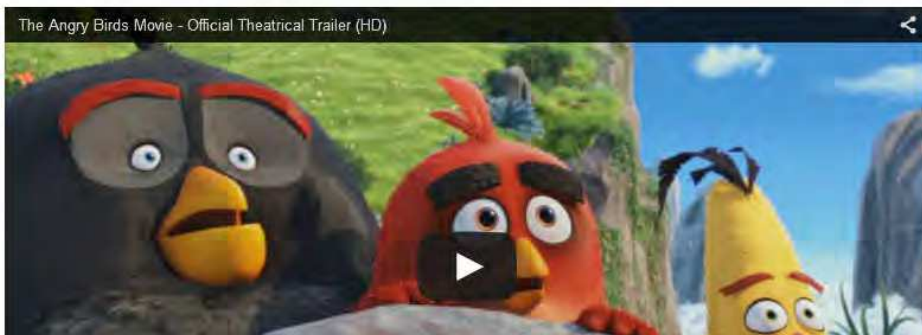
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A new, official full trailer for The Angry Birds Movie, which opens in cinemas around the world this May, is now screening online as well as in movie theaters across the United States and Canada starting this weekend.



This latest look at the long-awaited 3D animated film is hot on the heels of the **initial teaser trailer** unleashed last September and the Angry Birds Hatchlings **holiday greeting** released in December – which together have been watched more than 100 million times worldwide across all channels, including YouTube, Facebook and ToonsTV.

Check out the new trailer and pass it along!



<http://www.rovio.com/incoming-new-official-trailer-angry-birds-movie>

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MAY 22, 2017 9:21AM PT

Sony Sets 'Angry Birds 2' Movie for Landing in September, 2019

By [Dave McNary](#)



CREDIT: COURTESY OF SONY

[Sony Pictures](#) has set a Sept. 20, 2019, release date for "[The Angry Birds Movie 2](#)" — coinciding with the 10th anniversary of the hit videogame.

The studio announced Monday that it was re-teaming with Finland-based [Rovio](#) Entertainment Ltd. for the animated sequel. "Angry Birds" grossed a solid \$350 million worldwide, including \$107 million domestically. The film, directed by Fergal Reilly and Clay Kaytis, was set on an island populated entirely by happy, flightless birds – except for Red (voiced by Jason Sudeikis), speedy Chuck (Josh Gad), and Bomb (Danny McBride).

[Rovio announced last August that it had launched development of a sequel](#) but gave no details as to

whether Sony would be involved again.

“[The Angry Birds Movie 2](#)” will be directed by Thurop Van Orman, whose credits include “The Marvelous Misadventures of Flapjack” and “Adventure Time.” Van Orman recently worked at Disney and [Sony Pictures Animation](#).

The film will be co-directed by John Rice (“King of the Hill,” “Rick and Morty”), who served as lead storyboard artist on “The Angry Birds Movie” and directed the “Angry Birds Hatchlings” shorts.

The film will be produced by John Cohen, who was a producer on “Despicable Me” and “The Angry Birds Movie.” Peter Ackerman (FX’s “The Americans”) is writing the screenplay.

Sony Pictures Imageworks will once again be handling the animation for the film, which will be with the collaboration of Sony Pictures Animation.

“We are thrilled to be teaming up again with Sony Pictures after the fantastic cooperation in the first movie and I can’t wait to experience the new journey in the upcoming film,” said Kati Levoranta, CEO of [Rovio Entertainment](#). “Rovio is continuing to focus on creating exciting new stories and experiences around our games and we’re eager to take fans back into the vibrant Angry Birds world on the big screen.”

“Angry Birds,” which carries a \$73 million budget, generated an A+ CinemaScore among the core under 25 audience.

“The Angry Birds Movie took the world by storm last year, creating a whole new legion of fans worldwide,” said Sanford Panitch, president of Columbia Pictures. “We had an incredible experience working with our friends and creative partners at Rovio, and now we – including our team at Sony Pictures Imageworks – are ready to launch into this next adventure.”

1

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"THE ANGRY BIRDS MOVIE 2" TAKES FLIGHT AS COLUMBIA PICTURES AND ROVIO ENTERTAINMENT SET CREATIVE TEAM, RELEASE DATE

SEQUEL TO ANIMATED BLOCKBUSTER LAUNCHES SEPTEMBER 20, 2019

CULVER CITY, Calif., May 22, 2017 – Following the success of *The Angry Birds Movie*, which slingshot to nearly \$350 million in worldwide box office and launched a global movie brand, Columbia Pictures in association with Rovio Entertainment Ltd. are once again joining forces on the next high-velocity adventure as the flightless birds and scheming green piggies take their beef to the next level in *The Angry Birds Movie 2*; Sony Pictures will distribute the sequel.

The sequel is set to hit theaters on September 20, 2019, coinciding with the 10th anniversary of the original Angry Birds game.

The Angry Birds Movie 2 will be directed by Thurop Van Orman (*The Marvelous Misadventures of Flapjack*, *Adventure Time*). Van Orman recently worked at Disney and Sony Pictures Animation. The film will be co-directed by John Rice (*King of the Hill*, *Rick and Morty*), who served as lead storyboard artist on *The Angry Birds Movie* and directed the popular *Angry Birds Hatchlings* shorts.

The film will be produced by John Cohen (*Despicable Me*, *The Angry Birds Movie*). Peter Ackerman (FX's "The Americans," *Ice Age*) is writing the screenplay.

The talented team at Sony Pictures Imageworks will once again be handling the animation for the film, which will be with the collaboration of Sony Pictures Animation. Also returning from *The Angry Birds Movie* will be production designer Pete Oswald and character art director Francesca Natale.

"We are thrilled to be teaming up again with Sony Pictures after the fantastic cooperation in the first movie and I can't wait to experience the new journey in the upcoming film," commented Kati Levoranta, CEO of Rovio Entertainment. "Rovio is continuing to focus on creating exciting new stories and experiences around our games and we're eager to take fans back into the vibrant Angry Birds world on the big screen."

"*The Angry Birds Movie* took the world by storm last year, creating a whole new legion of fans worldwide," said Sanford Panitch, president of Columbia Pictures. "We had an incredible experience working with our friends and creative partners at Rovio, and now we – including our team at Sony Pictures Imageworks – are ready to launch into this next adventure."

The Angry Birds Movie opened at #1 in 50 countries around the globe in May 2016, becoming the second-highest-grossing video game adaptation of all time. The Angry Birds games have been downloaded over 3.7 billion times.

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About Sony Pictures Entertainment:

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com> (<http://www.sonypictures.com/>).

EXHIBIT N

Angry Birds launch into new global books program

+ROVIO ENTERTAINMENT 1.6.2016  Like 16

More than 20 publishers squawking in more than 30 languages enrich the storyworld established in The Angry Birds Movie



With The Angry Birds Movie having hit No. 1 at the box office in 50 countries, including the United States and China, the dazzling storyworld established in the film is being enriched further with an impressive line of physical and digital books, comics and magazines spanning the globe. Kaiken Publishing Ltd, a Rovio company, has been working with more than 20 publishers in more than 30 different languages to delight fans and expand the Angry Birds universe.

For the U.S. and Canadian markets, HarperCollins Children's Books has created an extensive publishing program, including the traditional The Angry Birds Movie: The Junior Novel, which retells the entire story

explore the storyworld of the film. Panini SPA have created their traditional sticker collection program, which will be available worldwide. In addition, Panini is publishing magazines and comics in Europe and Mexico.

Penguin Random House Grupo Editorial S.A.U. in Spain and Hachette Livre in France have published a range of story and activity books. France will also get some very special formats, by Editions Larousse SAS, one of them being The Angry Birds Personality Test Book - quel personnage Angry Birds es-tu? Angry Birds comics, long a mainstay in the flock's 2D "classic" look, have been read worldwide for several years. Now Le Lombard in France, IDW Publishing in the U.S., and Shanghai 99 in China, to name just a few, are publishing comics in the new world of the movie. Elsewhere in Asia, Gramedia Pustaka Utama in Indonesia is publishing six movie titles including story, activity and comic books. And a new publishing partner, BPlus Mongolia, is even publishing titles in Mongolian.

Finally, for Angry Birds superfans IDW is also publishing The Art of The Angry Birds Movie, a lavishly illustrated volume going behind the scenes of the making of the film.

"It's always been our aim to offer stories to Angry Birds fans in their native languages," says Kaiken Publisher and CEO, Laura Nevanlinna. "Language truly builds a connection between the reader and the storyworld. We're incredibly proud to have such an amazing group of partners on board and quite thrilled to be the first Finnish brand to create such a massive, global and simultaneously launched publishing program."

"The amazing box office success of The Angry Birds Movie has fueled an incredible interest in books based on the characters and the film," says HarperCollins Executive Editor, David Linker. "We've seen a growing swell of interest and strong sales across all seven titles in our Angry Birds Movie program. It's really remarkable to see how the property has evolved and tremendously satisfying to see the enthusiastic reception our books are having."

"We've spent the past five years creating a worldwide publishing program for the Angry Birds," adds Nevanlinna. "Now we're focusing on building on the new universe established in the movie, and looking forward to working closely with longtime collaborators and new partners alike."

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Now available – Angry Birds 2 Fall Update!

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About the Book

Red, Chuck, Bomb, and Terrence are Angry Birds who don't quite fit in with the other cheerful birds on Bird Island. When they meet in an anger-management class, things are bound to get out of hand!


Meet the Angry Birds, a Level Two I Can Read book, is geared for kids who read on their own but still need a little help.

The Angry Birds Movie, based on the international video game phenomenon, arrives in theaters spring 2016. With a star-studded cast that includes Jason Sudekis, Josh Gad, Maya Rudolph, and Peter Dinklage, this film will finally answer the question: why are the birds so angry?

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Recommended Books



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The Angry Birds Movie Official Guidebook
By Chris Cerasi



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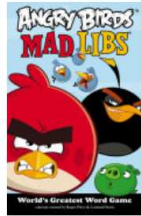
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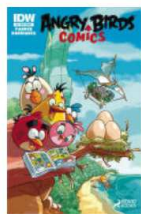
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Angry Birds/Transformers #3



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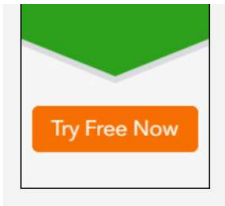
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- April 1
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- January 1

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- 2011

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ROVIO ENTERTAINMENT REPORTS 2012 FINANCIAL RESULTS

03.04.2013



Espoo, Finland – Rovio Entertainment Ltd, the world’s leading provider of mobile entertainment and creator of the Angry Birds franchise, today had the pleasure of announcing its financial results for the full calendar year of 2012.

Total consolidated full year revenue grew by 101%, driven by a healthy growth in games revenue and consumer product sales, and amounted to €152.2 million (2011: €75.6 million). Earnings before interest and taxes (EBIT) were €76.8 million (2011: €46.9 million), up 64% from year 2011, and net profit after tax was €55.5 million (2011: €35.4 million).

“Year 2012 was another record-breaking year for Rovio. We doubled our revenue with an EBIT margin of 50%, more than doubled our headcount, established new offices and a New Business Ventures unit.” said Rovio CFO Herkko Soininen. “Also, to protect our own, as well as our partners’ and our fans’ interests, we continue to invest heavily in brand protection globally.”

“Rovio has grown from a phenomenon to a very successful global business. In 2010 we set out to build an entertainment company and after last years performance we are on a strong path to achieve our goal.” Mikael Hed, Rovio CEO said.

Strong growth throughout all business segments

The financial outcome of 2012 is very positive for Rovio. Games and Consumer Products business units had a healthy growth and the company made good progress with its entertainment business.

In 2012 Rovio launched four major chart topping games. Angry Birds Space, Amazing Alex, Bad Piggies and Angry Birds Star



Angry Birds [Like](#)

27,301,848 people like Angry Birds.



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Angry Birds, Angry Birds Star Wars, and Angry Birds Star Wars 2 catapulted the total number of Rovio game downloads to more than 1 billion in May 2012 and the total number of active monthly users, across all platforms, to 263 million in December, 2012. Driven by these launches Rovio's Games business unit's revenue continued to grow fast. The main revenue sources of the games business are paid games, virtual goods, and advertising.

The Consumer Products business unit's revenue for 2012 was more than three times the revenue of 2011 and accounted for 45% of Rovio's total revenue.

The number of employees grew from 224 to 518 during the year 2012.

Market and business development expectations

Future business will to a large extent depend on the success of new game launches, the company's ability to keep its fans engaged with Rovio content and the success of new initiatives in 2013. The sales of new devices and fun, entertaining content remain the main drivers for mobile game downloads and Angry Birds Toons channel views. Rovio expects its business to continue to grow and by today, the total number of Rovio game downloads has exceeded 1.7 billion.

"We have had a stellar start for this year. In addition to our successful games portfolio we recently launched our first Angry Birds Toons series through third party partners and our own in-game distribution channel. We will continue to strengthen our position in the entertainment business through continuing to innovate on our existing brands, exploring creating new IP as well as exploring opportunities with external parties," Mikael Hed said.

Note: Rovio Entertainment Ltd's financial statements are prepared in accordance with the Finnish Accounting Standards (FAS).

For more information:

Press inquiries: media@rovio.com, tel +358 400 214 526

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Angry Birds have expanded rapidly in entertainment, publishing, animations and licensing to become a beloved international brand. www.rovio.com

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ROVIO ENTERTAINMENT LTD.

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- June 4
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- February 1
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- 2012
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ROVIO ENTERTAINMENT REPORTS 2013 FINANCIAL RESULTS

28.04.2014



Espoo, Finland -- April 28th 2014 -- Rovio Entertainment Ltd, the creator of the globally loved Angry Birds brand, announced today its financial results for the full 2013 calendar year.

Rovio's total consolidated full-year revenue amounted to €156 million (2010: €6.5 million, 2011: €75.6 million, 2012: €152.2 million). Earnings before interest and taxes (EBIT) were €36.5 million (2010: €3.1 million, 2011: €46.9 million, 2012: €76.8 million), and net profit after tax was €26.9 million (2010: €3 million, 2011: €35.4 million, 2012: €55.5 million).

"After three years of very strong growth, 2013 was a foundation-building year. We invested in new business areas, such as animation and video distribution, ventured into new business models in games, and consolidated our strong market position in consumer products licensing. With these investments we have been gearing up for the future growing markets", said Rovio CFO Herkko Soininen.

"Building on top of our games business, where we moved into free-to-play, Rovio set its foot strongly into the entertainment business. In 2013 we formed a world-class movie animation production team in Los Angeles that is already working on the first Angry Birds feature film, to be globally premiered in July 2016. In addition we built the biggest animation studio in the Nordics for the production of animated TV content, bringing to market 42 Angry Birds Toons episodes in its first year. In launching ToonsTV, we introduced new means of content delivery, with 2 billion views already. On the licensing side, we continued to push digital and physical integration", said Mikael Hed, CEO of Rovio.

2013 was a year of milestones. First, Rovio rocked the video distribution industry by launching the innovative ToonsTV, its very own distribution channel. Rovio Stars, a third-party games publishing program was launched, publishing three exciting



games throughout the year. There was also the opening of numerous Angry Birds attractions including six Activity Parks, located across Spain, Finland and China. Rovio Books produced over 100 fun titles in over 30 languages across more than 40 countries. Plus, Rovio Learning proudly presented Angry Birds Playground – an inspiring physical learning space combined with our breakthrough teaching philosophy.

Strengthening foundations and opening new markets

2013 was a year of solid results, underpinned by increased investments to drive the transition to the free-to-play economy as well as to strengthen the company's entertainment foundations. Towards the end of the year Rovio launched Angry Birds Star Wars II, which was acclaimed by fans worldwide. Soon after it launched Angry Birds Go!, Rovio's first free-to-play and non-slingshot Angry Birds game. Both launches rolled out a wide selection of top-selling consumer products, including Hasbro TELEPODS™ and animations, while the games themselves went on to top the charts in over 150 countries.

Driven by these launches, and updates to existing games, the company's gaming revenues and gaming-related advertising revenue remained strong. The main revenue sources were paid games, free-to-play virtual goods, and advertising.

Rovio's Consumer Products business continued to perform strongly, accounting for 47% of total revenue in 2013, and there was expansion of the Consumer Products line into the important Russian and Latin American markets. Rovio also started a compliance program aimed at having a positive impact on production processes and improving transparency.

To match the investments made during 2013, the number of Rovio employees grew from around 500 to 800.

Market and business development expectations

"Future business will, for the most part, depend on how well last year's investments perform and how our new properties delight our audiences. We are actively investing in the company to increase our capabilities for the future, and this year will see exciting new content and services coming from all our business areas", said Herkko Soininen CFO of Rovio.

"Angry Birds has exceeded 2 billion downloads so far, making it the most downloaded game brand ever. We're creating long lasting business, and strongly believe our entertainment strategy will consolidate Rovio's position as one of the world's most beloved brands", added Mikael Hed, Rovio's CEO.

Note: Rovio Entertainment Ltd's financial statements are prepared in accordance with Finnish Accounting Standards (FAS).

For more information:

Press inquiries: media@rovio.com, tel +358 400 214 526

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is a global industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July, 2016. www.rovio.com

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World Tech Toys Angry Birds Licensed Squak Copter BOMB Camera Drone 2.4GHz 4.5 Channel Picture/Video Camera RC Quadcopter, Black, 22 x 4 x 14.5

[1 customer review](#)

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- Picture and video camera drone; 2.4GHz transmitter; removable rotor guards
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- Speed control; flip stunt modes; 4 main rotors; ready to fly
- Includes: Angry birds licensed bomb squeak-copter 4.5Ch 2.4GHz RC camera drone; 2.4GHz transmitter; rotor guards; USB memory card adapter; 2 GB memory card; USB charging cable; 4 Spare rotor blades
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Description

Introducing the Rovio Licensed Angry Birds Chuck IR UFO Heli Ball! Featuring a coaxial rotor system for precise movement and increased stability when hovering. The UFO Heli Ball's body is also constructed with a durable material making it strong yet lightweight so you don't have to worry about breaking anything when it lands a bit too rough. Using infrared motion-sensitive technology, the UFO ball will detect nearby objects and is programmed to



- Electric Powered
- Durable Constructed Material
- Easy to Fly
- Master Hand / Eye Coordination
- Advanced Infrared Hover Sensor Technology
- Battery Charges with USB Charger

Includes:

- Rovio Licensed Angry Birds Chuck IR UFO Heli Ball
- USB Charger
- 2 Spare Rotors

Check out our entire selection of Heli Balls!

- [UFO Heli Balls](#)

Rovio Licensed Angry Birds Chuck IR UFO Heli Ball

Product Code: 33204
Availability: In Stock

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What do customers buy after viewing this item?

Best Selling



Angry Birds Movie Red Plush, 7"
★★★★☆ 137
\$8.95 prime

Top Rated



Lego Angry Birds Piggy Plane Attack 75822
★★★★☆ 3
\$31.99 prime

Lowest Price



HarperCollins The Angry Birds Movie: Meet the Angry Birds (I Can Read Level 2)
★★★★☆ 37
\$3.99 prime

Toys & Games Building Toys



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LEGO

LEGO Angry Birds 75821 Piggy Car Escape Building Kit (74 Piece)

★★★★☆ 44 customer reviews

Available from these sellers.

- Piggy Car features 2 exhaust pipes (one with a flame), a nest, 2 eggs, flag and an ice cream shooter
Includes 2 figures: Chuck the Angry Bird and a piggy
Piggy Car measures over 2" (6cm) high, 6" (16cm) long and 2" (6cm) wide
Send speedy Chuck racing after the Piggy Car to remove the eggs from the nest and bring them back to the flock
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Grid of related items including other LEGO Angry Birds sets and 'The Angry Birds Movie: Too Many Pigs' book.

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LEGO Elves Azari & the Goblin Forest Escape 41186 Building Kit (145 Piece)
★★★★★ 23
\$15.99 ✓prime



LEGO City Police Wild River Escape 60176 Building Kit (126 Piece)
★★★★★ 10
\$15.99 ✓prime



LEGO Jurassic World Raptor Rampage 75917 Building Kit
★★★★★ 316
\$114.00 ✓prime



LEGO Juniors Spider-Man Hideout 10687 Toy, Marvel Legends
★★★★★ 146
\$49.45 ✓prime



LEGO Angry Birds 75822 Piggy Plane Attack Building Kit (168 Piece)
★★★★★ 66
\$29.95 ✓prime



LEGO DUPLO Town 10591 Fire Boat Building Kit
★★★★★ 12
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WARNING:
CHOKING HAZARD -- Small parts. Not for children under 3 yrs.

Have a question?

Find answers in product info, Q&As, reviews

Product description

Speedy Chuck is racing after the Piggy Car as the naughty piggy has stolen some of the bird eggs! Dodge the flying ice cream as you catch up with the pesky piggy! Rescue the eggs safely and return them to the flock, or play out your own chaotic and fun scenes inspired by The Angry Birds Movie.

Product information

Product Dimensions	6.2 x 5.5 x 1.8 inches
Item Weight	7 ounces
Shipping Weight	7 ounces
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item is not eligible for international shipping. Learn More
ASIN	B01BC3GL9M
Item model number	6137885
Manufacturer recommended age	6 - 12 years
Best Sellers Rank	#101,406 in Toys & Games (See Top 100 in Toys & Games) #3,710 in Toys & Games > Building & Construction Toys
Customer Reviews	★★★★★ 44 customer reviews 4.5 out of 5 stars

Warranty & Support

Product Warranty: For warranty information about this product, please [click here](#)

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★★★★☆ 44
4.5 out of 5 stars



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Top customer reviews

Amazon Customer

★★★★★ Great to build, tons of fun later.

August 12, 2017

Verified Purchase

This was for our younger grandchildren. It, along with a couple of other Lego Angry Bird sets, has given them suc pleasure. They weren't quite old enough to do it on their own, so we all helped and had a great time working together. Then, they had great fun playing with this and the other set we got.

Comment Was this review helpful to you? Report abuse

cliffchic

★★★★★ Angry Birds sets are great for the younger LEGO player.

June 17, 2017

Verified Purchase

Kids love the Angry Birds LEGO sets. Amazon had some of the best prices. Surprisingly, these sets have some really great "functionality" and aren't just static sets. My 3 and almost-5-year-olds love these!

Comment Was this review helpful to you? Report abuse

Clara

★★★★★ Five Stars

March 13, 2017

Verified Purchase

Birthday gift for my 7 year old great nephew who is a big Lego fan. He loved it.

Comment One person found this helpful. Was this review helpful to you? Report abuse

Betsy

★★★★☆ They fall off easily. My husband and son had a good time ...

December 29, 2016

Verified Purchase



Breakfast is hot again

JUST CRACK EGGS

amazon fresh SHOP NOW

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HunterRunner

★★★★☆ Fun set....shipped fast

My son had fun with this set.

Published 4 months ago

Amazon Customer

★★★★★ Nice

Nice

Published 7 months ago

Yulian

★★★★★ Five Stars

Excellent gift!

Published 7 months ago

Kate

★★★★★ but he loved it!

gift for my nephew, but he loved it!!

Published 1 year ago

Tiny and parts don't stay on well. They fall off easily. My husband and son had a good time putting it together.

Comment | One person found this helpful. Was this review helpful to you? Report abuse

 Trina Rizuto

★★★★☆ **Small gift**

July 12, 2016

Verified Purchase

I bought this as a birthday gift for a 7 year old boy. While I realize Lego products aren't cheap in general, I was a little surprise by just how SMALL the box was when it arrived. The entire box is about the size of my hand. That said, as far as I know, the kid enjoyed his gift.

Comment | Was this review helpful to you? Report abuse

 Catherine Harris

★★★★☆ **Four Stars**

January 18, 2017

Verified Purchase

Great grandson loved it.

Comment | One person found this helpful. Was this review helpful to you? Report abuse

 Mama's Mood

★★★★★ **Kids love it!**

March 21, 2017

Verified Purchase

Great set! Kids love it!

Comment | One person found this helpful. Was this review helpful to you? Report abuse

 Joseph F

★★★★★ **For angry birds movie lovers**

August 26, 2016

Verified Purchase

My kid loves Lego, loves the movie and loves this playset. It's probably the first playset that was not taken apart to be turned into something else within 4 weeks.

Comment | Was this review helpful to you? Report abuse

[See all 44 reviews](#)

 Amazon Customer

★★★★★ **Five Stars**

Great

Published 1 year ago

 Virgofeld

★★★★★ **Five Stars**

Daughter was surprised to open this for Christmas!!!

Published 1 year ago

 Amazon Customer

★★★★★ **Five Stars**

Super fun lego set.

Published 1 year ago

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What other items do customers buy after viewing this item?



LEGO Angry Birds 75822 Piggy Plane Attack Building Kit (168 Piece)

★★★★☆ 66

\$29.95 



LEGO Angry Birds 75824 Pig City Teardown

★★★★☆ 77

\$44.97 



LEGO Angry Birds 75823 Bird Island Egg Heist Building Kit (277 Piece)

★★★★☆ 66

\$34.49 



LEGO Angry Birds 75825 Piggy Pirate Ship Building Kit (620 Piece)

★★★★☆ 51

\$59.99



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Angry Birds Movie Mini Figure Multi Pack Set A (7 Piece)
 ★★★★★ 48
 \$8.99 ✓prime

Top Rated



Angry Birds - Heroes and Hatchlings - Gift Set
 ★★★★★ 6
 2 offers from \$35.05

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Angry Birds Movie Red Plush, 7"
 ★★★★★ 137
 \$8.95 ✓prime

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Hot Wheels

Mattel Hot Wheels Angry Birds Track Set

★★★★★ 107 customer reviews | 3 answered questions

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New (9) from \$15.86 & FREE shipping on orders over \$25.00. Details

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Total price: \$39.80

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Some of these items ship sooner than the others. Show details

- This item: Mattel Hot Wheels Angry Birds Track Set \$15.86
- Angry Birds Minion Pig '14 Hot Wheels 81/250 (Green) Vehicle \$10.50
- Angry Birds - Sling and Smash Track Set \$13.44

Sponsored products related to this item (What's this?)

Page 1 of 54



Hot Wheels Track Builder Multi Loop Box Playset
 ★★★★★ 136
 \$20.97 ✓prime

Parking Tower Track Set with 3 Cars | Christmas Gift | Parking Tower and Garage Set...
 ★★★★★ 4
 \$12.99 ✓prime

Step2 Hot Wheels Road Rally Raceway Die-Cast Car Play Table
 ★★★★★ 45
 \$39.99 ✓prime

Electric RC Monster Truck with Full-Time 4-Wheel Drive System, Wild Kids Republic 1...
 ★★★★★ 3
 \$24.99 ✓prime

Hot Wheels 20 Car Gift Pack (Styles May Vary)
 ★★★★★ 1067
 \$21.99 ✓prime



Take apart bump & go musical truck. All batteries included.
 ★★★★★ 19
 \$24.95 ✓prime

Ad feedback

EXHIBIT R

To: DWI PUTRA RAHARDJO T. (dstewart@gtlaw.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85742086 - CRAZY BIRDS - 1339USA
Sent: 2/1/2013 2:09:44 PM
Sent As: ECOM111@USPTO.GOV
Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)
[Attachment - 9](#)
[Attachment - 10](#)
[Attachment - 11](#)
[Attachment - 12](#)
[Attachment - 13](#)

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85742086

MARK: CRAZY BIRDS

85742086

CORRESPONDENT ADDRESS:

DANA STEWART-MEKDARA

GLOBAL TRADEMARKS, INC.

505 S VILLA REAL STE 102

ANAHEIM, CA 92807-3432

CLICK HERE TO RESPOND TO

<http://www.uspto.gov/trademarks/teas/r>

APPLICANT: DWI PUTRA RAHARDJO T.

CORRESPONDENT'S REFERENCE/DOCKET NO :

1339USA

CORRESPONDENT E-MAIL ADDRESS:

dstewart@gtilaw.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 2/1/2013

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark CRAZY BIRDS is refused because of a likelihood of confusion with the marks ANGRY BIRDS in U.S. Registration Nos. 3976576, and 4148716. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d 1344, 1355, 98 USPQ2d 1253, 1260 (Fed. Cir. 2011); *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

Taking into account the relevant *du Pont* factors, a likelihood of confusion determination in this case involves a two-part analysis. *See In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361-62, 177

USPQ 563, 567 (C.C.P.A. 1973); *In re 1st USA Realty Prof'ls Inc.*, 84 USPQ2d 1581, 1584 (TTAB 2007); *see also In re Dixie Rests. Inc.*, 105 F.3d 1405, 1406-07, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997). The marks are compared for similarities in their appearance, sound, connotation and commercial impression. TMEP §§1207.01, 1207.01(b). The goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels. *See Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002); *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 USPQ2d 1557, 1559 (Fed. Cir. 2001); TMEP §§1207.01, 1207.01(a)(vi).

In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods and/or services, and similarity of trade channels of the goods and/or services. *See In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593 (TTAB 1999); TMEP §§1207.01 *et seq.*

Similarity of the Marks

In the present case, the applicant's mark is CRAZY BIRDS, and the registrants mark are ANGRY BIRDS. Wikipedia defines ANGRY BIRDS as follows.

Angry Birds is a [video game franchise](#) created by [Finnish computer game developer Rovio Entertainment](#). Inspired primarily by a sketch of stylized wingless birds, the first game was first released for [Apple's iOS](#) in December 2009.^[1] Over 12 million copies of the game have been purchased from Apple's [App Store](#),^[2] which has prompted the company to design versions for other touchscreen-based [smartphones](#), including the [Android](#), [Symbian](#) and [Windows Phone](#) operating systems. It has since expanded to [video game consoles](#) and for [PCs](#).

Angry Birds has been praised for its successful combination of addictive gameplay, comical style, and low price. Its popularity led to versions of *Angry Birds* being created for personal computers and [gaming consoles](#), a market for merchandise featuring its characters and even long-term plans for a feature film or television series. With a combined 1 billion downloads across all platforms and including both regular and special editions,^[3] the game has been called "one of the most mainstream games out right now",^[4] "one of the great runaway hits of 2010",^[5] and "the largest mobile app success the world has seen so far".^[6]

http://en.wikipedia.org/wiki/Angry_Birds. Please see attachments. The applicant has merely taken the registrant's hugely successful trademark ANGRY BIRDS and changed to first term of the mark to CRAZY. The dominant feature of these marks is the term BIRDS. The word BIRDS refers to the object of the registrant's games, and it will undoubtedly refer to object of the applicant's games. The additional terms, ANGRY and CRAZY, are both two syllable modifiers of the term BIRDS. These words, while not synonymous, do have similar meanings, and the marks ANGRY BIRDS and CRAZY BIRDS both convey an impression of birds in an agitated state.

It is noted that the applicant's mark appears in a stylized font. However, the registrations appear as

standard character drawings. Please note, a mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element and not in any particular display or rendition. See *In re Viterra Inc.*, 671 F.3d 1358, 1363, 101 USPQ2d 1905, 1909 (Fed. Cir. 2012); *In re Mighty Leaf Tea*, 601 F.3d 1342, 1348, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010); 37 C.F.R. §2.52(a); TMEP §1207.01(c)(iii). Thus, a mark presented in stylized characters and/or with a design element generally will not avoid likelihood of confusion with a mark in typed or standard characters because the marks could be presented in the same manner of display. See, e.g., *In re Viterra Inc.*, 671 F.3d at 1363, 101 USPQ2d at 1909; *Squirtco v. Tomy Corp.*, 697 F.2d 1038, 1041, 216 USPQ 937, 939 (Fed. Cir. 1983) (stating that “the argument concerning a difference in type style is not viable where one party asserts rights in no particular display”). Accordingly, the applicant’s display of the mark does not obviate the finding of a likelihood of confusion.

Therefore, the marks ANGRY BIRDS and CRAZY BIRDS present highly similar commercial impressions and are likely to produce confusion in the market place.

Similarity of the Goods/Services

The registration covers:

Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls

Compact discs featuring games, music or videos, mouse pads, sunglasses, and mobile phone accessories, namely, mobile phone straps, charms, chargers, cases, battery cases; digital music downloadable from the internet

The applicant seeks registration in relation to:

Action figure toys; Action skill games; Board games; Educational card games; Game cards; Gaming paper, namely, paper printed with regular grid and hexagon patterns for use in playing war games, role playing games and miniature games; Jigsaw puzzles; Positionable printed toy figures for use in games; Positionable three dimensional toys for use in games; Positionable toy figures; Positionable two dimensional toys for use in games; Printed positionable toys for use in children's board games; Printing toys; Puzzle games; Puzzles; Scale model kits.

When analyzing an applicant’s and registrant’s goods for similarity and relatedness, that determination is based on the description of the goods stated in the application and registration at issue, not on extrinsic evidence of actual use. See *Octocom Sys. Inc. v. Hous. Computers Servs. Inc.*, 918 F.2d 937, 942, 16

USPQ2d 1783, 1787 (Fed. Cir. 1990); *see also Hewlett-Packard Co. v. Packard Press Inc.*, 281 F.3d 1261, 1267, 62 USPQ2d 1001, 1004 (Fed. Cir. 2002).

Absent restrictions in an application and/or registration, the identified goods are presumed to travel in the same channels of trade to the same class of purchasers. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d 1344, 1356, 98 USPQ2d 1253, 1261 (Fed. Cir. 2011); *Hewlett-Packard Co. v. Packard Press Inc.*, 281 F.3d at 1268, 62 USPQ2d at 1005. Additionally, unrestricted and broad identifications are presumed to encompass all goods and/or services of the type described. *See In re Jump Designs*, 80 USPQ2d 1370, 1374 (TTAB 2006); *In re Linkvest S.A.*, 24 USPQ2d 1716, 1716 (TTAB 1992).

In this case, the identifications set forth in the application and registration(s) contain identical goods such as “toy action figures,” “game cards,” and “puzzles.” These identifications have no restrictions as to nature, type, channels of trade, or classes of purchasers. Therefore, it is presumed that these goods travel in all normal channels of trade, and are available to the same class of purchasers. *See Midwestern Pet Foods, Inc. v. Societe des Produits Nestle S.A.*, 685 F.3d 1046, 1053, 103 USPQ2d 1435, 1440 (Fed. Cir. 2012). Accordingly, the goods of applicant and the registrant are considered related for purposes of the likelihood of confusion analysis.

Finally, the Office of the Deputy Commissioner for Trademark Examination Policy accepted a Letter of Protest received in connection with this application. The evidence presented in the letter was forwarded to the trademark examining attorney for consideration. *See* TMEP §1715. The Letter of Protest Memorandum has been made part of the application record.

The overriding concern is not only to prevent buyer confusion as to the source of the goods, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

RESPONSE TO OFFICE ACTION

There is no required format or form for responding to an Office action. The Office recommends applicants use the Trademark Electronic Application System (TEAS) to respond to Office actions online. However, if applicant responds on paper via regular mail, the response should include the title “Response to Office Action” and the following information: (1) the name and law office number of the examining attorney, (2) the serial number and filing date of the application, (3) the mailing date of this Office action, (4) applicant’s name, address, telephone number and e-mail address (if applicable), and (5) the mark. 37 C.F.R. §2.194(b)(1); TMEP §302.03(a).

The response should address each refusal and/or requirement raised in the Office action. If a refusal has issued, applicant can argue against the refusal; i.e., applicant can submit arguments and evidence as to

why the refusal should be withdrawn and the mark should register. To respond to requirements, applicant should set forth in writing the required changes or statements and request that the Office enter them into the application record.

The response must be personally signed or the electronic signature manually entered by applicant or someone with legal authority to bind applicant (i.e., a corporate officer of a corporate applicant, the equivalent of an officer for unincorporated organizations or limited liability company applicants, a general partner of a partnership applicant, each applicant for applications with multiple individual applicants). TMEP §§605.02, 712.

QUESTIONS

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

/Geoffrey Fosdick/

Geoffrey Fosdick

Trademark Attorney

Law Office 111

geoffrey.fosdick@uspto.gov

571 272 9161

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

DESIGN MARK

Serial Number

79080883

Status

REGISTERED

Word Mark

ANGRY BIRDS

Standard Character Mark

Yes

Registration Number

3976576

Date Registered

2011/06/14

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Rovio Entertainment Ltd UNKNOWN Keilaranta 17 C FI-02150 Espoo FINLAND

Goods/Services

Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S: Video games for mobile devices, personal computers, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer game programs; downloadable computer game programs; interactive game programs; interactive game software; apparatus for games adapted for use with television receivers; cinematographic apparatus; protective carrying cases specially adapted for phones and handheld computers.

Goods/Services

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050. G & S: Booklets and manuals regarding video games; books in the field of video games; calendars, children's books, comic books, address books, coloring books and activity books; book covers; bookmarks; erasers, gift wrapping paper, gift boxes made of cardboard, invitation cards, magazines regarding games, memo pads, note pads, notebooks; paper napkins, paper party hats and party decorations made of paper, paperback books, pencil sharpeners, pens and crayons, picture

storybooks, playing cards, posters, postcards, ring binders, rubber stamps, scratch pads, paper staplers, stationery, stationery-type portfolios and folders, sticker albums, stickers, trading cards; general purpose plastic bags; paper dishes; protective covers for notebooks.

Goods/Services

Class Status -- ACTIVE. IC 028. US 022 023 038 050. G & S: Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Providing a web site featuring entertainment information in the fields of electronic game programs, electronic game products, and electronic game programs and products; television programs in the field of entertainment; organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition; entertainment services in the nature of creation, development, and production of films, animation or animated films, and television programs.

Filing Date

2010/03/04

Examining Attorney

DALIER, JOHN

Attorney of Record

Christine B. Redfield

ANGRY BIRDS

DESIGN MARK

Serial Number

85262793

Status

REGISTERED

Word Mark

ANGRY BIRDS

Standard Character Mark

Yes

Registration Number

4148716

Date Registered

2012/05/29

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

ROVIO ENTERTAINMENT LTD LIMITED LIABILITY COMPANY FINLAND P.O. BOX 65
02151 ESPOO FINLAND

Goods/Services

Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S:
Compact discs featuring games, music or videos, mouse pads,
sunglasses, and mobile phone accessories, namely, mobile phone straps,
charms, chargers, cases, battery cases; digital music downloadable
from the internet.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Provision
of pre-recorded, non-downloadable digital music online by means of Mp3
websites on a global computer network, the Internet and via wireless
electronic communication devices; non-downloadable digital music from
the internet, via wireless electronic communication devices;
entertainment services, namely, providing non-downloadable
pre-recorded digital music presented to mobile communications devices
via global computer network and wireless networks.

Foreign Country Name

Print: Jan 31, 2013

85262793

FINLAND

Foreign Registration Number

249429

Foreign Registration Date

2010/07/15

Foreign Expiration Date

2020/07/15

Filing Date

2011/03/09

Examining Attorney

HSU, FONG

Attorney of Record

Christine B. Redfield and Jon Michaelson

ANGRY BIRDS



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- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikimedia Shop

- Interaction
 - Help
 - About Wikipedia
 - Community portal
 - Recent changes
 - Contact Wikipedia

Toolbox

Print/export

Languages

- العربية
- Basa Banyumasan
- Български
- Català
- Cebuano
- Česky
- Dansk
- Deutsch
- Eesti
- Ελληνικά
- Español
- Esperanto
- فارسی
- Français
- Galego
- 한국어
- Հայերեն
- Ilokano
- Bahasa Indonesia

Article Talk

Read View source View history

Search

Angry Birds

From Wikipedia, the free encyclopedia

This article is about the overall Angry Birds franchise. For the original video game, see Angry Birds (video game).

Angry Birds is a video game franchise created by Finnish computer game developer Rovio Entertainment. Inspired primarily by a sketch of stylized wingless birds, the first game was first released for Apple's iOS in December 2009.^[1] Over 12 million copies of the game have been purchased from Apple's App Store,^[2] which has prompted the company to design versions for other touchscreen-based smartphones, including the Android, Symbian and Windows Phone operating systems. It has since expanded to video game consoles and for PCs.

Angry Birds has been praised for its successful combination of addictive gameplay, comical style, and low price. Its popularity led to versions of *Angry Birds* being created for personal computers and gaming consoles, a market for merchandise featuring its characters and even long-term plans for a feature film or television series. With a combined 1 billion downloads across all platforms and including both regular and special editions,^[3] the game has been called "one of the most mainstream games out right now",^[4] "one of the great runaway hits of 2010",^[5] and "the largest mobile app success the world has seen so far".^[6]

Contents [hide]
1 Game series
1.1 <i>Angry Birds</i>
1.2 Special editions
1.2.1 <i>Angry Birds Seasons</i>
1.2.2 <i>Angry Birds Rio</i>
1.2.3 <i>Angry Birds Space</i>
1.2.4 <i>Angry Birds Star Wars</i>
2 Spin-Off
3 Other media
4 See also
5 References
6 External links

Game series

Angry Birds	
ANGRY BIRDS	
Creator	Rovio Entertainment
Original work	Video game series
Print publications	
Books	<ul style="list-style-type: none"> Bad Piggies' Egg Recipes (2011) Angry Birds: The Big Green Doodle Book (2011) Angry Birds: The Big Red Doodle Book (2011) Angry Birds Space: Colors (2012) Angry Birds Space: Numbers (2012) Angry Birds Space: Sticker Book (2012) Angry Birds Space: Poster Book (2012) National Geographic Angry Birds Space: A Furious Flight Into the Final Frontier (2012) National Geographic Angry Birds: 50 True Stories of the Fed Up, Feathered, and Furious (2012)
Films and television	
Television series	<i>Angry Birds</i>
Games	
Video games	<ul style="list-style-type: none"> <i>Angry Birds</i> <i>Angry Birds Seasons</i> <i>Angry Birds Rio</i> <i>Angry Birds Space</i>

- Italiano
- עברית
- Basa Jawa
- Кыргызча
- Latviešu
- Magyar
- മലയാളം
- मराठी
- Bahasa Melayu
- සිංහල
- Nederlands
- 日本語
- Norsk (bokmål)
- پښتو
- Polski
- Português
- Русский
- Scots
- Simple English
- Slovenčina
- Slovenščina
- کوردی
- Basa Sunda
- Suomi
- Svenska
- Tagalog
- తెలుగు
- ไทย
- Türkçe
- Türkmençe
- Українська
- Tiếng Việt
- 粵語
- 中文

- [Angry Birds Magic](#)
- [Angry Birds Star Wars](#)

Miscellaneous

Spin-offs [Bad Piggies](#)

Angry Birds

Main article: Angry Birds (video game)

The initial version of the game was released on iOS in December 2009. In the game, players use a *slingshot* to launch birds at pigs stationed on or within various structures, with the intent of destroying all the pigs on the playing field. As players advance through the game, new types of birds become available, some with special abilities that can be activated by the player. Rovio Mobile has supported *Angry Birds* with numerous free updates that add additional game content, and the company has also released stand-alone holiday and promotional versions of the game. There have been free upgrades released by Rovio.^[7]

- "Poached Eggs"
- "Mighty Hoax"
- "Danger Above"
- "The Big Setup"
- "Ham 'Em High"
- "Mine and Dine"
- "Birdday Party"
- "Bad Piggies"
- "Surf and Turf"
- "Golden Eggs"

Special editions

Angry Birds Seasons

Main article: Angry Birds Seasons

This game contains several holiday-themed episodes:

- "Trick or Treat": Halloween-themed levels
- "Season's Greedings": Christmas-themed levels
- "Hogs and Kisses": Valentine's Day-themed levels
- "Go Green, Get Lucky": St. Patrick's Day-themed levels
- "Easter Eggs": Easter-themed levels
- "Summer Pignic": Summer-themed levels
- "Mooncake Festival": Chinese [Mid-Autumn Festival](#)-themed levels
- "Ham'o'ween": Halloween-themed levels
- "Wreck the Halls": Christmas-themed levels
- "Year of the Dragon": Chinese New Year-themed levels
- "Cherry Blossom": Japanese-themed levels
- "Piglantis": Summer-themed levels
- "Back to School": School-themed levels



Angry Birds app icon on iOS.

- "Back to School": School-themed levels
- "Haunted Hogs": Halloween-themed levels
- "Winter Wonderham": Christmas-themed levels

Angry Birds Rio

Main article: Angry Birds Rio

Angry Birds Rio was launched in March 2011.^[8] The game is based on the 20th Century Fox animated film *Rio*^[8] There are several episodes included:

- "Smuggler's Den"
- "Jungle Escape"
- "Beach Volley"
- "Carnival Upheaval"
- "Airfield Chase"
- "Smuggler's Plane"
- "Golden Beachball"
- "Trophy Room"

Angry Birds Space

Main article: Angry Birds Space

A new game in the *Angry Birds* franchise called *Angry Birds Space* was launched on March 22, 2012,^[9] The game features elements from the preceding *Angry Birds* games as well as new gameplay mechanics.^[9] The stage is no longer flat, instead comprising several different planets, each of which has its own gravitational field that affects the trajectory of the birds after launch.^[10] The episodes included are:

- "Pig Bang"
- "Cold Cuts"
- "Fry Me to the Moon"
- "Utopia"
- "Red Planet"
- "Pig Dipper"
- "Eggsteroids"
- "Danger Zone"

Angry Birds Star Wars

Main article: Angry Birds Star Wars

Angry Birds Star Wars was announced in October 8, 2012, and was released on November 8, 2012. Merchandise related to the game was released on October 17, and October 28. The game is a *crossover* with the *Star Wars* original trilogy, and casts the *Angry Birds* as the Rebels and the Bad Piggies as the Empire. The chapters included are:

- "Tatooine"
- "Death Star"
- "Hoth (20 levels updated)"
- "Path of the Jedi"
- "Bonus"

Spin-Off

Main article: Bad Piggies

A spin-off to *Angry Birds*, called *Bad Piggies*, was released on September 27, 2012 on Mac, Android and iOS platforms. The game is from the Pig's point of view, and involves building vehicles in order to reach a goal point.

Other media

The *Angry Birds* characters have been referenced in television programs throughout the world. The Israeli comedy show *Eretz Nehederet* (in English: *a Wonderful Country*), one of the nation's most popular TV programs, satirized recent failed Israeli-Palestinian peace attempts by featuring the *Angry Birds* in peace negotiations with the pigs. Clips of the segment went viral, getting viewers from all around the world. The sketch received favorable coverage from a variety of independent blogs such as *digitaltrends.com*,^[4] *hotair.com*^[11] and *intomobile.com*,^[12] as well as from online news media agencies such as *Haaretz*,^[13] *The Christian Science Monitor*,^[5] *The Guardian*,^[14] and *MSNBC*.^[15] American television hosts *Conan O'Brien*, *Jon Stewart* and *Daniel Tosh* have referenced the game in comedy sketches on their respective series, *Conan*, *The Daily Show*, and *Tosh.0*.^{[16][17][18]} In the *30 Rock* episode "Plan B", guest star *Aaron Sorkin* laments to *Liz Lemon*, "Our craft is dying while people are playing *Angry Birds* and poking each other on Facebook". He then provides a tip for *Liz* to improve her score in the game. In February 2011, American journalist *Jake Tapper* mockingly introduced U.S. Senator *Chris Coons* as the "Angry Birds champion of the Senate" during the *National Press Club's* annual dinner.^[19] Some of the game's more notable fans include Prime Minister *David Cameron* of the United Kingdom, who plays the iPad version of the game, and author *Salman Rushdie*, who claims he is "something of a master at *Angry Birds*".^[20] Basketball star *Kevin Durant* is an avid fan of *Angry Birds*, and regularly plays other NBA stars in matches, although he is weary of cheating.^[21] In August 2011, the *Milwaukee Brewers* played the *Angry Birds* theme song during the pre-game introductions of the arch-rival *St. Louis Cardinals* players, in reference to former *Cardinals'* manager *Tony LaRussa's* propensity to bean opposing players.

Angry Birds and its characters have been featured in advertisements for other products. In March 2011, the characters began appearing in a series of advertisements for Microsoft's *Bing* search engine.^[22] At the 2011 *South by Southwest* festival in *Austin, Texas*, *Nokia* used *scrim*s on a downtown building to project an advertisement for its new *N8 handset* that included the game's characters.^[23] A June 2011 *T-Mobile* advertisement filmed in *Barcelona, Spain* included a real-life mock-up of the game in a city plaza,^[24] while *Nokia* used the game in *Kuala Lumpur, Malaysia* to promote an attempt to set a world record for the largest number of people playing a single mobile game.^[25] *Finnair* has also used *Angry Birds* in their advertising, including taping an *Airbus A340* airliner with the *Angry Birds* figures and holding an *Angry Birds* tournament on board a flight to *Singapore*.^[26] *Rovio* has also prepared a number of web-based promotional variants of *Angry Birds* themed around creations of other companies, such as Finnish snack company *Fazer*,^[27] Spanish pizza delivery chain *Telepizza*,^[28] and Japanese television network *Fuji TV*,^[29] as well as promotions of American brands including *Cheetos*,^[30] *Wonderful Pistachios*^[31] and *Coca-Cola*.^[32]

One of the 2012 *New Models* for *Hot Wheels* cars from *Mattel* is based on the *Red Bird* from *Angry Birds*. The package card bears both the *Hot Wheels* and *Angry Birds* logo.

The game's characters have been used, officially or otherwise, in amusement park attractions. In September 2011, the *Window of the World* theme park in *Changsha, China* opened an unlicensed *Angry Birds* attraction.^[33] Visitors to the park use a large slingshot to launch stuffed versions of the bird characters at green balloons representing the pigs.^[33] Upon learning of the attraction, *Rovio Mobile* was reported to be considering working with the theme park to officially license it.^[34] In March 2012, *Rovio* announced plans for an official *Angry Birds* land (opened April 28, 2012) at the *Särkänniemi adventure park* in *Finland*.^[35]

Also in March 2012, *Formula 1* driver *Heikki Kovalainen* unveiled an *Angry Birds* crash helmet that he will use in the 2012 season, following sponsorship from *Rovio*. *Kimi Räikkönen* has also a *Angry Birds Space* logo on his cap. *Angry Birds* has teamed up with the *Lotus F1 Team* for the upcoming 2012 *Monaco Grand Prix*, with its logo on the top of each *Lotus Renault F1* car's nosecone,^[36] as well as a promotional web-based version of *Angry Birds* in honor of *Kovalainen*.^[37]

HockeyBird, an angry hockey playing bird, was the official mascot of the 2012 *IIHF Ice Hockey World Championships*. It was designed by *Toni Kusenius* and *Rovio Entertainment*.^[38]



A screenshot from the T-Mobile advertisement. The advertisement was shown in Greece by Cosmote.

Kysenius and Rovio Entertainment.^[40]



Angry Birds Land in Särkänniemi, Finland.

The game's popularity has spawned knock-off and parody games that utilize the same basic mechanics as *Angry Birds*. For example, *Angry Turds* features monkeys hurling feces and other objects at hunters who have stolen their babies.^[39] Another game, entitled *Chicks'n'Vixens* and released in beta form on Windows Phone devices, replaces the birds and pigs with chickens and foxes, respectively.^[40] The developer of *Chicks'n'Vixens* intended the game as a challenge to Rovio Mobile, which stated at the time that a Windows Phone port of *Angry Birds* would not be ready until later in 2011.^[40]

Angry Birds has inspired works of religious analogy. A five-part essay entitled "Angry Birds™ Yoga – How to Eliminate the Green Pigs in Your Life" was written by Giridhari Dasa of the [International Society for Krishna Consciousness](#) (i.e. Hare Krishna) of Brazil, utilizing the characters and gameplay mechanics to explain various concepts of *yoga* in [Gaudiya Vaishnavism](#) as understood and interpreted by the Hare Krishna.^{[41][42][43][44][45]} The piece attracted much media attention, in Brazil and abroad, for its unique method of

philosophico-religious presentation.^{[46][47][48][49]} The piece was also recognized and appreciated by Rovio Mobile's Peter Vesterbacka, who was prompted to comment on Twitter, "Very cool! I can see Angry Birds Yoga becoming a worldwide craze;-)".^[41]

Rovio is investigating ways to expand the *Angry Birds* brand, including merchandise, television shows and movies.^[50] The game's official website offers [plush](#) versions of the birds and pigs for sale, along with T-shirts featuring the game's logo and characters.^[51] In May 2011, [Mattel](#) released an *Angry Birds* board game, entitled "Angry Birds: Knock on Wood".^[52] Over 10 million *Angry Birds* toys have been sold thus far.^[53] Rovio opened the first official *Angry Birds* retail store in [Helsinki](#) on November 11, 2011 at 11:11am local time.^[34] It expects to open its next retail store somewhere in China, considered the game's fastest-growing market.^[34]

Mikael Hed, CEO of Rovio Mobile, has envisioned a feature film in the [stop-motion animation](#) style of [Aardman Animation](#).^[50] To that end, Rovio has purchased a [Helsinki](#)-based animation studio to prepare *Angry Birds* short cartoons on the [Nicktoons](#) station's Nickelodeon Extra,^[53] the first of which was a Christmas special named "Wreck the Halls" that debuted in December 2011.^[54] Rovio also hired [David Maisel](#), former executive producer of [Marvel Studios](#) films such as *[Iron Man](#)* and *[Thor](#)*, to head up production of feature-length films.^[53] Hed acknowledges that such a film would be years away, and that Rovio must keep the characters relevant until then, by producing sequels or new ports of the original game.^[50] Rovio officials have hinted that one such "sequel" will be told from the pigs' point of view.^[55]

A TV series based on the game is expected to make its debut in the second quarter of 2012. Initially it will consist of 52 episodes, with a duration between two and a half and three minutes each.^[56]

On March 20, 2012, [National Geographic](#) published a paperback book titled *Angry Birds Space: A Furious Flight Into The Final Frontier*.^{[57][58]} shortly before the release of *Angry Birds Space* which became available on March 22, 2012.

At Spring 2012, [Omi](#) started to manufacture *Angry Birds* softdrink, when it made a deal with [Rovio](#) for making of them.^[59] First there came two different tastes, *Tropic* (tropical fruits).^[59] and *Paradise* (pineapple-mandarin).^[59] At September 2012 Omi released two new tastes to the softdrink collection, they were *Lagoon* (pear-apple) and *Space Comet* (orange-cola).^{[60][61]}

A 3D computer-animated film has been officially announced for release in 2016.^[62]

See also

- Boom Blox*
- Crush the Castle*
- Cut the Rope*
- Most popular Android apps by number of downloads

 [Finland portal](#)

 [Video games portal](#)

 [Angry Birds portal](#)

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External links

- Official website[ⓘ]

Angry Birds by Rovio [hide]	
Games	<i>Angry Birds · Seasons · Rio · Space · Bad Piggies · Star Wars</i>
Re-packagings	<i>Angry Birds Trilogy</i>
Spin-offs	TV series
ANGRY BIRDS	
Categories: 2009 introductions Fictional birds Video game franchises	

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EXHIBIT S

DECLARATION OF DR. GERALD L. FORD

I, Dr. Gerald L. Ford, hereby declare as follows:

INTRODUCTION

1. I am a partner in the marketing research and consulting firm of Ford Bubala & Associates, located in Huntington Beach, California, where I have been engaged in commercial marketing research and consulting for the past thirty-eight years. I am also an emeritus faculty member of the School of Business Administration, California State University, Long Beach, where I held a full-time teaching position for twenty-five years, prior to my retirement from academia in 1994. My professional experience is further summarized below in paragraphs 28 through 38.

2. In the instant matter, at the request of K&L Gates LLP, counsel for Rovio Entertainment Ltd. ("ANGRY BIRDS"), I designed and caused to be conducted a survey to address the issue of fame with respect to the ANGRY BIRDS mark. Specifically, this survey was designed to measure the degree of recognition, if any, of the ANGRY BIRDS mark for an electronic game among both the general public and the general consuming public.

3. The results of the survey evidence a high level of recognition for the ANGRY BIRDS mark among both the general public and the general consuming public (defined as past and/or potential electronic game players, past and/or potential electronic game purchasers, and past and/or potential downloaders of free electronic games). The recognition of the ANGRY BIRDS mark ranks first, exceeding the level of recognition of each of the other electronic game marks tested. In total, on a net

basis, after adjusting the survey data for mismeasurement or agreement bias, approximately eighty-four percent (84.29%) of the general public recognized the ANGRY BIRDS mark. Among the general consuming public more past and/or potential electronic game players (i.e., 93.21%/92.04%) recognized the ANGRY BIRDS mark, more past and/or potential electronic game purchasers (i.e., 89.84%/84.75%) recognized the ANGRY BIRDS mark, and more past and/or potential downloaders of free electronic games (i.e., 90.97%/89.80%) recognized the ANGRY BIRDS mark.

4. It is my opinion that the results of the survey support a finding that the ANGRY BIRDS mark is famous.¹ Specifically, the survey results provide clear evidence that the ANGRY BIRDS mark is widely recognized among both the general public and the general consuming public.

SURVEY BACKGROUND

5. Attached hereto as Exhibit A are the results of the survey which addressed the issue of fame with respect to the ANGRY BIRDS mark. Specifically, the survey reported herein was designed to measure the degree of recognition of the ANGRY BIRDS mark, if any, among both the general public and the general consuming public. Exhibit A provides a synopsis of the survey methodology, survey screeners and questionnaires, and response frequencies for the survey questions. The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer instructions which

¹ See 15 U.S.C.A. § 1125(c)(2)(A).

provide additional details of the survey protocols, and other survey-related background materials.

6. The survey sample selection, questions, questionnaire design, and interviewing procedures employed in this fame survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed to meet the criteria for survey trustworthiness detailed in the Federal Judicial Center's Manual for Complex Litigation, Fourth.²

7. I was responsible for the design of the survey, the survey's questions and the instructions given to the survey's supervisors and interviewers, and the procedures to be followed in conducting the interviews. Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by interviewers employed by an independent professional interviewing organization. The Project Director working on this study was personally trained by a representative of Ford Bubala & Associates in the survey design, procedures, and related protocols. In addition, approximately fifty-eight (57.86%) of the study interviews were validated by the survey's Supervisors' telephone monitoring of the interviews

² For the proffered poll or survey, "...Relevant factors include whether: the population was properly chosen and defined; the sample chosen was representative of that population; the data gathered were accurately reported; and the data were analyzed in accordance with accepted statistical principles...In addition, in assessing the validity of a survey, the judge should take into account the following factors: whether the questions asked were clear and not leading; whether the survey was conducted by qualified persons following proper interview procedures; and whether the process was conducted so as to ensure objectivity..." See Federal Judicial Center, Manual for Complex Litigation, Fourth, Section 11.493, @ 102-104 (2004).

while they were being conducted or by telephone callback; and Ford Bubala & Associates also conducted validation via telephone callback of an additional approximately twenty-one percent (20.70%) of the interviews in the study. Net, unduplicated validation totaled approximately seventy-seven percent (77.31%).³ None of the interviews failed to validate.

8. The fame survey conducted in this matter was a probability based survey employing a random digit telephone protocol. The sample of random digit telephone numbers for this survey was purchased from Survey Sampling, Inc., a firm which specializes in providing samples for survey research purposes. The sample for this survey was based upon a random digit probability sample of telephone numbers drawn from all working telephone exchanges in the continental U.S. for both landlines and cellular telephones. Quotas for completed interviews were established to provide a sample that is representative of the age and gender distribution of the U.S. population 13 years of age and older, based on the U.S. Census.

9. Generally, respondents qualified for inclusion in the survey were either (1) individuals who live in households with either listed or unlisted landline telephones (the respondent in the household was randomly selected using the next-birthday method),⁴ or (2) randomly selected cellular telephone numbers for individuals who receive all or most of their personal calls on a cellular telephone.

³ This level of validation exceeds industry standards.

⁴ See James H. Frey, Survey Research by Telephone, Second Edition, 1989, pages 110-115.

10. Attempts to contact prospective respondents were made during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zones of respective respondents. Telephone callbacks occurred at any time during the day/evening when it was suggested that a prospective respondent would be available (i.e., for the landline calls). Interviewers made an initial call and, as necessary, up to five telephone callbacks (i.e., six calls) to reach a prospective respondent.

11. The sampling procedure utilized in the survey provides results that are representative and statistically projectable to all individuals, thirteen (13) years of age or older, in households in the continental U.S. who have a working landline telephone or receive all or most of their personal calls on a cellular telephone, with a known degree of error.⁵

12. In this study, the survey screeners (i.e., a screener for landline telephone calls and a screener for cellular telephone calls) and questionnaire were programmed for computer-assisted telephone interviewing (CATI) so that interviewers could read the survey questions and record the survey responses directly on their computer terminals. In total, four hundred one (401) interviews were completed among qualified, randomly selected respondents.

13. The fame survey was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but

⁵ In the fame survey, the error factor at the 95% level of confidence is +/-3.57% among the general public. See Exhibit A, Appendix F.

similarly, both the survey's supervisors and interviewers were not informed as to the purpose or sponsor of the survey.

SURVEY PROCEDURES AND QUESTIONS

14. The fame survey employed a traditional scientific experimental survey design consisting of test questions and an in-treatment control. In this survey, the in-treatment control was an electronic game title (i.e., PESKY POODLES) that is not the name of an electronic game title but rather a fictitious electronic game title to provide an estimate of mismeasurement error (sometimes referred to as 'noise') resulting from such respondent behaviors as "yea saying" agreement bias or acquiescence.

15. The fame survey, as previously described, utilized a telephone protocol. After calling a telephone number and identifying a respondent who met the screening criteria (i.e., the universe definition),⁶ the qualified survey respondent was then told:

In a moment, I am going to ask you some questions about the names of electronic games. By electronic games, I mean games that can be played on smartphones, tablets, and other electronic devices.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

⁶ For the landline telephone calls, the universe definition was that individual in the household having the next birthday. For the cellular telephone calls, the universe definition was that the individual received all or most of their personal calls at that cellular telephone number. See Exhibit A, pages 5-6 and page 10.

The respondent was then asked the following unprompted or unaided question:

4.0 Now, thinking about electronic games would you please tell me the names of electronic games that you can think of?

A respondent who could think of the name(s) of one or more electronic games was then asked a second unaided question:

4.1 What other names of electronic games, if any, can you think of?⁷

The respondent was then told:

5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games.⁸

The respondent was then asked a prompted or aided question with regard to several electronic game names. To accomplish this, the respondent was read a list of electronic game names and asked whether he/she had ever heard of each of the electronic game names. The electronic game names on the list included: ANGRY BIRDS, PLANTS VS. ZOMBIES, BEJEWELD, BACKFLIP MADNESS, WILD BLOOD, CUT THE ROPE, SKI SAFARI, MINI MOTOR RACING, GOD OF BLADES,⁹ ¹⁰ and the control electronic game name PESKY POODLES.

⁷ Respondents who could not think of the name(s) of one or more electronic games, to question 4.0, were not asked this question.

⁸ Respondents who did not name any electronic games in question 4.0 were not asked question 5.0 but rather were asked question 5.1: I am going to read you some names that may or may not be names used for electronic games.

⁹ In the aided question, respondents were only asked about electronic game names that they had not mentioned in response to either of the unaided questions (i.e., questions 4.0 and 4.1).

¹⁰ The eight electronic game names, in the aided list, were randomly chosen from two sources. First, we randomly selected one electronic game title in each of the four quartiles

The order of the list of electronic game names and the control name were randomized for each respondent to guard against any potential order bias. The PESKY POODLES name, which is a fictitious electronic game name, was asked of each respondent to measure the level of mismeasurement error or agreement bias in the data that may have been generated as a result of asking the aided question (i.e., an in-treatment control question).

16. Next, a respondent was asked six questions:

- 6.0 Within the past month, have you played any electronic games?
- 6.1 Within the next month, are you likely to play any electronic games?
- 7.0 Within the past month, have you purchased any electronic games?
- 7.1 Within the next month, are you likely to purchase any electronic games?
- 8.0 Within the past month, have you downloaded for free any electronic games?

and

- 8.1 Within the next month, are you likely to download for free any electronic games?

See Exhibit A, pages 7-9 and pages 11-13.

of the top 100 most frequently purchased games from Apple iTunes store, March 11, 2013. Second, we randomly selected one electronic game title in each of the four quartiles of the top 100 most frequently purchased games from the Google Play store, March 11, 2013.

SURVEY RESULTS

General Public

17. The ANGRY BIRDS mark for an electronic game was identified by approximately thirty-two percent (31.67%) of the general public in response to the unprompted or unaided recall questions (i.e., "...would you please tell me the names of electronic games you can think of?" and "What other names of electronic games, if any, can you think of?"). This level of unaided identification of the ANGRY BIRDS mark for an electronic game exceeds the level of unaided identification of all other electronic game names. See Exhibit A, Table 1, page 15.

18. In total, in response to the unaided and aided questions combined, approximately eighty-eight percent (87.53%) of the general public reported recognition of the ANGRY BIRDS mark for an electronic game. See Exhibit A, Table 2, page 16.

TABLE 1¹¹

UNAIDED RECOGNITION OF ELECTRONIC GAMES

Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?

Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	127	31.67
2. Backflip Madness	--	--
3. Bejeweled	25	6.23
4. Cut the Rope	5	1.25
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	0.50
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	39	10.47
11. Fruit Ninja	25	6.23
12. Mario franchise	32	10.22
13. Solitaire	29	7.23
14. Temple Run franchise	42	11.72
15. Words with Friends	36	8.98
16. Pesky Poodles	--	--
17. Other unaided electronic games ¹²	803	na
18. None	121	30.17

19. The total recognition of a mark is accomplished by adding the unduplicated unaided and aided recall of the mark. In total, recognition of the ANGRY BIRDS mark for an electronic game among the general public is approximately eighty-eight percent (87.53%) when the results of the unaided questions are combined with the results of the aided questions. This level of recognition of the ANGRY BIRDS mark for an electronic game

¹¹ The table numbers in this declaration correspond to the table numbers in Exhibit A and therefore may not be sequential.

¹²No electronic game mark accounted for more than 5.0%. See Appendix B.

exceeds the level of recognition of every other electronic game name tested in the aided list. See Exhibit A, Table 2, page 16.

TABLE 2

UNAIDED AND AIDED RECOGNITION OF ELECTRONIC GAMES

- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	351	87.53
2. Backflip Madness	20	4.99
3. Bejeweled	253	63.09
4. Cut the Rope	107	26.68
5. God of Blades	31	7.73
6. Mini Motor Racing	51	12.72
7. Plants vs. Zombies	131	32.67
8. Ski Safari	25	6.23
9. Wild Blood	7	6.23
10. Pesky Poodles	13	3.24
11. Other unaided electronic games	1,006	na

20. As noted earlier, each respondent was asked, in the aided question, whether they recognized the fictitious electronic game title PESKY POODLES as a measure of the level of mismeasurement error or agreement bias in the survey data that may have been generated as a result of asking the aided question (i.e., an in-treatment control question). The mismeasurement adjustment is accomplished by reducing the percent of ANGRY BIRDS identifications (unaided) plus the percent of ANGRY BIRDS

recognitions (aided) by the percent of "yes" responses to the aided question "Have you ever heard of PESKY POODLES?" Thus, in total, on a net basis, after adjusting the survey data for mismeasurement or agreement bias, approximately eighty-four percent (i.e., $87.53\% - 3.24\% = 84.29\%$) of the general public recognizes the ANGRY BIRDS mark for an electronic game.

General Consuming Public -
Past and Potential Players of Electronic Games

21. A review of the survey results with respect to the past and potential players of electronic games evidences a higher level of recognition of the ANGRY BIRDS mark for an electronic game than the general public.

22. Specifically, after adjusting the survey data for mismeasurement or agreement bias, the net level of recognition of the ANGRY BIRDS mark for an electronic game among past and potential players of electronic games ranges from approximately ninety-three percent for past players of electronic games ($97.09\% - 3.88\% = 93.21\%$) to approximately ninety-two percent for potential players of electronic games ($96.52\% - 4.48\% = 92.04\%$) (i.e., the general consuming public). See Exhibit A, Table 6, page 21, and Table 8, page 23.

TABLE 6
 PAST PLAYERS OF ELECTRONIC GAMES
 AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.0 Within the past month, have you played any electronic games?
 [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=206)
1. Angry Birds	200	97.09
2. Backflip Madness	13	6.31
3. Bejeweled	169	82.04
4. Cut the Rope	83	40.29
5. God of Blades	23	11.17
6. Mini Motor Racing	34	16.50
7. Plants vs. Zombies	94	45.63
8. Ski Safari	15	7.28
9. Wild Blood	4	1.94
10. Pesky Poodles	8	3.88
11. Other unaided electronic games	823	na
12. None	16	7.77

TABLE 8

POTENTIAL PLAYERS OF ELECTRONIC GAMES
 AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.1 Within the next month, are you likely to play any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=201)
1. Angry Birds	194	96.52
2. Backflip Madness	16	7.96
3. Bejeweled	164	81.59
4. Cut the Rope	82	40.80
5. God of Blades	26	12.94
6. Mini Motor Racing	35	17.41
7. Plants vs. Zombies	90	44.78
8. Ski Safari	16	7.96
9. Wild Blood	4	1.99
10. Pesky Poodles	9	4.48
11. Other unaided electronic games	822	na
12. None	18	8.96

General Consuming Public -
Past and Potential Purchasers of Electronic Games

23. A review of the survey results with respect to the past and potential purchasers of electronic games once again evidences a higher level of recognition of the ANGRY BIRDS mark for electronic games than the general public.

24. Specifically, after adjusting the survey data for mismeasurement or agreement bias, the net level of recognition of the ANGRY BIRDS mark for electronic games among past and potential purchasers of electronic games is approximately ninety percent for past purchasers of electronic games ($94.92\% - 5.08\% = 89.84\%$) and approximately eighty-five percent for potential purchasers of electronic games ($94.92\% - 10.17\% = 84.75\%$) (i.e., the general consuming public). See Exhibit A, Table 12, page 28, and Table 14, page 30.

TABLE 12

PAST PURCHASERS OF ELECTRONIC GAMES
 AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	5	8.47
3. Bejeweled	51	86.44
4. Cut the Rope	26	44.07
5. God of Blades	13	22.03
6. Mini Motor Racing	11	18.64
7. Plants vs. Zombies	32	54.24
8. Ski Safari	6	10.17
9. Wild Blood	4	6.78
10. Pesky Poodles	3	5.08
11. Other unaided electronic games	297	na
12. None	6	10.17

TABLE 14

POTENTIAL PURCHASERS OF ELECTRONIC GAMES
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.1 Within the next month, are you likely to purchase any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	6	10.17
3. Bejeweled	51	86.44
4. Cut the Rope	31	52.54
5. God of Blades	12	20.34
6. Mini Motor Racing	13	22.03
7. Plants vs. Zombies	35	59.32
8. Ski Safari	6	10.17
9. Wild Blood	3	5.08
10. Pesky Poodles	6	10.17
11. Other unaided electronic games	308	na
12. None	7	11.86

General Consuming Public -
Past and Potential Downloaders of Free Electronic Games

25. A review of the survey results with respect to the past and potential downloaders of free electronic games once again evidences a higher level of recognition of the ANGRY BIRDS mark for electronic games than the general public.

26. Specifically, after adjusting the survey data for mismeasurement or agreement bias, the net level of recognition of the ANGRY BIRDS mark for electronic games among past and potential downloaders of free electronic games is approximately ninety-one percent for past downloaders of free electronic games ($96.53\% - 5.56\% = 90.97\%$) and approximately ninety percent for potential downloaders of free electronic games ($95.24\% - 5.44\% = 89.80\%$) (i.e., the general consuming public). See Exhibit A, Table 18, page 35, and Table 20, page 37.

TABLE 18

PAST DOWNLOADERS OF FREE ELECTRONIC GAMES
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=144)
1. Angry Birds	139	96.53
2. Backflip Madness	14	9.72
3. Bejeweled	123	85.42
4. Cut the Rope	70	48.61
5. God of Blades	21	14.58
6. Mini Motor Racing	25	17.36
7. Plants vs. Zombies	73	50.69
8. Ski Safari	14	9.72
9. Wild Blood	4	2.78
10. Pesky Poodles	8	5.56
11. Other unaided electronic games	615	na
12. None	14	9.72

TABLE 20

POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.1 Within the next month, are you likely to download for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=147)
1. Angry Birds	140	95.24
2. Backflip Madness	14	9.52
3. Bejeweled	122	82.99
4. Cut the Rope	71	48.30
5. God of Blades	23	15.65
6. Mini Motor Racing	27	18.37
7. Plants vs. Zombies	75	51.02
8. Ski Safari	14	9.52
9. Wild Blood	4	2.72
10. Pesky Poodles	8	5.44
11. Other unaided electronic games	628	na
12. None	12	8.16

CONCLUSION

27. It is my considered opinion, based upon my education, background, and professional experience, and based upon my review and analysis, that the results of the survey designed to address the issue of fame support a finding that the ANGRY BIRDS mark is famous. Specifically, the survey results provide clear evidence that the ANGRY BIRDS mark is widely

recognized among both the general public and the general consuming public.

QUALIFICATIONS

28. I hold a Bachelor's Degree in Advertising (B.A.) from San Jose State University, a Master's Degree in Business Administration (M.B.A.) from the University of Southern California, and a Doctoral Degree in Business Administration (D.B.A.) from the University of Southern California.

29. During my twenty-five year academic appointment, my teaching responsibilities included both graduate and undergraduate level courses in a variety of subject areas. My teaching responsibilities included courses in marketing (e.g., marketing, marketing management, advertising, promotion, consumer behavior, and marketing research) and management (e.g., principles of management; business policy and strategy; business policies, operations, and organizations; and integrated analysis).

30. I am a member of the American Marketing Association (AMA), the American Academy of Advertising (AAA), the American Association of Public Opinion Research (AAPOR), the Council of American Survey Research Organizations (CASRO), and the International Trademark Association (INTA).

31. As a partner with Ford Bubala & Associates, I have been retained by a variety of firms engaged in the consumer product, industrial product, and service sectors of the economy to provide marketing consulting and research services. Approximately one-half of Ford Bubala & Associates' consultancies

in which I have participated have involved the design and execution of marketing research surveys.

32. During the past thirty-eight years, I have been retained in a number of litigation-related consultancies involving intellectual property matters, including matters before federal and state courts, the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and the International Trade Commission. I have designed and executed surveys relating to intellectual property matters, including trademark, false advertising, patent, and other related matters. I am familiar with the accepted principles of survey research, as well as the tests for trustworthiness of properly conducted surveys or polls.¹³

33. During the past thirty-three years, I have addressed a variety of groups on the subject of surveys or polls and their use in the measurement of the state of mind of consumers, with respect to Lanham Act matters. Specifically, I have spoken at meetings of the American Bar Association, the American Intellectual Property Law Association, the American Marketing Association, the International Trademark Association, the Marketing Research Association, the Intellectual Property Law Institute of Canada, Marques, and the Practising Law Institute.

34. I have also written on the subject of the design and execution of litigation-related surveys in Lanham Act matters. Attached hereto as Exhibit B is a list of papers and book chapters that I have written since 2003.

¹³ Supra note 2.

35. Since 1998 I have served as a member of the Editorial Board of The Trademark Reporter, the scholarly legal journal on the subject of trademarks, published by the International Trademark Association.

36. I have been qualified and accepted as an expert in marketing and marketing research in more than sixty (60) trials before federal and state courts and administrative government agencies, including the Trademark Trial and Appeal Board.

37. Attached hereto as Exhibit C is a list of cases in which I have provided trial and/or deposition testimony since 1992.

38. Attached hereto as Exhibit D is a copy of my professional history, describing my qualifications and professional background.

MATERIALS CONSIDERED

39. Materials considered in the instant matter include: top one hundred (100) paid and top one hundred (100) free game apps from Google Play Store and iTunes App Store, as of March 11, 2013.

COMPENSATION

40. Ford Bubala & Associates' fees for this engagement consist of billable time and expenses. Standard time is billed at the rate of \$500.00 per hour for the services of a Partner and \$250.00 per hour for the services of a Research Associate. Deposition and trial time are billed at the rate of \$600.00 per hour plus expenses.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed this 15th day of May, 2013, in Huntington Beach, California.



Dr. Gerald L. Ford

Exhibit A

ford bubala & associates

Peter's Landing, Suite 211
16400 Pacific Coast Highway
Huntington Beach, California 92649
Telephone (562) 592-4581 / FAX (562) 592-3867



May 15, 2013

TO: J. Michael Keyes, Esq.
K&L Gates LLP
618 West Riverside Avenue, Suite 300
Spokane, WA 99201

FROM: Ford Bubala & Associates

RE: Angry Birds Fame Survey

Enclosed, herein, please find the results of a survey designed to address the issue of fame with respect to the ANGRY BIRDS mark. Specifically, the survey reported herein was designed to measure the degree of recognition, if any, of the ANGRY BIRDS mark for an electronic game among the general public and general consuming public.

Provided in this report is a synopsis of the survey methodology, survey screener and questionnaire, and response frequencies for the survey questions. The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer instructions which provide additional details of the survey protocols, and other survey-related background materials.

ANGRY BIRDS SURVEY

Ford Bubala & Associates
May, 2013

ANGRY BIRDS FAME SURVEY

TABLE OF CONTENTS

	Page
Tab A: Survey Synopsis.....	1
Tab B: Screener and Questionnaire.....	5
Tab C: General Public	
Tab 1: Table 1 - Questions 4.0 and 4.1.....	15
Tab 2: Table 2 - Questions 4.0, 4.1, 5.0 and 5.1.....	16
Tab D: General Electronic Game-Playing Public	
Tab 3: Table 3 - Question 6.0.....	18
Tab 4: Table 4 - Question 6.1.....	19
Tab 5: Table 5 - Questions 6.0, 4.0 and 4.1.....	20
Tab 6: Table 6 - Questions 6.0, 4.0, 4.1, 5.0, and 5.1.....	21
Tab 7: Table 7 - Questions 6.1, 4.0, and 4.1.....	22
Tab 8: Table 8 - Questions 6.1, 4.0, 4.1, 5.0, and 5.1.....	23
Tab E: General Electronic Game-Purchasing Public	
Tab 9: Table 9 - Question 7.0.....	25
Tab 10: Table 10 - Question 7.1.....	26
Tab 11: Table 11 - Questions 7.0, 4.0 and 4.1.....	27
Tab 12: Table 12 - Questions 7.0, 4.0, 4.1, 5.0, and 5.1.....	28
Tab 13: Table 13 - Questions 7.1, 4.0, and 4.1.....	29
Tab 14: Table 14 - Questions 7.1, 4.0, 4.1, 5.0, and 5.1.....	30
Tab F: General Free Electronic Game-Downloading Public	
Tab 15: Table 15 - Question 8.0.....	32
Tab 16: Table 16 - Question 8.1.....	33
Tab 17: Table 17 - Questions 8.0, 4.0 and 4.1.....	34
Tab 18: Table 18 - Questions 8.0, 4.0, 4.1, 5.0, and 5.1.....	35
Tab 19: Table 19 - Questions 8.1, 4.0, and 4.1.....	36
Tab 20: Table 20 - Questions 8.1, 4.0, 4.1, 5.0, and 5.1.....	37
Tab G: Respondent Characteristics	
Tab 21: Table 21 - Age Distribution.....	39
Tab 22: Table 22 - Gender Distribution.....	40

APPENDIX

Appendix A: Sequential Listing of Responses

Appendix B: Other Unaided Game Names

Appendix C: Supervisor Instructions

Appendix D: Interviewer Instructions

Appendix E: Sample Disposition Reports

Appendix F: Technical Note

Tab A

SURVEY SYNOPSIS

SURVEY BACKGROUND

The report contained, herein, provides the results of a survey designed to address the issue of fame with respect to the ANGRY BIRDS mark. Specifically, the survey reported herein was designed to measure the degree of recognition, if any, of the ANGRY BIRDS mark for an electronic game among the general public and general consuming public.

The survey design utilized in this matter employed an in-treatment control as a measure of the level of mismeasurement or agreement bias in the survey results.

SAMPLING FRAME AND SAMPLE

This survey employed a random digit telephone protocol. The sample for this survey was based upon a random digit probability sample of telephone numbers drawn from all working telephone exchanges in the continental U.S. for both landlines and cellular telephones. Quotas for completed interviews were established to provide a sample that is representative of the age and gender distribution of the U.S. population 13 years of age and older, based on the U.S. Census.

The survey consisted of approximately four hundred (401) interviews.

SURVEY UNIVERSE

Generally, respondents qualified for inclusion in the survey were either (1) individuals who live in households with either listed or unlisted landline telephones (the respondent in the household was randomly selected using the next-birthday method), or (2) randomly selected cellular telephone numbers for individuals who receive all or most of their personal calls on a cellular telephone.

SURVEY RESULTS

The survey results are representative and statistically projectable to all individuals, thirteen (13) years of age or older, in households in the continental U.S. who have a working landline telephone or receive all or most of their personal calls on a cellular telephone.

SURVEY METHODOLOGICAL PROCEDURES

The survey sample selection, questions, questionnaire design, and interviewing procedures employed in this fame survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed to meet the criteria for survey trustworthiness detailed by the Federal Judicial Center's Manual for Complex Litigation, Fourth.

The fame survey conducted in this matter was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but similarly, both the survey's supervisors and interviewers were not informed as to the purpose or sponsor of the survey.

Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by interviewers employed by an independent professional interviewing organization. The Project Director working on this study was personally trained by a representative of Ford Bubala & Associates in the survey design, procedures, and related protocols. In addition, approximately fifty-eight percent (57.86%) of the study interviews were validated by the survey's Supervisors' telephone monitoring of the interviews while they were being conducted or by telephone callback; and Ford Bubala & Associates also conducted validation via telephone callback of an additional approximately twenty-one percent (20.70%) of the interviews in the study. Net, unduplicated validation totaled approximately seventy-seven percent (77.31%). This level of validation exceeds industry standards. None of the interviews failed to validate.

The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer Instructions which provide additional details of the survey protocols, and other survey-related materials.

SURVEY RESEARCH DESIGN/TABULATION/ANALYSIS

Ford Bubala & Associates
16400 Pacific Coast Highway
Suite 211
Huntington Beach, California 92649

Dr. Gerald L. Ford

PROFESSIONAL INTERVIEWING SERVICE

Issues & Answers
5151 Bonney Road
Virginia Beach, Virginia 23462

RANDOM DIGIT LANDLINE AND CELLULAR TELEPHONE SAMPLE

Survey Sampling, Inc. LLC
6 Research Drive
Shelton, Connecticut 06484

INTERVIEWING DATES

March 28 through April 5, 2013

Tab B

ANGRY BIRDS FAME SURVEY
SCREENER AND QUESTIONNAIRE

SCREENER - LANDLINE

INTRODUCTION

Hello. My name is _____, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

So that we can get a mix of individuals from various households, may I please speak to the (gender/age) in your household who will have the next birthday?

IF SPEAKING, GO TO --> Q1.0.

IF TRANSFERRED:

Hello. My name is _____, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

Are you the (gender/age) in your household who will have the next birthday?

IF 'YES,' GO TO --> Q1.0.

IF 'NO,' ASK FOR THAT PERSON AND BEGIN AGAIN AT 'IF TRANSFERRED.'

IF 'NOT HOME/AVAILABLE,' ASK:

When would be a good time to call back, and who should I ask for?

RECORD NAME AND SUGGESTED CALLBACK TIME.

IF CALLBACK:

May I please speak to INSERT RESPONDENT'S NAME.

IF/WHEN SPEAKING, CONTINUE.

Hello. My name is _____, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

Are you the (gender/age) in your household who will have the next birthday?

IF 'YES,' GO TO --> Q1.0.

IF 'NO,' ASK FOR THAT PERSON AND BEGIN AGAIN AT 'IF TRANSFERRED.'

1.0 Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.

RECORD WITH AN 'X.'

_____1. advised respondent about monitoring **CONTINUE.**

2.0 For classification purposes only, would you please tell me, into which of the following categories does your age fall?
READ LIST. RECORD RESPONSE WITH AN 'X.'

- 1. under 13 **TERMINATE.**
 - 2. 13 to 17
 - 3. 18 to 34
 - 4. 35 to 49
 - 5. 50 or above
 - 6. refused **DO NOT READ. TERMINATE.**
- CONTINUE.**

3.0 **RECORD GENDER BY OBSERVATION:**

- 1. male
- 2. female

QUESTIONNAIRE

In a moment, I am going to ask you some questions about the names of electronic games. By electronic games, I mean games that can be played on smartphones, tablets, and other electronic devices.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

4.0 Now, thinking about electronic games ...**PAUSE**... would you please tell me the names of electronic games you can think of?
RECORD RESPONSES.

**IF NONE, GO TO --> Q5.1;
 OTHERWISE, CONTINUE.**

4.1 What other names of electronic games, if any, can you think of?
RECORD RESPONSES.

CONTINUE.

5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...**PAUSE**... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?
RECORD RESPONSES WITH AN 'X.'
RANDOMIZE LIST.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS?	___1.	___2.	___3.
- PLANTS VS. ZOMBIES?.	___1.	___2.	___3.
- BEJEWELED?	___1.	___2.	___3.
- BACKFLIP MADNESS?.	___1.	___2.	___3.
- WILD BLOOD?.	___1.	___2.	___3.
- CUT THE ROPE?.	___1.	___2.	___3.
- SKI SAFARI?.	___1.	___2.	___3.
- MINI MOTOR RACING?	___1.	___2.	___3.
- GOD OF BLADES?	___1.	___2.	___3.
- PESKY POODLES?	___1.	___2.	___3.

GO TO --> Q6.0.

5.1 I am going to read you some names that may or may not be names used for electronic games ...**PAUSE**...
 Have you ever heard of READ LIST?
RECORD RESPONSES WITH AN 'X.'
RANDOMIZE LIST.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS?	___ 1.	___ 2.	___ 3.
- PLANTS VS. ZOMBIES?.	___ 1.	___ 2.	___ 3.
- BEJEWELED?	___ 1.	___ 2.	___ 3.
- BACKFLIP MADNESS?.	___ 1.	___ 2.	___ 3.
- WILD BLOOD?.	___ 1.	___ 2.	___ 3.
- CUT THE ROPE?.	___ 1.	___ 2.	___ 3.
- SKI SAFARI?.	___ 1.	___ 2.	___ 3.
- MINI MOTOR RACING?	___ 1.	___ 2.	___ 3.
- GOD OF BLADES?	___ 1.	___ 2.	___ 3.
- PESKY POODLES?	___ 1.	___ 2.	___ 3.

CONTINUE.

6.0 Within the past month, have you played any electronic games?
RECORD RESPONSE WITH AN 'X.'

___ 1. yes	}	CONTINUE.
___ 2. no		
___ 3. don't know		

6.1 Within the next month, are you likely to play any electronic games?
RECORD RESPONSE WITH AN 'X.'

___ 1. yes	}	CONTINUE.
___ 2. no		
___ 3. don't know		

7.0 Within the past month, have you purchased any electronic games?
RECORD RESPONSE WITH AN 'X.'

___ 1. yes	}	CONTINUE.
___ 2. no		
___ 3. don't know		

7.1 Within the next month, are you likely to purchase any electronic games?
RECORD RESPONSE WITH AN 'X.'

___ 1. yes	}	CONTINUE.
___ 2. no		
___ 3. don't know		

8.0 Within the past month, have you downloaded for free any electronic games?

RECORD RESPONSE WITH AN 'X.'

- 1. yes
 - 2. no
 - 3. don't know
- } CONTINUE.

8.1 Within the next month, are you likely to download for free any electronic games?

RECORD RESPONSE WITH AN 'X.'

- 1. yes
 - 2. no
 - 3. don't know
- } CONTINUE.

VERIFICATION:

Finally, may I please have your name? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: _____

Verify/Confirm Telephone Number: __ (____) _____

THANK RESPONDENT.

Interviewer Certification:

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Interviewer's signature Date

Supervisor Validation (Telephone Monitoring Validation)

I hereby certify that I validated by personally monitoring, by telephone, the questions and responses to the next-birthday question through question 3.0.

Supervisor's signature

Supervisor Validation (Telephone Callback Validation)

I hereby certify that I validated this interview by recontacting the named respondent and by confirming the respondent's participation in the survey and the respondent's answers to the next-birthday question through question 3.0.

Supervisor's signature

Supervisor Validation Quality Control Telephone Monitoring

I hereby certify that I personally monitored, by telephone, the questions and responses to questions 4.0 through 8.1.

Supervisor's signature

SCREENER - CELL PHONE

INTRODUCTION

Hello. My name is _____, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

1.0 For classification purposes only, would you please tell me, into which of the following categories does your age fall?
READ LIST. RECORD RESPONSE WITH AN 'X.'

____ 1. under 13 **TERMINATE (INELIGIBLE).**

____ 2. 13 to 17 _____

____ 3. 18 to 34 _____

____ 4. 35 to 49 _____

____ 5. 50 or above _____

**IF 13 OR OLDER AND AGE/GENDER
QUOTA NOT FILLED, CONTINUE.
IF 13 OR OLDER AND AGE/GENDER
QUOTA FILLED, TERMINATE
(INELIGIBLE).**

____ 6. refused **DO NOT READ. TERMINATE.**

1.1 **RECORD GENDER BY OBSERVATION.**

____ 1. male

____ 2. female

2.0 Do you receive all or most of your personal calls on this telephone?
RECORD RESPONSE WITH AN 'X.'

____ 1. yes **CONTINUE.**

____ 2. no/don't know **TERMINATE.**

3.0 Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.
RECORD WITH AN 'X.'

____ 1. advised respondent about monitoring **CONTINUE.**

QUESTIONNAIRE

In a moment, I am going to ask you some questions about the names of electronic games. By electronic games, I mean games that can be played on smartphones, tablets, and other electronic devices.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

4.0 Now, thinking about electronic games ...**PAUSE**... would you please tell me the names of electronic games you can think of?
RECORD RESPONSES.

**IF NONE, GO TO --> Q5.1;
 OTHERWISE, CONTINUE.**

4.1 What other names of electronic games, if any, can you think of?
RECORD RESPONSES.

CONTINUE.

5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...**PAUSE**... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?

RECORD RESPONSES WITH AN 'X.'
RANDOMIZE LIST.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS?	___ 1.	___ 2.	___ 3.
- PLANTS VS. ZOMBIES?.	___ 1.	___ 2.	___ 3.
- BEJEWELED?	___ 1.	___ 2.	___ 3.
- BACKFLIP MADNESS?.	___ 1.	___ 2.	___ 3.
- WILD BLOOD?.	___ 1.	___ 2.	___ 3.
- CUT THE ROPE?.	___ 1.	___ 2.	___ 3.
- SKI SAFARI?.	___ 1.	___ 2.	___ 3.
- MINI MOTOR RACING?	___ 1.	___ 2.	___ 3.
- GOD OF BLADES?	___ 1.	___ 2.	___ 3.
- PESKY POODLES?	___ 1.	___ 2.	___ 3.

GO TO --> Q6.0.

5.1 I am going to read you some names that may or may not be names used for electronic games ...**PAUSE...**
 Have you ever heard of READ LIST ?
RECORD RESPONSES WITH AN 'X.'
RANDOMIZE LIST.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS?	___1.	___2.	___3.
- PLANTS VS. ZOMBIES?.	___1.	___2.	___3.
- BEJEWELED?	___1.	___2.	___3.
- BACKFLIP MADNESS?.	___1.	___2.	___3.
- WILD BLOOD?.	___1.	___2.	___3.
- CUT THE ROPE?.	___1.	___2.	___3.
- SKI SAFARI?.	___1.	___2.	___3.
- MINI MOTOR RACING?	___1.	___2.	___3.
- GOD OF BLADES?	___1.	___2.	___3.
- PESKY POODLES?	___1.	___2.	___3.

CONTINUE.

6.0 Within the past month, have you played any electronic games?
RECORD RESPONSE WITH AN 'X.'

___1. yes		CONTINUE.
___2. no		
___3. don't know		

6.1 Within the next month, are you likely to play any electronic games?
RECORD RESPONSE WITH AN 'X.'

___1. yes		CONTINUE.
___2. no		
___3. don't know		

7.0 Within the past month, have you purchased any electronic games?
RECORD RESPONSE WITH AN 'X.'

___1. yes		CONTINUE.
___2. no		
___3. don't know		

7.1 Within the next month, are you likely to purchase any electronic games?
RECORD RESPONSE WITH AN 'X.'

___1. yes		CONTINUE.
___2. no		
___3. don't know		

Tab C

ANGRY BIRDS FAME SURVEY

GENERAL PUBLIC

Tab 1

TABLE 1

UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	127	31.67
2. Backflip Madness	--	--
3. Bejeweled	25	6.23
4. Cut the Rope	5	1.25
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	0.50
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	39	9.73
11. Fruit Ninja	25	6.23
12. Mario franchise	32	7.98
13. Solitaire	29	7.23
14. Temple Run franchise	42	10.47
15. Words with Friends	36	8.98
16. Pesky Poodles	--	--
17. Other unaided electronic games ¹	803	na
18. None	121	30.17

¹ No other electronic game mark accounted for more than 5.0%. See Appendix B.

Tab 2

TABLE 2

UNAIDED AND AIDED RECOGNITION OF ELECTRONIC GAMES

- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	351	87.53
2. Backflip Madness	20	4.99
3. Bejeweled	253	63.09
4. Cut the Rope	107	26.68
5. God of Blades	31	7.73
6. Mini Motor Racing	51	12.72
7. Plants vs. Zombies	131	32.67
8. Ski Safari	25	6.23
9. Wild Blood	7	1.75
10. Pesky Poodles	13	3.24
11. Other unaided electronic games	1,006	na

Tab D

ANGRY BIRDS FAME SURVEY
GENERAL ELECTRONIC GAME-PLAYING PUBLIC

Tab 3

TABLE 3

PAST PLAYERS OF ELECTRONIC GAMES

Q6.0 Within the past month, have you played any electronic games?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	206	51.37
2. No	195	48.63
3. Don't know	--	---
Total	<u>401</u>	<u>100.00</u>

Tab 4

TABLE 4

POTENTIAL PLAYERS OF ELECTRONIC GAMES

Q6.1 Within the next month, are you likely to play any electronic games?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	201	50.12
2. No	191	47.63
3. Don't know	9	2.24
Total	<u>401</u>	<u>100.00</u>

Note: Total on this and all subsequent tables may not be exactly 100.00 percent, due to rounding.

Tab 5

TABLE 5

PAST PLAYERS OF ELECTRONIC GAMES

UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.0 Within the past month, have you played any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=206)
1. Angry Birds	91	44.17
2. Backflip Madness	--	--
3. Bejeweled	22	10.68
4. Cut the Rope	5	2.43
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	0.97
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	28	13.59
11. Fruit Ninja	21	10.19
12. Mario franchise	22	10.68
13. Solitaire	21	10.19
14. Temple Run franchise	35	16.99
15. Words with Friends	32	15.53
16. Pesky Poodles	--	--
17. Other unaided electronic games	664	na
18. None	16	7.77

Tab 6

TABLE 6

PAST PLAYERS OF ELECTRONIC GAMES

AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.0 Within the past month, have you played any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=206)
1. Angry Birds	200	97.09
2. Backflip Madness	13	6.31
3. Bejeweled	169	82.04
4. Cut the Rope	83	40.29
5. God of Blades	23	11.17
6. Mini Motor Racing	34	16.50
7. Plants vs. Zombies	94	45.63
8. Ski Safari	15	7.28
9. Wild Blood	4	1.94
10. Pesky Poodles	8	3.88
11. Other unaided electronic games	823	na
12. None	16	7.77

Tab 7

TABLE 7

POTENTIAL PLAYERS OF ELECTRONIC GAMES

UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.1 Within the next month, are you likely to play any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=201)
1. Angry Birds	87	43.28
2. Backflip Madness	--	--
3. Bejeweled	19	9.45
4. Cut the Rope	5	2.49
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	1.00
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	28	13.93
11. Fruit Ninja	20	9.95
12. Mario franchise	25	12.44
13. Solitaire	19	9.45
14. Temple Run franchise	34	16.92
15. Words with Friends	31	15.42
16. Pesky Poodles	--	--
17. Other unaided electronic games	665	na
18. None	18	8.96

Tab 8

TABLE 8

POTENTIAL PLAYERS OF ELECTRONIC GAMES

AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.1 Within the next month, are you likely to play any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=201)
1. Angry Birds	194	96.52
2. Backflip Madness	16	7.96
3. Bejeweled	164	81.59
4. Cut the Rope	82	40.80
5. God of Blades	26	12.94
6. Mini Motor Racing	35	17.41
7. Plants vs. Zombies	90	44.78
8. Ski Safari	16	7.96
9. Wild Blood	4	1.99
10. Pesky Poodles	9	4.48
11. Other unaided electronic games	822	na
12. None	18	8.96

Tab E

ANGRY BIRDS FAME SURVEY

GENERAL ELECTRONIC GAME-PURCHASING PUBLIC

Tab 9

TABLE 9

PAST PURCHASERS OF ELECTRONIC GAMES

Q7.0 Within the past month, have you purchased any electronic games?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	59	14.71
2. No	338	84.29
3. Don't know	4	1.00
Total	<u>401</u>	<u>100.00</u>

Tab 10

TABLE 10

POTENTIAL PURCHASERS OF ELECTRONIC GAMES

Q7.1 Within the next month, are you likely to purchase any electronic games?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	59	14.71
2. No	315	78.55
3. Don't know	27	6.73
Total	<u>401</u>	<u>100.00</u>

Tab 11

TABLE 11

PAST PURCHASERS OF ELECTRONIC GAMES

UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	23	38.98
2. Backflip Madness	--	--
3. Bejeweled	8	13.56
4. Cut the Rope	3	5.08
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	3.39
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	11	18.64
11. Fruit Ninja	8	13.56
12. Mario franchise	10	16.95
13. Solitaire	8	13.56
14. Temple Run franchise	8	13.56
15. Words with Friends	9	15.25
16. Pesky Poodles	--	--
17. Other unaided electronic games	243	na
18. None	6	10.17

Tab 12

TABLE 12

PAST PURCHASERS OF ELECTRONIC GAMES

AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	5	8.47
3. Bejeweled	51	86.44
4. Cut the Rope	26	44.07
5. God of Blades	13	22.03
6. Mini Motor Racing	11	18.64
7. Plants vs. Zombies	32	54.24
8. Ski Safari	6	10.17
9. Wild Blood	4	6.78
10. Pesky Poodles	3	5.08
11. Other unaided electronic games	297	na
12. None	6	10.17

Tab 13

TABLE 13

POTENTIAL PURCHASERS OF ELECTRONIC GAMES

UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.1 Within the next month, are you likely to purchase any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	23	38.98
2. Backflip Madness	--	--
3. Bejeweled	8	13.56
4. Cut the Rope	3	5.08
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	3.39
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	10	16.95
11. Fruit Ninja	9	15.25
12. Mario franchise	8	13.56
13. Solitaire	6	10.17
14. Temple Run franchise	10	16.95
15. Words with Friends	10	16.95
16. Pesky Poodles	--	--
17. Other unaided electronic games	255	na
18. None	7	11.86

Tab 14

TABLE 14

POTENTIAL PURCHASERS OF ELECTRONIC GAMES

AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.1 Within the next month, are you likely to purchase any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	6	10.17
3. Bejeweled	51	86.44
4. Cut the Rope	31	52.54
5. God of Blades	12	20.34
6. Mini Motor Racing	13	22.03
7. Plants vs. Zombies	35	59.32
8. Ski Safari	6	10.17
9. Wild Blood	3	5.08
10. Pesky Poodles	6	10.17
11. Other unaided electronic games	308	na
12. None	7	11.86

Tab F

ANGRY BIRDS FAME SURVEY

GENERAL FREE ELECTRONIC GAME-DOWNLOADING PUBLIC

Tab 15

TABLE 15

PAST DOWNLOADERS OF FREE ELECTRONIC GAMES

Q8.0 Within the past month, have you downloaded for free any electronic games?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	144	35.91
2. No	253	63.09
3. Don't know	4	1.00
Total	<u>401</u>	<u>100.00</u>

Tab 16

TABLE 16

POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES

Q8.1 Within the next month, are you likely to download for free any electronic games?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	147	36.66
2. No	235	58.60
3. Don't know	19	4.74
Total	<u>401</u>	<u>100.00</u>

Tab 17

TABLE 17

PAST DOWNLOADERS OF FREE ELECTRONIC GAMES
 UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.0 Within the past month, have you downloaded for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=144)
1. Angry Birds	59	40.97
2. Backflip Madness	--	--
3. Bejeweled	10	6.94
4. Cut the Rope	4	2.78
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	1	0.69
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	20	13.89
11. Fruit Ninja	17	11.81
12. Mario franchise	18	12.50
13. Solitaire	11	7.64
14. Temple Run franchise	27	18.75
15. Words with Friends	18	12.50
16. Pesky Poodles	--	--
17. Other unaided electronic games	569	na
18. None	14	9.72

Tab 18

TABLE 18

PAST DOWNLOADERS OF FREE ELECTRONIC GAMES

AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=144)
1. Angry Birds	139	96.53
2. Backflip Madness	14	9.72
3. Bejeweled	123	85.42
4. Cut the Rope	70	48.61
5. God of Blades	21	14.58
6. Mini Motor Racing	25	17.36
7. Plants vs. Zombies	73	50.69
8. Ski Safari	14	9.72
9. Wild Blood	4	2.78
10. Pesky Poodles	8	5.56
11. Other unaided electronic games	680	na
12. None	14	9.72

Tab 19

TABLE 19

POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES

UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.1 Within the next month, are you likely to download for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=147)
1. Angry Birds	67	45.58
2. Backflip Madness	--	--
3. Bejeweled	14	9.52
4. Cut the Rope	4	2.72
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	1.36
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	19	12.93
11. Fruit Ninja	19	12.93
12. Mario franchise	20	13.61
13. Solitaire	11	7.48
14. Temple Run franchise	28	19.05
15. Words with Friends	20	13.61
16. Pesky Poodles	--	--
17. Other unaided electronic games	578	na
18. None	12	8.16

Tab 20

TABLE 20

POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES

AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.1 Within the next month, are you likely to download for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=147)
1. Angry Birds	140	95.24
2. Backflip Madness	14	9.52
3. Bejeweled	122	82.99
4. Cut the Rope	71	48.30
5. God of Blades	23	15.65
6. Mini Motor Racing	27	18.37
7. Plants vs. Zombies	75	51.02
8. Ski Safari	14	9.52
9. Wild Blood	4	2.72
10. Pesky Poodles	8	5.44
11. Other unaided electronic games	695	na
12. None	12	8.16

Tab G

ANGRY BIRDS FAME SURVEY
RESPONDENT CHARACTERISTICS

Tab 21

TABLE 21

AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. 13 to 17	40	9.98
2. 18 to 34	88	21.95
3. 35 to 49	185	46.13
4. 50 or above	88	21.95
Total	401	100.00

Tab 22

TABLE 22

GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Male	201	50.12
2. Female	200	49.88
Total	<u>401</u>	<u>100.00</u>

APPENDIX

Appendix A

APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

SURVEY QUESTIONS

- Q4.0 Now, thinking about electronic games...would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games...have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games...have you ever heard of READ LIST ?
- Q6.0 Within the past month, have you played any electronic games?
- Q6.1 Within the next month, are you likely to play any electronic games?
- Q7.0 Within the past month, have you purchased any electronic games?
- Q7.1 Within the next month, are you likely to purchase any electronic games?
- Q8.0 Within the past month, have you downloaded for free any electronic games?
- Q8.1 Within the next month, are you likely to download for free any electronic games?

APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

RESP_ID 015743
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, hmm, Angry Birds, Flow, Temple Run, Subway Surfer. Those are the big ones I can think of right now.
Q4.1 [Other names of electronic games]
Q4.1 Pokémon, Skyrim, Call of Duty, Halo, Left 4 Dead, Mass Effect, Tomb Raider, Age of Empires, StarCraft, World of Warcraft, Little Big Planet, Need for Speed, Forza Motorsport, NBA 2K, Madden, Knights of the Old Republic, Metroid Prime, Super Mario Sunshine, Super Mario Kart, Super Mario Kart Double Dash, Legend of Zelda: Wind Waker, Legend of Zelda: Ocarina of Time, Legend of Zelda: Oracle of Seasons, Pikmin, Pikmin 2. That's all I can think of off the top of my head.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015751
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, no, my sister is, be, playing with my phone, uh, no.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015766
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, um, Subways Surfers, Black Ops, Call of Duty, Modern Warfare, um, Assassin Creed. Um, Grand Theft Auto, um, hum, I don't know.
Q4.1 [Other names of electronic games]
Q4.1 Oh, yes, Super Mario Brothers, what else.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015769
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I have no clue I'm not into electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 015780
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, yeah, I mean to think of or have anything to do with, oh Lord, there are so many but I don't really know very many I don't pay attention to I uh, uh, I don't know any, uh, one I will sometimes play is essentially Mahjong. Stuff like that old fashioned. I don't do a lot like that.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 015788
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, like you play on your phone? Angry Birds, Bejeweled, Candy Crush, Bubble Blaster.
Q4.1 [Other names of electronic games]
Q4.1 Um, oh goodness, FarmVille, Fish Kingdom. Not sure about many others.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015794
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, for console or iPods? Like Call of Duty, Halo, Super Mario Brothers, Super Mario, Smash Brothers, Flow, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Legend of Zelda, 007, Donkey Kong, Madden Series football games. That's all I can think of, that's it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015824
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Words with Friends, Hanging with Friends, Pictionary, Draw Something.
Is it just games? Instagram, Facebook, Twitter, Tiki. That's all I
can think of.
Q4.1 [Other names of electronic games]
Q4.1 I am not just, not that much of a game person. I can't think of any
right now, sorry.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015871
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh, the only thing I play on the computer is Spider Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 Well, other games. Uh, do my kids play, um, I just don't think of any
other games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 015886
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Battlefield 4, Call of Duty, Madden Football.
Q4.1 [Other names of electronic games]
Q4.1 Um, those are just the games my kids play so those are the ones I know, that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 015895
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I'm trying to think, you mean, Atari, Nintendo stuff like. I don't know any actually.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016025
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 The Simpsons Tapped Out, The Simpsons Trivia quiz.
Q4.1 [Other names of electronic games]
Q4.1 Candy Crush, FarmVille, CityVille.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016033
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, no.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016046
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Electronic games, you know that I really don't have an opinion on that.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016053
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 2K13, Jetpack Joyride, Temple Run 1 and 2, that's pretty much it.
Q4.1 [Other names of electronic games]
Q4.1 I don't really know, I don't play a lot.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016107
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Like apps for an iPod, is that what your thinking of? I play, um, Fruit Ninja, Glass Tower 2, Bejeweled. That's about it on the iPod. I also play PlayStation 3. We play Black Ops and Red Dead Redemption and that's about it on those.
Q4.1 [Other names of electronic games]
Q4.1 The PlayStation 3 and like the iPod touch and those games are what I play on.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Don't know.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016110
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't like to play games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016150
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 Mario.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016154
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't really know.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016159
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I have no idea. I don't know any games on a tablet.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016182
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Minecraft, games like that, um, I don't really know.
Q4.1 [Other names of electronic games]
Q4.1 Um, no I don't really play anything.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016202
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Pac-Man.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016204
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, I really don't play those kind of things.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016226
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Temple Run. You mean games like, ah, Modern Warfare 3, Zombie Wars.
I can't think of anything else now.
Q4.1 [Other names of electronic games]
Q4.1 No, I'm not into all that stuff. My kid plays all that.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016253
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, college football, soccer, Madden Football.
Q4.1 [Other names of electronic games]
Q4.1 Um, let me, um, FIFA, NBA, soccer, Tiger Wood Golf, Midnight Club.
Um, that all I can think right now.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016289
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, I'm just not into it so, no, I don't have an answer for you.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016303
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't know any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016306
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No I cannot.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016308
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Electronic games I can think of? Like uh, Words with Friends, Candy Cruncher, Bubbles, FarmVille, CityVille.
Q4.1 [Other names of electronic games]
Q4.1 Um, what is that called, um Zuma, Bejeweled, Jewel Quest, I play that one a lot.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016345
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Halo 4, Rock Band.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016397
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Fallout 3, Elder Scrolls, The Sims, Angry Birds, Super Mario.
Q4.1 [Other names of electronic games]
Q4.1 Halo, Call of Duty, Grand Theft Auto, Need For Speed, Crackdown.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016422
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: 3
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 016429
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Black Ops, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Uh, Mind Bender, I don't know.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016459
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, Team Fortress 2, Sid Meier's Civilization, League of Legends, Skyrim, Halo, Call of Duty, Pokémon, Borderlands. That's all I can think of.
Q4.1 [Other names of electronic games]
Q4.1 Uh, Minecraft that's all I can really think of.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016466
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Temple Run, Angry Birds, Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 Bejeweled.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016484
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Nuh-uh, I can't think of any right now.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016490
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 World of Warcraft, Halo, Guitar Hero, Mario, Smash Brothers.
Q4.1 [Other names of electronic games]
Q4.1 Oregon Trail, 1602, RollerCoaster Tycoon, Need for Speed.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016523
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, does Temple Run count? I guess Fruit Ninja and that's about it.
I don't really play games.
Q4.1 [Other names of electronic games]
Q4.1 Oh and, uh, Subway Surfer.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016526
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No, I mean, I don't play any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016530
 Phone type Landline
 Age 50 or above
 Gender Female
 Q4.0 [Names of electronic games]
 Q4.0 Super Mario, John Madden, hockey.
 Q4.1 [Other names of electronic games]
 Q4.1 None.
 Q5.0/5.1 Angry Birds: Yes.
 Backflip Madness: No.
 Bejeweled: No.
 Cut the Rope: No.
 God of Blades: No.
 Mini Motor Racing: No.
 Plants vs. Zombies: No.
 Ski Safari: No.
 Wild Blood: No.
 Pesky Poodles: No.
 Q6.0 [Played electronic games in past month]
 Q6.0 No.
 Q6.1 [Likely to play electronic games in next month]
 Q6.1 No.
 Q7.0 [Purchased electronic games in past month]
 Q7.0 No.
 Q7.1 [Likely to purchase electronic games in next month]
 Q7.1 No.
 Q8.0 [Downloaded free electronic games in past month]
 Q8.0 No.
 Q8.1 [Likely to download free electronic games in next month]
 Q8.1 No.

RESP_ID 016537
 Phone type Cell phone
 Age 13 to 17
 Gender Female
 Q4.0 [Names of electronic games]
 Q4.0 Um, Temple Run, um, 4 Pictures 1 Word, um Minecraft Mobile, um, that's all I can think of off the top of my head.
 Q4.1 [Other names of electronic games]
 Q4.1 Not off the top of my head.
 Q5.0/5.1 Angry Birds: Yes.
 Backflip Madness: Yes.
 Bejeweled: Yes.
 Cut the Rope: Yes.
 God of Blades: No.
 Mini Motor Racing: No.
 Plants vs. Zombies: Yes.
 Ski Safari: No.
 Wild Blood: No.
 Pesky Poodles: No.
 Q6.0 [Played electronic games in past month]
 Q6.0 Yes.
 Q6.1 [Likely to play electronic games in next month]
 Q6.1 Yes.
 Q7.0 [Purchased electronic games in past month]
 Q7.0 No.
 Q7.1 [Likely to purchase electronic games in next month]
 Q7.1 No.
 Q8.0 [Downloaded free electronic games in past month]
 Q8.0 Yes.
 Q8.1 [Likely to download free electronic games in next month]
 Q8.1 Yes.

RESP_ID 016640
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, man, I have no idea. There are lots of games. I even has a 360. There's lots of games. I have a whole bunch, I honestly couldn't even tell you.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: 3
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 016658
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't have a smartphone. I don't have any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016665
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, my favorite is Parcheesi, ah, Tic -Tac- Toe.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016705
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I can not think of any right now.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016716
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 PlayStation.
Q4.1 [Other names of electronic games]
Q4.1 No, I cannot think of any others.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016774
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can't think of any. Xbox, Wii.
Q4.1 [Other names of electronic games]
Q4.1 No, we don't have any more.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016856
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I cannot think of any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016886
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, that I play one my phone. Angry Birds Mm, not right off hand.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of no more.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 016909
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None, nope, I don't play any games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016926
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Tetris.
Q4.1 [Other names of electronic games]
Q4.1 Bowling, Tennis, Dancing.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016945
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Assassins Creed 1, 2 & 3, Tomb Raider, Elder Scrolls, Mass Effect, Silent Hill, God of War, Grand Theft Auto, Wii Tennis, Wii Bowling, Final Fantasy, Zelda, Fatal Frame.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016969
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Any that I can think of? Tetris, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 That you would play on a phone or a tablet, nope.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 016976
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I'll be honest, I don't think about it. I think Temple Run is the one I can think of.
Q4.1 [Other names of electronic games]
Q4.1 No, not really.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017009
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Nope, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017051
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, I don't know, I don't know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017064
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Solitaire, Angry Birds. Um, I don't play a lot of games.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017068
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, none.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: Yes.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017109
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017118
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, like names of Tiger Woods or something like that? Mario, not really.
Q4.1 [Other names of electronic games]
Q4.1 Um, Madden. I don't really play games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017123
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, I don't play any electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017175
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Red Dead Redemption, Assassin's Creed, Temple Run, Halo, Gears of War.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017177
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play any. I use my phone for text and phone calls, that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017184
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh, I don't play them, so, I don't know because I don't play any on it. So, I don't know what there is.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: 3
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017190
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Bejeweled and checkers, chess, Solitaire and that's about it.
Q4.1 [Other names of electronic games]
Q4.1 Electronic games? Like Angry Birds? That's about it. We don't play a lot of games.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Don't know.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017200
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, top of my head, no.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 017254
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, Gears of War.
Q4.1 [Other names of electronic games]
Q4.1 That's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017262
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 We don't have smart phones so I can't tell ya any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017271
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, uh, Temple Run, uh, no, not that I can think of, no.
Q4.1 [Other names of electronic games]
Q4.1 No.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017271
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Words with Friends. That's it.
Q4.1 [Other names of electronic games]
Q4.1 No, don't have any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017286
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play them.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017300
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Well, what's that one, um, Temple Run. Let's see, we play Pop Icon Quiz, Logo Quiz, card games like Hearts, Solitaire and FreeCell.
Q4.1 [Other names of electronic games]
Q4.1 Electronic games, um, I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 017308
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 How many? I can think of Angry Birds. I don't play a whole lot of games. I can't think of any others right now. I don't play a whole lot of games.
Q4.1 [Other names of electronic games]
Q4.1 I don't play a whole lot of games.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: 3
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017308
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Dirt Bike, Black Ops.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 017314
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, the only one I really like is Ms. Pac-Man. Oh, I do know the names.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any others.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017364
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, Halo. Call of Duty, um, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 No.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017430
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, BINGO Blitz, Bingo Bash, Monster Pet Shop.
Q4.1 [Other names of electronic games]
Q4.1 (why is this empty?)
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017440
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Fruit Ninja, Rush Hour, Word Whomp, Candy Crush, Price is Right, Sudoku, Call of Duty, Madden Football.
Q4.1 [Other names of electronic games]
Q4.1 Mario Brothers, Mario Kart.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017450
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Not really I don't really play games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017452
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Nah, I don't know of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017453
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Wii, Dance Dance.
Q4.1 [Other names of electronic games]
Q4.1 No, can't think of any.
Q5.0/5.1 Backflip Madness: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017508
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, ha ha ha, oh jeez, electronic games, like computer games? Words with Friends, Ruzzle, 4 Pictures 1 Word, Doodle Jump, Fruit Ninja. That's all I can think of right now off the top of my head.
Q4.1 [Other names of electronic games]
Q4.1 Any other ones? Um, I don't know, usually like, uh, there's always, like online Sudoku.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017533
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Call of Duty Modern Warfare, Fruit Ninja, Angry Birds
Q4.1 [Other names of electronic games]
Q4.1 Um, Super Mario Brothers, Donkey Kong, um, I don't know, that's about it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017541
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Candy Crush, Temple Run, um, not off the top of my head.
Q4.1 [Other names of electronic games]
Q4.1 Um, you said I could use any electronic device. Um, Pokémon series.
Q5.0/5.1 Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017555
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, 4 Pictures 1 Word, Angry Birds, Temple Run 2.
Q4.1 [Other names of electronic games]
Q4.1 Um, I have Snapchat, but that's not really a game. I don't have very many games on my phone.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017576
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, Call of Duty, Call of War, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 We could go on all day long. Pac-Man, Joust.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 017620
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, um, Temple Run, dance, that's it.
Q4.1 [Other names of electronic games]
Q4.1 Um, not off the top of my head, sorry.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017636
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, um, Candy Crush, um, WGT Golf.
Q4.1 [Other names of electronic games]
Q4.1 Oh, um, Halo.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017647
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Hungry Shark, Evolution, Angry Birds, 4 Pics, Subway Surfer, Bike Race.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of anymore.
Q5.0/5.1 Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017648
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 That I have? That I know of? Cause I don't know any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017687
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Just Dance, Mario Kart.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017691
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't know any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017709
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017751
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I can't think of any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: Yes.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017777
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Gears of War, Halo, uh, Sim City, uh, Mass Effect, Mario, Angry Birds. Just the most common games or what? Ah, just, uh, I guess that's good enough.
Q4.1 [Other names of electronic games]
Q4.1 Uh, mm, I don't know. Donkey Kong, F-Zero, Legend of Zelda, um, Mario, two Pokémon games, Final Fantasy, uh, Kingdom Hearts, X-Men, Spider-Man, um, Tony Hawk, I mean there's a lot of video games.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017792
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, Angry Birds. I can't think right now, I lost my smartphone. Need For Speed Shift, Angry Birds Rio, Pet Shop, Uphill Battle 2. Uh, trying to think, Minecraft, um, let's see, Sims. Uh, what else did I have? Grr, I don't know. Temple Run, uh, I had Crime City, Draw, uh, I think, hm, yeah, yeah, I think that's all I got right now.
Q4.1 [Other names of electronic games]
Q4.1 Um, one second, let me think, uh, hm, oh, does it have to be on my phone? Doodle Jump, Grand Theft Auto, uh, I can't think right now. Temple Run, Temple Run 2, Temple Run Wizard of Oz, Kick the Boss, I think I have a couple more in my brain. Fruit Ninja, uh, Subway Surfers. Okay, let's see, uh, um, let's see, I think I have a couple more, okay Tetris, um, Bad Piggies, Angry Birds Star Wars, Air Control, huh, Jetpack Joyride, Cut the Rope, Angry Birds Space, oh gosh, Bejeweled.
Q5.0/5.1 Backflip Madness: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017821
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I'm not really sure. I only use my phone and tablet for work purposes only, not games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017842
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 No, I don't play games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017845
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Mario Brothers.
Q4.1 [Other names of electronic games]
Q4.1 Can't think of any more.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017856
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh, wow, um, Angry Birds, um, missing objects. Let's see, Bubble Blitz. Them all I can think of.
Q4.1 [Other names of electronic games]
Q4.1 Um, none.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017872
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, electronic games, Diablo, World of Warcraft. Back in my day it was Asteroid, Pac-Man, and Ms. Pac-Man.
Q4.1 [Other names of electronic games]
Q4.1 Um, just, you know I can't. I really can't. It's been so long.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Don't know.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017880
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Tomb Raider, um, Texas HoldEm, um, Bubble Blaster, um, Drag Racer.
Q4.1 [Other names of electronic games]
Q4.1 That's all I can think of off the top of my head.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: 3
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017913
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ha ha ha, Words with Friends, Angry Birds. I don't know, those are the ones I'm thinking of.
Q4.1 [Other names of electronic games]
Q4.1 Ah, I don't know, there's so many on the iPad. I think there's Hanging with Friends, Phrases with Friends. There's a lot of friends games.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Don't know.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017915
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Pac-Man, Words with Friends.
Q4.1 [Other names of electronic games]
Q4.1 That's as far as my categories go.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 017946
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play any games on computers or smart games, nothing.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017962
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Nintendo.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017990
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 017995
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: Yes.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018007
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, like Sims, um, Mario, I don't know.
Q4.1 [Other names of electronic games]
Q4.1 Um, Deal or No Deal, like those ones.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018031
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Right off I can't think of any of them.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018042
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 No sir, all we have is flip phones.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018057
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Not personally, I don't play games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018107
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Electronic games. Hm, I don't know off hand. I'm retired and live alone so I don't know.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018125
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Mystery Manor, Angry Birds, Blackjack.
Q4.1 [Other names of electronic games]
Q4.1 Bejeweled, Scrabble, Solitaire.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018145
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds Um, Temple Run, that is a good game. Those are the only two that I play.
Q4.1 [Other names of electronic games]
Q4.1 Um, um, like on smartphones and tablets, um, um, that's all I can think of.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018158
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Nothing is coming to me right now.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: Yes.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018194
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Words with Friends, 4 Pictures 1 Word, Scramble with Friends.
Q4.1 [Other names of electronic games]
Q4.1 (why is this empty?)
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018216
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, that on those, Words with Friends, 3D Racing, Mario Brothers, we'll go with Mario Kart. That's the extent for me.
Q4.1 [Other names of electronic games]
Q4.1 Um, ah, no, not other than, Solitaire.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018313
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Electronic games? Like, um, I don't know. Uh, video games, like of the DS player? My grandkids are always playing Batman and those kind of games. Mario Kart, Barbie Fashion. I myself go to Ebay fashion and stuff.
Q4.1 [Other names of electronic games]
Q4.1 I play Solitaire and Mario. And with my relatives on line I guess we play, uh, you catch me off guard. Um, yeah, we play, um, no I can't think of their names. Sorry about that.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018342
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Instagram, Castle Run, Facebook, Hill Climb Racing, Jetpack Joyride, Cut the Ropes.
Q4.1 [Other names of electronic games]
Q4.1 Scoops, Where's My Water, Logos Quiz.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: Yes.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018372
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Words with Friends, Angry Birds, 4 Pictures 1 Word, Call of Duty.
Q4.1 [Other names of electronic games]
Q4.1 I can't right now.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018384
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018416
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, you mean like the name of games? Scramble with Friends, Words with Friends, Candy Crush Saga.
Q4.1 [Other names of electronic games]
Q4.1 Oh, I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018432
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, uh, Words with Friends. That's the only one I can think of.
Q4.1 [Other names of electronic games]
Q4.1 Candy Crush. I think that's what it's called.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018473
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, I don't know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Don't know.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 018476
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I play Angry Birds. That's it.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any other ones.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018482
Phone type Landline
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Angry Birds, Hill Climb, Bike Race, um, let's go with that.
Q4.1 [Other names of electronic games]
Q4.1 Um, no.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018494
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I can't think of hardly any. Bowling, Sonic, Tetris, Pac-Man, golf, Glow Hockey, Temple Run, Temple Run 2.
Q4.1 [Other names of electronic games]
Q4.1 Well, let me see if I can think of any. Flow, crosswords, Parking Free, Flow Free.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018504
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Nintendo, Call of Duty, all of them. Need For Speed, Xbox or whatever, I don't play much games I guess.
Q4.1 [Other names of electronic games]
Q4.1 World of Warcraft, God of War, UFC Undisputed, The King of Fighters, um, Tekken, Sonic. Need any more?
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Don't know.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018512
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Wii.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018535
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Madden Football, EA Sports Hockey, Angry Birds, The helicopter game. What I do when I don't want to work. Oh, the war games.
Q4.1 [Other names of electronic games]
Q4.1 Call of Duty, NBA 2K, EA Sports, FIFA.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018557
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't know any of them.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018562
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play any electronic games. My grand kids do but I don't play any of those kind of games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018566
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Word with Friends, Ruzzle, Candy Crush, Bubble Witch, Zuma, Draw Something, Solitaire Blitz.
Q4.1 [Other names of electronic games]
Q4.1 Ah, I really can't think of any, oh wait a second, Drop7.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018648
Phone type Landline
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, um, Bejeweled. No, I can't think of any.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018669
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Battlefield, Blacks Ops, um, Dungeons & Dragons. Those are the ones my kids are playing.
Q4.1 [Other names of electronic games]
Q4.1 Um, Words with Friends. There we go, there is noise in the background.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018686
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't do any electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018693
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Scramble with Friends, Words with Friends.
Q4.1 [Other names of electronic games]
Q4.1 That's all I have.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018715
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Words with Friends, um, Bejeweled, uh, Angry Birds, Jewels, I like Bejeweled. That's about all I can think of.
Q4.1 [Other names of electronic games]
Q4.1 That's all I can think of, that's what I play on my phone.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 018781
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Like that I play? Minecraft, Paplinko, Real Basketball, and that's about it.
Q4.1 [Other names of electronic games]
Q4.1 Angry Birds, ah, um.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018807
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play any of those games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 018888
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 My children play Minecraft. Animal Jam, Wii.
Q4.1 [Other names of electronic games]
Q4.1 That's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: 3
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018920
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 That you would install on a computer, all the different card games.
Um, like Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 Chisel, Bejeweled, Bookworm, Zuma, Tumblebugs.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: 3
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018932
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Temple Run.
Q4.1 [Other names of electronic games]
Q4.1 Bubble Shooter.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: 3
Plants vs. Zombies: 3
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 018963
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Farm Frenzy, Bubble Burst.
Q4.1 [Other names of electronic games]
Q4.1 No, I can't.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018965
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Call of Duty: Modern Warfare, Madden, Football, Halo, Word with Friends, Bejeweled, ah, Tetris, um, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Um, FarmVille.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018981
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh, I can't supply, I don't play any of those electronic games. I don't know the names. We just download the free ones so they can play games in the car. I don't have any idea.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 018985
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Everclass, Dungeons & Dragons.
Q4.1 [Other names of electronic games]
Q4.1 Skyrim, Silent Hill, Final Fantasy.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019100
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can't think of any other than Nintendo DS.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019111
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Cut the Rope.
Q4.1 [Other names of electronic games]
Q4.1 Scribblenauts, Angry Birds, Infinity Blade, Monsters, Minecraft.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 019152
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Okay, Temple Run, Angry Birds, Bejeweled, Hangman, Scrabble. I'm just going off the top of my head here.
Q4.1 [Other names of electronic games]
Q4.1 Fruit Ninja.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: Yes.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019190
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ah, I don't know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 019197
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't have an opinion, I don't know. The Sims.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019209
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Contract Killer 2, Dragon Mania, DragonVale, Battle Nations.
Q4.1 [Other names of electronic games]
Q4.1 I mean Angry Birds, Words with Friends.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 019240
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, I don't really play a lot of games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019249
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, in general, just the games, Tetris or Bejeweled, that is about it.
Q4.1 [Other names of electronic games]
Q4.1 Mario Kart, that is it. I do not know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019259
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No, I don't know any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019284
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Blitz, Madden, um, Need For Speed, second Street Fighter, God of War, um, Ninja Gaiden.
Q4.1 [Other names of electronic games]
Q4.1 Super Mario Um, Batman Arkham Asylum Final Fantasy.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019295
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, I can't think of any off hand.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019318
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Bad Piggies.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 019328
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I'm sorry, I don't know any games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019386
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, oh, I don't do games very much. Um, I'm not sure. I know Angry Birds cuz that's the one I've played. I know there is some diamond game I play sometimes. That's all you get.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019396
Phone type Landline
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 God of Wars, Call of Duty, Halo, Assassin's Creed, Gears of War, World of Warcraft, Guild Wars.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of anymore.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019424
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't have any. I don't use electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019546
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Madden, NBA 2K13.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019569
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, a Wii, and games that are played on iPads
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019580
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, I am drawing a blank. Pac-Man.
Q4.1 [Other names of electronic games]
Q4.1 Pac-Man, Candy Crush. That's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019632
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 Angry Birds, Temple Run.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 019640
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, oh, the cell phone, right? Uh, okay I like Ruzzle and I like what ever chess games is on the phone.
Q4.1 [Other names of electronic games]
Q4.1 Used to have word games that I got rid of. I don't play too many games on my phone.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019656
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Minecraft, Super Smash Brothers for Wii. I play a lot of games on my iPhone. One of the ones I got attached to was Real Racing.
Q4.1 [Other names of electronic games]
Q4.1 Off the top of my head I don't know. I'm not a big gamer so Skyrim, I guess. That was pretty big. Call of Duty, World of Warcraft. Any of the online player vs. player. League of Legends. Yeah, that's about it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 019671
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can't. I'm not into that stuff.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019717
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play games. I have no idea.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019722
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Comceptra, Mario Brothers, Contra, Zelda.
Q4.1 [Other names of electronic games]
Q4.1 Pong, Donkey Kong.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019744
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019806
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Draw Something, 4 Pictures 1 Word, Smurfs, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 That's all I got.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 019834
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 How you call these games, puzzle games and that kind of stuff.
Logical games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019977
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Brick Breaker.
Q4.1 [Other names of electronic games]
Q4.1 World of Warcraft. I really don't know anymore.
Q5.0/5.1 Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 019998
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, um, let's see, Spades, uh, and that's really about it.
Q4.1 [Other names of electronic games]
Q4.1 Um, um, no, no.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020054
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 There's far too many of them.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020057
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Doodle Jump, Draw Something, Chisel, Flow Free.
Q4.1 [Other names of electronic games]
Q4.1 Angry Birds, Minesweeper, Isle Tomb.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020095
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, like Xbox? Or just like for smartphones and stuff. Um, I don't really play any so.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020115
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Call of Duty.
Q4.1 [Other names of electronic games]
Q4.1 That's all I can think of.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020138
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Street Fighter, Call of Duty, Gears of War.
Q4.1 [Other names of electronic games]
Q4.1 Um, Halo and Fallout. That would be it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 020176
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 No.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020213
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Temple Run, um, Solitaire. Oh, what's the one, there is a fantasy one with a, I don't remember the name of it now. There is Angry Birds, there are all of those, Words with Friends, Scramble with Friends, that's about all I got.
Q4.1 [Other names of electronic games]
Q4.1 What's the difference between those and these ones, I think I've exhausted my knowledge of this one subject.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020249
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ugh, there's a few that I play. I play the golf game. Angry Birds, uh, I'd have to see how many I have downloaded. I'm not much into gaming.
Q4.1 [Other names of electronic games]
Q4.1 Oh, I got some poker games. Uh, that's pretty much it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020296
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Like Ruzzle, um, 3 Horn.
Q4.1 [Other names of electronic games]
Q4.1 Um, none.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020299
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, PlayStation 3 games.
Q4.1 [Other names of electronic games]
Q4.1 Um, not sure right now.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020307
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020342
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 My son plays a lot. Minecraft, Sim City.
Q4.1 [Other names of electronic games]
Q4.1 Um, I don't know. He does Assassin's Creed.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020444
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Like on smartphones, Temple Run.
Q4.1 [Other names of electronic games]
Q4.1 Um, Fruit Ninja Um, Angry Birds.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020450
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Subway Surfers.
Q4.1 [Other names of electronic games]
Q4.1 I don't know.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020456
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Free Zombies, Angry Birds, that's all I can think of.
Q4.1 [Other names of electronic games]
Q4.1 Splinter Cell and Battlefield.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020477
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Candy Crush, Plants vs. Zombies, Bejeweled Twist, Scramble with Friends, Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 Are you talking about apps or can it be anything? Oh, okay, Luigi's Mansion, Mario Party, Mario Kart, um, and then, uh, and I think that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020483
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't know. Words With Friends, any other games I play, I play on Facebook. Deal or No Deal, Press your Luck, The Price is Right.
Q4.1 [Other names of electronic games]
Q4.1 EA Sports, Madden Football, Tiger Woods, football, NASCAR racing.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020518
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, ah, Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 Ah, that's probably all I can think of right now.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020554
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, uh, Bad Piggies, uh, Temple Run. Can it be for anything, like, uh, on the PlayStation? Battlefield 3, NBA and 2K13.
Q4.1 [Other names of electronic games]
Q4.1 Um, Downhill Extreme, Twisted Metal, Grand Theft Auto, Call of Duty, Tiny Wings and that's mostly it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020561
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Mario Brothers, golf.
Q4.1 [Other names of electronic games]
Q4.1 Mm, Hunter, Game Hunter.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020596
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Bejeweled, uh, Bike Race. That's about it. That's all I know.
Q4.1 [Other names of electronic games]
Q4.1 That's it off the top of my head.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020619
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I just got my phone and that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020636
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry games, ah, Solitaire, um, Just Dance, Nerf, ah, Cabela's Big Game Hunter, Rapala, um, I thing it's Rapala Fishing, ah, that's all I can think of right now.
Q4.1 [Other names of electronic games]
Q4.1 That's all I can think of right now.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020653
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds And that's the only one I ever played.
Q4.1 [Other names of electronic games]
Q4.1 I really can't think of any.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 020669
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020673
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020738
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Word Minute, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Um, Bejeweled.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: 3
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020743
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Cut the Rope, Pudding Monsters.
Q4.1 [Other names of electronic games]
Q4.1 Temple Run.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020760
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Electronic games I can think of. Angry Birds, ah, John Madden Football.
Q4.1 [Other names of electronic games]
Q4.1 Ah, okay, Hill Climber. Um, ah, um, Bowling.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 020859
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Like the game itself, not the system right? The game itself is that you are asking? None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 020988
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No, I don't play any games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021078
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021113
Phone type Landline
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021182
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021317
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Temple Run, Sims and that's all I can think of.
Q4.1 [Other names of electronic games]
Q4.1 Um, uh, maybe Tetris. I don't really play a lot.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021333
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, chess, Ruzzle, Scramble
Q4.1 [Other names of electronic games]
Q4.1 I don't know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 021340
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021400
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q4.1 [Other names of electronic games]
Q4.1 No, I don't play video games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021425
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Candy Crush, ah, (expletive), play Dominoes online, Facepin.
Q4.1 [Other names of electronic games]
Q4.1 Ah, Chrono Trigger.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 021462
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ha ha, I don't know any electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021587
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Hm, I don't know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 021699
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Mario I don't know. My friends is obsessed with Candy Crush.
Q4.1 [Other names of electronic games]
Q4.1 Um, no.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021705
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Borderlands, BioShock, Halo, Mustachify, that puts it on your face.
Q4.1 [Other names of electronic games]
Q4.1 Tekken. That's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Don't know.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 021765
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No, because I don't care for them, especially the AR games shouldn't be played on anything, got enough trouble without leading people astray.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021770
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 TrainStation, Angry Birds, and Star Wars. Grand Theft Auto, Pac-Man, Asteroids, SongPop.
Q4.1 [Other names of electronic games]
Q4.1 Uh, let's see NBA Live, soccer, Soccer Live.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021773
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Tetris, War of the Worlds, Street Fighter. That's it.
Q4.1 [Other names of electronic games]
Q4.1 Pac-Man.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021845
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh, electric devices like Wii. I don't know, I don't really play. I guess that Zynga Poker. That's about the only one I play.
Q4.1 [Other names of electronic games]
Q4.1 Hm, that Candy Crush game is out. Um, I can't remember, the one with a pig. My kids play Pux.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021874
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None, cuz I don't play them.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021922
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021967
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, just Xbox.
Q4.1 [Other names of electronic games]
Q4.1 Um, that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 021976
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Xbox, PlayStation.
Q4.1 [Other names of electronic games]
Q4.1 Role-playing games, first-player shooters.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022067
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, I have no idea because I don't play any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022142
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Fruit Ninja, Angry Birds. I know they have Angry Birds. Ninja, if that counts Split Pick, Ski View, I like that one. Oh, uh, Tetris, chess Uh, online chess, ah, Poker, Battleship, um, oh, Shark Attack. Hm, um, I am starting to draw a blank right now.
Q4.1 [Other names of electronic games]
Q4.1 Oh, uh, any others ones at all, crossword. Uh, Hangman, um, what else do they got out there? Um, let's see, I don't think I can think of anymore.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022155
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't think I will be able to help you on those. Sorry I don't know any answer to that one.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022157
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Candy Crush. Um, Bingo. Um, Bubble Witch.
Q4.1 [Other names of electronic games]
Q4.1 Hm, I don't know right off.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022294
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 So like on my phone? Angry Birds, Temple Run, um, yep, um, Doodle
Jump and that's about all I have.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022333
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ah, by electronics does it mean console? I'm interested in Final Fantasy, Black Ops, Halo, Legend of Zelda, Tetris.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022370
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Any game what so ever Angry Birds, Temple Run, Spider Solitaire, Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 That's all I can think of off the top of my head.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022426
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Temple Run, Minecraft, Moron Test.
Q4.1 [Other names of electronic games]
Q4.1 Um, no that is it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022460
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Ah, Let's see, World of Warcraft.
Q5.0/5.1 Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022507
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't use them.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022562
Phone type Cell phone
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play no games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022564
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Flow Free.
Q4.1 [Other names of electronic games]
Q4.1 Fruit Ninja.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022621
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022631
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Well, from the ones I've, done it in the past. I haven't done any new ones. Just Genesis, Madden.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022642
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022673
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I have none.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022727
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, the actual names, I'm not sure about the names, I think, uh, Bubble Pop, Space Invaders, Asteroids, Missile Defense, casino games.
Q4.1 [Other names of electronic games]
Q4.1 No, not really.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022785
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Temple Run 2, uh, Subway Surfers, Cut the Rope.
Q4.1 [Other names of electronic games]
Q4.1 Uh, Temple Run, Plumber Crack, Pimple Popper.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 022794
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, I don't play electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 022819
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Wii, PlayStation 3, Xbox.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023067
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Pac-Man, Mario, Tetris, Solitaire, uh, what else. That's about it.
Q4.1 [Other names of electronic games]
Q4.1 No, I really don't play them.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 023199
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I think I only know one. Scrabble, no, Solitaire. Oh and Angry Birds. Just from hearing about it.
Q4.1 [Other names of electronic games]
Q4.1 Um, Temple Run. I think that's it. I don't really know them. I just know them from kids talking about them.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023293
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Beersheba. This phone here is a smartphone, Galaxy phone. I don't play video games or nothing like that.
Q4.1 [Other names of electronic games]
Q4.1 I got all sorts of junk up there but I can't think of what it is.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023486
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Bejeweled, Diamond Twister, ah, Assassin's Creed: Brotherhood 2, Midnight Pool, um, let me see. I play the UNO. Right now I'm playing S.W.A.T. on my phone and that's it.
Q4.1 [Other names of electronic games]
Q4.1 That's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 023524
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Fruit Ninja that's about it.
Q4.1 [Other names of electronic games]
Q4.1 That's about it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023569
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, oh like on your phone? Cricket has Sonic and other games like that for little kids.
Q4.1 [Other names of electronic games]
Q4.1 No.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: 3
Pesky Poodles: 3
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 023591
Phone type Cell phone
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Like the actual games? I don't know, like the Wii? PS2 Um, I don't know off the top of my head. Guitar Hero, Call of Duty, um, uh, NBA Jam. That's all I can think of at the moment. I'm sorry. I just got off of work so.
Q4.1 [Other names of electronic games]
Q4.1 Those are it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 023680
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023738
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I know my kids have Atari and Nintendo and play on their smart phones but I don't know what it is.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023742
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Oh, no, I don't play games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023751
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ah, ah, Words with Friends, ah, Spider Solitaire, Clash of Titans, Angry Birds, Bubble Burst. That's it.
Q4.1 [Other names of electronic games]
Q4.1 No.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 023904
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ugh, let's see, hm, I don't know because I don't have any children. Nintendo I remember. There was a game called Nintendo at one time.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of anything else.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023917
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Mario Brothers, Care Bears, My Little Ponies, Teenage Mutant Ninja Turtles.
Q4.1 [Other names of electronic games]
Q4.1 Um, let's see, Hot Wheels and golf games and that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 023947
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No, I don't play any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 024012
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Sudoku, um, that's about all cause that's about all I play. There is a card game I play but I can't think of the name, ah, Hearts, yeah, Hearts.
Q4.1 [Other names of electronic games]
Q4.1 Uh, that's all I can think of.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 024234
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 World of Warcraft, um, World of Tanks, um, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Batman Arkham Asylum, um Lego Batman, games that I play with my kids, Tiger Woods and League of Soccer.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 024256
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Madden Football. That's all I know.
Q4.1 [Other names of electronic games]
Q4.1 Um, Temple Run, Ninja.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 024278
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Oh, I don't know. Let's see, Angry Birds, that's that.
Q4.1 [Other names of electronic games]
Q4.1 Uh, I don't play much games. I can't help on that.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 024386
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, Angry Birds, that's about it.
Q4.1 [Other names of electronic games]
Q4.1 I don't really game too much.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 024613
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't have any at the moment.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 024689
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Solitaire, Words with Friends.
Q4.1 [Other names of electronic games]
Q4.1 That's all I can think of.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 024782
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Tetris.
Q4.1 [Other names of electronic games]
Q4.1 That's it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 024819
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't know of any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 024956
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Call of Duty.
Q4.1 [Other names of electronic games]
Q4.1 NFL, NBA, NCAA.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025031
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Temple Run, Minecraft.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025039
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, let's see Wii and PlayStation.
Q4.1 [Other names of electronic games]
Q4.1 I mean that's it, Just home devices.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025119
Phone type Cell phone
Age 50 or above
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025133
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Xbox 360, PlayStation, Wii, Super Nintendo.
Q4.1 [Other names of electronic games]
Q4.1 PSP, GameCube.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025158
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, uh, I don't pay attention because I don't play any of them.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025346
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Temple Run 2, Subway Surfers, I got PlayStation 3 Black Ops Call of Duty, wrestling game.
Q4.1 [Other names of electronic games]
Q4.1 Hanging with Friends, Word with Friends, Ruzzle.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025407
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Word with Friends, Ruzzle, Scramble with Friends, Draw Something, Song Pop, and Bejeweled.
Q4.1 [Other names of electronic games]
Q4.1 Uh, no, those are the ones I play.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025573
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ruzzle, Family Feud, Phone Pop.
Q4.1 [Other names of electronic games]
Q4.1 Wii, PSP, Xbox.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025596
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Halo, Assassin's Creed, Gears of War.
Q4.1 [Other names of electronic games]
Q4.1 Uh, Angry Birds and Black Ops.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025706
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Word Blast, Numbers Added, Jeopardy, Tetris, Pac-Man, Minecraft.
Q4.1 [Other names of electronic games]
Q4.1 Are You Smarter Than a 5th Grader?
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025738
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't have any on my phone so I never heard of any.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 025741
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play any at all.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025763
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 What do you mean that I can think of. I don't play any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025798
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 If not on Xbox, don't know.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: 3
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025821
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, I play mostly Facebook games. No, not really, uh, I'm trying to think, um, let's see, no, not really.
Q4.1 [Other names of electronic games]
Q4.1 Um, um, Zelda, Final Fantasy, um, Mario Bros.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 025823
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Call of Duty, Angry Birds. Uh, I guess Word Search, Solitaire.
That's about it.
Q4.1 [Other names of electronic games]
Q4.1 Mario Brothers, mm, uh, World of Warcraft.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 025894
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Temple Run.
Q4.1 [Other names of electronic games]
Q4.1 Uh, let me see, uh, ya know this is a difficult study. I don't look
at too many electronic games. I remember Pac-Man.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026059
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 GameCube, Xbox, that's about it.
Q4.1 [Other names of electronic games]
Q4.1 DS something, I don't know.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026123
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Smash Man.
Q4.1 [Other names of electronic games]
Q4.1 Um, hm, I have no clue. I don't play them.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026218
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Draw Something. There's the one where you draw the lines to connect the same color balls, Jeopardy, Red Bird, Cut the Fruit.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any others.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 026221
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, I am not sure for that one. Maybe for a cell phone but I'm not sure.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 Don't know.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026229
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Hm, oh, well, let's see Ruzzle, Minecraft.
Q4.1 [Other names of electronic games]
Q4.1 Bike Race.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 026280
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Hm, ah, Bejeweled, I think, ah, I know, um, I don't know the names of them.
Q4.1 [Other names of electronic games]
Q4.1 Um, ah, Call of Duty. I know, ah, um, most are console. I don't play on my smartphone or anything.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026298
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds and, um, Flow, um, Temple Run, Ticket to Ride, trying to think of others. Tetris, um, hand-held games.
Q4.1 [Other names of electronic games]
Q4.1 Um, like Call of Duty, NBA 2K13, NHL 2K13, BioShock, Epic Mickey, Tiger Woods Golf, Xbox KINECT type games.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 026355
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't know, those I don't use it.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: 3
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026489
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, like apps? Fruit Ninja, like soccer games, FIFA Soccer, Angry Birds, that's it.
Q4.1 [Other names of electronic games]
Q4.1 Um, like hm, like My Spins.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 026558
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Solitaire. Angry Birds, that's pretty much it.
Q4.1 [Other names of electronic games]
Q4.1 I don't know, we really don't play any other than those two. We're busy.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026638
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, Angry Birds, um, Dragon, Clash of Clans. That's mostly it.
Q4.1 [Other names of electronic games]
Q4.1 None of, think of.
Q5.0/5.1 Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 026724
Phone type Cell phone
Age 13 to 17
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh like Angry Birds, Drive By, Surfer, Temple Run.
Q4.1 [Other names of electronic games]
Q4.1 I would say, what's that game called, um, Touch Football, Backbreaker, that's about it.
Q5.0/5.1 Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 026783
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, what kind of games are you talking about? I've never played games like that, only on Xbox and stuff like that.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026812
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Voom, Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any others.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 026962
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play any games.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027068
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play any so I can't tell you any. Words with Friends.
Q4.1 [Other names of electronic games]
Q4.1 I don't know anymore.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027114
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Wow, uh Grand Theft Auto, BioShock Infinite, NBA 2K, uh, LocoRoco and that's about it.
Q4.1 [Other names of electronic games]
Q4.1 No other games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027120
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Casino games.
Q4.1 [Other names of electronic games]
Q4.1 Blackjack, cards.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027170
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Not very many. Like the ones you put on your iPhone? There is a casino game. There is Words with Friends. Boggle, um, Scrabble.
Q4.1 [Other names of electronic games]
Q4.1 Cribbage, that's about it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027211
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, FreeCell, Solitaire, Spider Solitaire, Angry Birds. Probably all I can think of at the moment, I know there's others.
Q4.1 [Other names of electronic games]
Q4.1 Family Feud, Madden 2013, Golf with Tiger Woods.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027267
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Need for Speed is my favorite. Car games, shoot 'em up games.
Q4.1 [Other names of electronic games]
Q4.1 Descent, kinda a spaceship shoot 'em up game. Wolfenstein, Duke Nukem, Halo.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027316
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Finding Nemo, Unblock me. I have a lot of them on my iPod.
Q4.1 [Other names of electronic games]
Q4.1 Equestria daily. Quite a few, and I'll save you the time to type.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027328
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Zynga Poker ,CastleVille, CityVille.
Q4.1 [Other names of electronic games]
Q4.1 FarmVille.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027334
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, like Temple Run, Tiny Wings. I don't really play anything else.
Q4.1 [Other names of electronic games]
Q4.1 Ah, like my grandma plays Words with Friends. Yeah, nothing else.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027378
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Temple Run, that is all I can think of. Words with Friends.
Q4.1 [Other names of electronic games]
Q4.1 Um, Jetpack Joyride, Pool Master, Shark Attack, I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027489
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, Modern Warfare, Scrabble, Rummikub, Mahjong, Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 Angry Birds, Backgammon, Phase 10, Temple Run, Blackjack, Spider, Spades, Hockey, Gin rummy, Basketmania, Froggy Jump, Finger Basketball, Fruit Ninja, Touch Hockey, Doodle Squares, Paper Football, Copter, Bowling.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027499
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 God, I don't play them. Angry Birds and Words with Friends.
Q4.1 [Other names of electronic games]
Q4.1 That's about it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027504
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, Temple Run, Angry Birds, I don't know.
Q4.1 [Other names of electronic games]
Q4.1 Um, no I can't think of any.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027601
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, I'll look at my iPod. Madcoaster, 4 Pictures 1 Word, Mega Red, Hay Day and that's all I have.
Q4.1 [Other names of electronic games]
Q4.1 None that I have.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027608
Phone type Landline
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, you mean like the Wii? Those type of games? Oh, the handheld. Angry Birds, Wreck-It-Ralph, Pictionary on the Wii, Mario, Mario Brothers, Monster Jam, The Draw Games, Super Mario Brothers, Skylanders. I guess that is it.
Q4.1 [Other names of electronic games]
Q4.1 Pac-Man, Toy Story.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 027723
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't know any. We don't have a smartphone, a tablet or internet.
We don't have anything that you are talking about.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 027796
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 That I have or that I can think of? I don't really have that much. I
have UNO on my iPhone.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 028034
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, honestly, none.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 028161
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No, I don't recall. I don't really use, uh, games. It's not really my stuff.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 028184
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I just don't play those types of games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 028406
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Civilization and, um, Sims and oh gosh, I don't know. Those are the only two I can think of right now.
Q4.1 [Other names of electronic games]
Q4.1 Um, not really. Those are the only two games I've played.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 028412
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Uh, the only one I know of is Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 028499
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I really can't tell you the names of any. I don't have time to play them to be honest with you.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 028632
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Man, um, Need for Speed, Angry Birds, Family Feud, Words for Fun, Temple Run.
Q4.1 [Other names of electronic games]
Q4.1 I'm trying to think what else I play. Icomania.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 028663
Phone type Cell phone
Age 13 to 17
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Subway Surfers, Temple Run, Temple Run 2, Ninja, Block Puzzle.
Q4.1 [Other names of electronic games]
Q4.1 Let me think, let me think, let me see Pandora, Flying Penguin, Penguin Run, Penguin Jump, Music Quiz, Where's My Perry, Guess That Song, Muzzle Picart, Space Shoot.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 028802
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Oh, it's too many to talk about. Civilization. Skyrim. Call of Duty.
Q4.1 [Other names of electronic games]
Q4.1 No, let's stop there.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 028885
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, Candy Crush, Slotomania.
Q4.1 [Other names of electronic games]
Q4.1 Um, that's about it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 028988
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 You, like my smartphone? Bubble Hunt, Fruit Ninja, Candy Smash Saga.
Q4.1 [Other names of electronic games]
Q4.1 Nothing else.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 028989
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I'm not sure.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 029469
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, I don't really play.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Don't know.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 029632
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Nope, I don't play any. I don't, nope.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 029866
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Most of my games are PC. Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 I can't think of any off hand.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 030448
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ha ha ha, ah, Xbox, Playstation, Wii, all kinds apps for iPhones.
Halo, Black Ops, Words with Friends, Angry Birds. Let's stop right
there.
Q4.1 [Other names of electronic games]
Q4.1 Hold on a second, did I already say, let's see, Call of Duty, Halo,
Duke Nukem.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 030648
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Game Boy I don't think this is for me. PSP, I don't know.
Q4.1 [Other names of electronic games]
Q4.1 Um, you know, that is it.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 030659
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds. I only have my phone here and it doesn't get much. Fruit Ninja, I don't know a lot. I don't know really any more, I'm sorry.
Q4.1 [Other names of electronic games]
Q4.1 Um, I don't know really know a lot. I only have Fruit Ninja on my phone.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 031107
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 On the phone that I play like Solitaire, Crossword puzzles, um, there is one game, it's not Tetris but It's a gem game.
Q4.1 [Other names of electronic games]
Q4.1 Um, 3D Golf. There's another one it's called Logo Quiz. That's the only ones I play on the phone.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 031172
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, well, any sports, NCAA Football, Madden, MLB, Call of Duty, Battlefield.
Q4.1 [Other names of electronic games]
Q4.1 'Bout it, I can't think any more.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 031178
Phone type Landline
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Em, I ain't got a lot of time but, uh, Texas HoldEm Poker, Tetris, Ruby Blast.
Q4.1 [Other names of electronic games]
Q4.1 Not right off hand.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 031275
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Words with Friends, Bejeweled, ah, Angry Birds, ah, that's all I can think of at the top of my head. Solitaire, Texas Hold, Hook on Words.
Q4.1 [Other names of electronic games]
Q4.1 I play Monopoly, that's it.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 031444
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I won't be naming any because I don't know any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 031508
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 No ma'am, I can't.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 031517
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Pac-Man.
Q4.1 [Other names of electronic games]
Q4.1 I play computer games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: Yes.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: Yes.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 031790
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds
Q4.1 [Other names of electronic games]
Q4.1 Can't think anymore.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 031876
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds that is the only one I can think of.
Q4.1 [Other names of electronic games]
Q4.1 That is the only one I can think of, Solitaire.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 031888
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can not think of any right now.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 032045
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Skyrim, Minecraft, Plants vs. Zombies. Just those three.
Q4.1 [Other names of electronic games]
Q4.1 Um, I play a lot. I have way too many. Call of Duty and then
Fallout.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 032057
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Only one that I play is Texas HoldEm Poker.
Q4.1 [Other names of electronic games]
Q4.1 I can't really.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 032337
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Like I said, I don't play video games on my phone at all. I don't even know what kind of games are on it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 032538
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 032602
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, electronic games, okay. Let see, like Pac-Man, Wipeout, Mario Brothers. There are all kinds of Mario Brothers games, Oregon Trail. Can I ask the name of my 9 year old?
Q4.1 [Other names of electronic games]
Q4.1 Um, goodness, I can't think of anymore.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 032768
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, ah, Subway Surfers, Tetris, Bejeweled.
Q4.1 [Other names of electronic games]
Q4.1 No.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 033204
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Words With Friends, card games like FreeCell. That's all I can think of at the moment.
Q4.1 [Other names of electronic games]
Q4.1 Those are the only two I can think of. I don't really play games on my phone too much, except for Words with Friends. Solitaire and FreeCell, but that's it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 033291
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 You mean like the systems, like an Xbox or the game that you put in the system. I don't know any games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 033409
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Ah, electronic games I can think of Bejeweled and Luxor.
Q4.1 [Other names of electronic games]
Q4.1 Ah, Angry Birds.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 033471
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 You know I don't play them. I don't have a computer. I don't have the internet. Pac-Man.
Q4.1 [Other names of electronic games]
Q4.1 I don't know. I have no idea.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 033796
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play a lot of games. Scrabble Scramble, crossword puzzles.
Q4.1 [Other names of electronic games]
Q4.1 Um, I could if I looked at my app, but I can't think of any right now.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 033829
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 None that I can think of.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 033860
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Okay, sure Song Pop, Bubble Magic and I have trivia that I play on my phone also.
Q4.1 [Other names of electronic games]
Q4.1 Sure, Subway Surfers, Fruit Ninja, I think is one.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 034049
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Car drag racing, casino slot machine.
Q4.1 [Other names of electronic games]
Q4.1 Pac-Man.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 034247
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Halo, NBA Basketball, um, Spider Solitaire, Hearts, Backgammon, Mario, American Idol Karaoke, Just Dance, Michael Jackson, Are you Smarter than a 5th Grader, Family Feud, Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 Solitaire, but that's all I can think of off the top of my head and I got Wii Sports and there's Just Dance and some other dance game but I can't think of it.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 034338
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Excuse me, Angry Birds, World of Warcraft. What is the name of the one my kids play? Black Ops.
Q4.1 [Other names of electronic games]
Q4.1 I can't think if any.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 034522
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, um, 4 Pictures 1 Word, Words With Friends, Drawing With Friends or something like that.
Q4.1 [Other names of electronic games]
Q4.1 Um, I don't know.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 034595
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I can think of Words with Friends, Angry Birds, Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 None.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 034642
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Nope.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 035587
Phone type Landline
Age 18 to 34
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play games on phones or anything.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 035606
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Candy Saga Blitz
Q4.1 [Other names of electronic games]
Q4.1 Scramble, Coin Dozer.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 035656
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Um, I know my kids play but I don't know. Math games. My 3-year-old has an alphabet game. Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 Um, nope, not at the moment.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Don't know.

RESP_ID 035691
Phone type Cell phone
Age 50 or above
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: 3
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 035774
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None of them.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 035957
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Words with Friends, dice in it, Dice with Friends or something like that. 4 Pictures 1 Word
Q4.1 [Other names of electronic games]
Q4.1 Um, let me think of what else I had, um, trying to think, I can't think of any others.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 035989
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, probably like Solitaire, Minesweeper.
Q4.1 [Other names of electronic games]
Q4.1 Nothing that comes to mind. I don't play games often.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 036052
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 This is just handheld and tablets, Angry Birds, Fruit Ninja, God Finger, We Rule, that's it.
Q4.1 [Other names of electronic games]
Q4.1 I can't.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 036369
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Mario Kart, Wii Resort, Candy Crush, Snail Bob, Lexulous.
Q4.1 [Other names of electronic games]
Q4.1 Tetris.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 036520
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 The two I play are Mortal Kombat and Race Car.
Q4.1 [Other names of electronic games]
Q4.1 Those are the only ones.
Q5.0/5.1 Angry Birds: No.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: Yes.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 036672
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Just because of commercials on TV, Call of Duty or something. Is that an electronic game?
Q4.1 [Other names of electronic games]
Q4.1 Well, I mean I grew up in that era, Pac-Man, Tetris, Crazy Taxi. I don' know if this will help.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 037330
Phone type Landline
Age 18 to 34
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ah, Angry Birds.
Q4.1 [Other names of electronic games]
Q4.1 None, that's all.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 037482
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Clash of Clans, Bubbles, I don't know the names of some of the games.
Q4.1 [Other names of electronic games]
Q4.1 I do but can't think of any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 Yes.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 037581
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Don't play electronic games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 038126
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 Games that should be played on a smartphone, I can't think of any. I think someone said Angry Birds, is that a game? Solitaire.
Q4.1 [Other names of electronic games]
Q4.1 When I am at home on the computer I sometimes play Solitaire.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 038165
Phone type Cell phone
Age 35 to 49
Gender Male
Q4.0 [Names of electronic games]
Q4.0 I don't play games on the phones.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 038466
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I don't play any games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 038561
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I actually don't play any.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 039151
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 None.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 040059
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, Cake Makers
Q4.1 [Other names of electronic games]
Q4.1 Um, let me see, Words with Friends. None I can think of.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 040311
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh let's see, Angry Birds and there's Minecraft.
Q4.1 [Other names of electronic games]
Q4.1 That's about it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Don't know.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 040365
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Uh, I don't play games.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 042678
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds on my phone or computer. Sudoku, StarCraft Warcraft, Ninja Kiwi.
Q4.1 [Other names of electronic games]
Q4.1 Not really, I mean I'm sure there are a lot more so any of the Wii games.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: Yes.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 044691
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 I know a lot of games. Angry Birds, Temple Run, Talking Dogs, Minecraft, Pet Shop, Draw Free, Subway Surfers. Um, Mario Brothers and Smash Brothers.
Q4.1 [Other names of electronic games]
Q4.1 Um, Kirby String Um, that's about it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 046578
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Mm, hm, I always do jigsaw puzzles and Solitaire and that's about it and Coin Dozer.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: Yes.
Wild Blood: No.
Pesky Poodles: Yes.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 Yes.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 047529
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Ah, on a smartphone or on a console. Ah, Ratchet and Clank, it's a video game.
Q4.1 [Other names of electronic games]
Q4.1 Candy Crush, it's a Facebook game.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 048154
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Brick Breaker.
Q4.1 [Other names of electronic games]
Q4.1 That's it.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 049273
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Mm, not really, Jewel Quest is the only one.
Q4.1 [Other names of electronic games]
Q4.1 None, not off the top of my head.
Q5.0/5.1 Angry Birds: Yes.
Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 049866
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Angry Birds, Mario games, Madden NFL, Candy Crush Saga, Temple Run, Fruit Ninja.
Q4.1 [Other names of electronic games]
Q4.1 Unblock.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 Yes.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 Yes.

RESP_ID 050237
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Oh gee, games on smartphone or game system. Um, Angry Birds, Words with Friends, um, Ruzzle. Um, Solitaire. Um, Unblock Me, um, that's it.
Q4.1 [Other names of electronic games]
Q4.1 Um, Bejeweled.
Q5.0/5.1 Backflip Madness: No.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 Yes.
Q6.1 [Likely to play electronic games in next month]
Q6.1 Yes.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 051089
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, what was that one called? Angry Birds that was the one.
Q4.1 [Other names of electronic games]
Q4.1 No others.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: Yes.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: Yes.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

RESP_ID 051843
Phone type Cell phone
Age 35 to 49
Gender Female
Q4.0 [Names of electronic games]
Q4.0 Um, Angry Birds, that's it. Fruit Ninja, something about jewels.
Q4.1 [Other names of electronic games]
Q4.1 That's all I got.
Q5.0/5.1 Backflip Madness: No.
Bejeweled: Yes.
Cut the Rope: No.
God of Blades: No.
Mini Motor Racing: No.
Plants vs. Zombies: No.
Ski Safari: No.
Wild Blood: No.
Pesky Poodles: No.
Q6.0 [Played electronic games in past month]
Q6.0 No.
Q6.1 [Likely to play electronic games in next month]
Q6.1 No.
Q7.0 [Purchased electronic games in past month]
Q7.0 No.
Q7.1 [Likely to purchase electronic games in next month]
Q7.1 No.
Q8.0 [Downloaded free electronic games in past month]
Q8.0 No.
Q8.1 [Likely to download free electronic games in next month]
Q8.1 No.

Appendix B

APPENDIX B

OTHER UNAIDED GAME NAMES

APPENDIX B

OTHER UNAIDED GAME NAMES
(Q4.0/Q4.1)

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
007	1	0.25%
1602 A.D.	1	0.25%
2K13	2	0.50%
3 Horn	1	0.25%
3D Golf	1	0.25%
3D Racing	1	0.25%
4 Pics 1 Word	10	2.49%
Air Control	1	0.25%
alphabet game	1	0.25%
American Idol Karaoke	1	0.25%
Animal Jam	1	0.25%
Angry Birds Rio	1	0.25%
Angry Birds Space	1	0.25%
Angry Birds Star Wars	1	0.25%
AR games	1	0.25%
Are You Smarter Than a 5th Grader?	2	0.50%
Assassin's Creed	5	1.25%
Assassin's Creed 2	1	0.25%
Assassin's Creed 3	1	0.25%
Assassin's Creed: Brotherhood2	1	0.25%
Asteroids	3	0.75%
Atari	2	0.50%
Backbreaker	2	0.50%
Backgammon	1	0.25%
Bad Piggies	3	0.75%
Barbie Fashion	1	0.25%
Basketmania	1	0.25%
Batman	1	0.25%
Batman Arkham Asylum	2	0.50%
LEGO Batman	1	0.25%
Battlefield	4	1.00%
Battlefield 4	1	0.25%
Battleship	1	0.25%
Battle Nations	1	0.25%
Beersheba	1	0.25%
Cabela's Big Game Hunter	2	0.50%
Bike Race	4	1.00%
Bingo	1	0.25%
Bingo Bash	1	0.25%
BINGO Blitz	1	0.25%
BioShock	2	0.50%
BioShock Infinite	1	0.25%
Blackjack	3	0.75%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Blitz	1	0.25%
Block Puzzle	1	0.25%
Boggle	1	0.25%
Bookworm	1	0.25%
Borderlands	2	0.50%
bowling	3	0.75%
Brick Breaker	2	0.50%
Bubbles	2	0.50%
Bubble Blaster	2	0.50%
Bubble Blitz	1	0.25%
Bubble Burst	2	0.50%
Bubble Hunt	1	0.25%
Bubble Magic	1	0.25%
Bubble Pop	1	0.25%
Bubble Shooter	1	0.25%
Bubble Witch	2	0.50%
Cake Makers	1	0.25%
Call of Duty	27	6.73%
Call of Duty: Black Ops	10	2.49%
Call of Duty: Modern Warfare	4	1.00%
Call of Duty: Modern Warfare 3	1	0.25%
Call of War	1	0.25%
Candy Blitz - Crushing Saga	1	0.25%
Candy Cruncher	1	0.25%
Candy Crush	16	3.99%
Candy Crush Saga	3	0.75%
car drag racing	1	0.25%
card games	1	0.25%
car games	1	0.25%
Care Bears	1	0.25%
casino slot machine	1	0.25%
casino games	2	0.50%
checkers	1	0.25%
chess	4	1.00%
Chisel	2	0.50%
Chrono Trigger	1	0.25%
Castle Run	1	0.25%
CastleVille	1	0.25%
CityVille	3	0.75%
Sid Meier's Civiliation	3	0.75%
Clash of Clans	2	0.50%
Coin Dozer	2	0.50%
Comceptra	1	0.25%
Contra	1	0.25%
Contract Killer 2	1	0.25%
Crackdown	1	0.25%
Crazy Taxi	1	0.25%
Cribbage	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Cricket	1	0.25%
Crime City	1	0.25%
crossword puzzles	4	1.00%
Cut the Fruit	1	0.25%
dancing games	2	0.50%
Dance Dance Revolution	1	0.25%
Deal or No Deal	2	0.50%
Descent	1	0.25%
Diablo	1	0.25%
Diamond Twister	1	0.25%
Dice with friends	1	0.25%
Dirt Bike	1	0.25%
Dominoes	1	0.25%
Donkey Kong	4	1.00%
Doodle Jump	4	1.00%
Doodle Squares	1	0.25%
Downhill Extreme	1	0.25%
Drag Racer	1	0.25%
Dragon	1	0.25%
Dragon Mania	1	0.25%
DragonVale	1	0.25%
Draw	2	0.50%
Draw Free	1	0.25%
Draw Something	6	1.50%
Drawing With Friends	1	0.25%
Drive By	1	0.25%
Drop7	1	0.25%
Duke Nukem	2	0.50%
Dungeons & Dragons	2	0.50%
EA Sports	2	0.50%
EA Sports Hockey	1	0.25%
The Elder Scrolls	2	0.50%
Epic Mickey	1	0.25%
Equestria	1	0.25%
Everclass	1	0.25%
Evolution	1	0.25%
F-Zero	1	0.25%
Facebook games	2	0.50%
Facepin	1	0.25%
Fallout	2	0.50%
Fallout 3	1	0.25%
Family Feud	4	1.00%
Farm Frenzy	1	0.25%
FarmVille	5	1.25%
Fatal Frame	1	0.25%
FIFA Soccer	3	0.75%
Final Fantasy	6	1.50%
Finding Nemo	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Finger Basketball	1	0.25%
first-person shooter games	1	0.25%
Fish Kingdom	1	0.25%
Flow	4	1.00%
Flow Free	3	0.75%
Flying Penguin	1	0.25%
football	2	0.50%
Forza Motorsport	1	0.25%
FreeCell	3	0.75%
Free Zombies	1	0.25%
Froggy Jump	1	0.25%
Fruit Ninja	25	6.23%
Game Boy	1	0.25%
GameCube	2	0.50%
Gears of War	6	1.50%
Genesis	1	0.25%
gem game	1	0.25%
diamond game	1	0.25%
Gin rummy	1	0.25%
Glass Tower 2	1	0.25%
God Finger	1	0.25%
God of War	4	1.00%
golf game	3	0.75%
Grand Theft Auto	7	1.75%
Guess That Song	1	0.25%
Guild Wars	1	0.25%
Guitar Hero	2	0.50%
Halo	18	4.49%
Halo 4	1	0.25%
Hangman	2	0.50%
Hanging With Friends	3	0.75%
Hay Day	1	0.25%
Hearts	3	0.75%
helicopter game	1	0.25%
Hill Climber	1	0.25%
Hill Climb Racing	2	0.50%
hockey	2	0.50%
Hooked on Words	1	0.25%
Hot Wheels	1	0.25%
Hungry Shark	1	0.25%
The Hunter	1	0.25%
Icomania	1	0.25%
Infinity Blade	1	0.25%
Instagram	1	0.25%
iPad games	2	0.50%
iPhone games	1	0.25%
Isle Tomb	1	0.25%
Jetpack Joyride	4	1.00%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Jeopardy	2	0.50%
Jewel Quest	2	0.50%
Jewels	1	0.25%
jigsaw puzzles	1	0.25%
Joust	1	0.25%
Just Dance	3	0.75%
Kick the Boss	1	0.25%
King of Fighters	1	0.25%
Kingdom Hearts	1	0.25%
Kirby string	1	0.25%
Knights of the Old Republic	1	0.25%
League of Legends	2	0.50%
League of Soccer	1	0.25%
Left 4 Dead	1	0.25%
Lexulous	1	0.25%
Little Big Planet	1	0.25%
LocoRoco	1	0.25%
logical games	1	0.25%
Logo Quiz	3	0.75%
Luigi's Mansion	1	0.25%
Luxor	1	0.25%
Madcoaster	1	0.25%
Madden NFL	9	2.24%
John Madden Football	8	2.00%
Madden NFL 13	1	0.25%
Mahjong	2	0.50%
Mario	10	2.49%
Super Mario	4	1.00%
Super Mario Sunshine	1	0.25%
Mario games	1	0.25%
Mario Bros.	11	2.74%
Super Mario Bros.	4	1.00%
Mario Kart	7	1.75%
Super Mario Kart	1	0.25%
Super Mario Kart Double Dash	1	0.25%
Mario Party	1	0.25%
Mass Effect	3	0.75%
math games	1	0.25%
Mega Red	1	0.25%
Metroid Prime	1	0.25%
Michael Jackson	1	0.25%
Midnight Club	1	0.25%
Midnight Pool	1	0.25%
The Mind Bender	1	0.25%
Minecraft	15	3.74%
Minecraft Mobile	1	0.25%
Minesweeper	2	0.50%
missing objects game	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Missile Defense	1	0.25%
MLB	1	0.25%
Monsters	1	0.25%
Monster Jam	1	0.25%
Monster Pet Shop	1	0.25%
The Moron Test	1	0.25%
Mortal Kombat	1	0.25%
Music Quiz	1	0.25%
Mustachify	1	0.25%
Muzzle Picart	1	0.25%
My Little Pony	1	0.25%
My Spins	1	0.25%
Mystery Manor	1	0.25%
NASCAR racing	1	0.25%
NBA	2	0.50%
NBA 2K	3	0.75%
NBA 2K13	2	0.50%
NBA Basketball	2	0.50%
NBA Jam	1	0.25%
NBA Live	1	0.25%
NCAA Football	2	0.50%
NFL	1	0.25%
NHL 2K13	1	0.25%
Need For Speed	7	1.75%
Need for Speed Shift	1	0.25%
Nerf	1	0.25%
Ninja Giaden	1	0.25%
Ninja Kiwi	1	0.25%
Ninja	3	0.75%
Nintendo	5	1.25%
Super Nintendo	1	0.25%
Nintendo DS	3	0.75%
online multiplayer game	1	0.25%
Oregon Trail	2	0.50%
Pac-Man	16	3.99%
Ms. Pac-Man	2	0.50%
Pandora	1	0.25%
Paper Football	1	0.25%
Paplinko	1	0.25%
Parcheesi	1	0.25%
Parking Free	1	0.25%
Penguin Jump	1	0.25%
Penguin Run	1	0.25%
Pet Shop	2	0.50%
Phase 10	1	0.25%
Phone Pop	1	0.25%
Phrases With Friends	1	0.25%
Pictionary	2	0.50%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Pikmin	1	0.25%
Pikmin 2	1	0.25%
Pimple Popper	1	0.25%
Playstation	5	1.25%
PSP (Playstation Portable)	3	0.75%
Playstation 2	1	0.25%
Playstation 3	2	0.50%
Plumber Crack	1	0.25%
Pokémon	4	1.00%
Poker	2	0.50%
Pong	1	0.25%
Pool Master	1	0.25%
Pop Icon Quiz	1	0.25%
The Price is Right	2	0.50%
Press Your Luck	1	0.25%
Pudding Monsters	1	0.25%
Pux	1	0.25%
puzzle games	1	0.25%
race car	1	0.25%
Rapala Rishing	1	0.25%
Ratchet & Clank	1	0.25%
Real Basketball	1	0.25%
Real Racing	1	0.25%
Red Bird	1	0.25%
Red Dead Redemption	2	0.50%
Rock Band	1	0.25%
role-playing games	1	0.25%
RollerCoaster Tycoon	1	0.25%
Ruby Blast	1	0.25%
Rummikub	1	0.25%
Rush Hour	1	0.25%
Ruzzle	10	2.49%
Scoops	1	0.25%
Scrabble	5	1.25%
Scrabble Scramble	1	0.25%
Scramble	2	0.50%
Scramble With Friends	6	1.50%
Scribblenauts	1	0.25%
Shark Attack	2	0.50%
shoot-'em-up games	1	0.25%
Silent Hill	2	0.50%
Sim City	2	0.50%
The Simpsons Tapped Out	1	0.25%
The Simpsons Trivia quiz	1	0.25%
The Sims	6	1.50%
Ski View	1	0.25%
Skylanders	1	0.25%
Skyrim	6	1.50%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Slotomania	1	0.25%
Smash Brothers	3	0.75%
Super Smash Brothers	1	0.25%
Smash Man	1	0.25%
Smurfs	1	0.25%
Snail Bob	1	0.25%
Snapchat	1	0.25%
soccer games	3	0.75%
Soccer Live	1	0.25%
Solitaire	29	7.23%
Solitaire Blitz	1	0.25%
Spider Solitaire	6	1.50%
Song Pop	3	0.75%
Sonic	2	0.50%
Space Invaders	1	0.25%
Space Shoot	1	0.25%
Spades	2	0.50%
Spider-Man	1	0.25%
Splinter Cell	1	0.25%
Split Pick	1	0.25%
StarCraft	2	0.50%
Star Wars	1	0.25%
Street Fighter	2	0.50%
Street Fighter II	1	0.25%
Subway Surfers	12	2.99%
Sudoku	4	1.00%
Surfer	1	0.25%
S.W.A.T.	1	0.25%
Talking Dogs	1	0.25%
Team Fortress 2	1	0.25%
Teenage Mutant Ninja Turtles	1	0.25%
Tekken	2	0.50%
Temple Run	40	9.98%
Temple Run 2	6	1.50%
Temple Run Oz	1	0.25%
tennis	1	0.25%
Tetris	17	4.24%
Texas HoldEm Poker	4	1.00%
Tic-Tac-Toe	1	0.25%
Ticket to Ride	1	0.25%
Tiger Woods	6	1.50%
Tiki	1	0.25%
Tiny Wings	2	0.50%
TrainStation	1	0.25%
trivia	1	0.25%
Tomb Raider	2	0.50%
Tony Hawk	1	0.25%
Touch Football	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Touch Hockey	1	0.25%
Toy Story	1	0.25%
Tumblebugs	1	0.25%
Twisted Metal	1	0.25%
Twitter	1	0.25%
UFC Undisputed	1	0.25%
Unblock	1	0.25%
Unblock Me	2	0.50%
UNO	2	0.50%
Uphill Battle 2	1	0.25%
Voom	1	0.25%
war games	1	0.25%
War of the Worlds	1	0.25%
Warcraft	1	0.25%
World of Warcraft	11	2.74%
We Rule	1	0.25%
WGT Golf	1	0.25%
Where's My Perry?	1	0.25%
Where's My Water?	1	0.25%
Wii	13	3.24%
Wii Resort	1	0.25%
Wii Sports	2	0.50%
Wipeout	1	0.25%
Wolfenstein	1	0.25%
Word Blast	1	0.25%
word games	1	0.25%
Word Minute	1	0.25%
Word Search	1	0.25%
Word Whomp	1	0.25%
Words with Friends	36	8.98%
Words for Fun	1	0.25%
World of Tanks	1	0.25%
Wreck-It-Ralph	1	0.25%
wrestling game	1	0.25%
X-Men	1	0.25%
Xbox	10	2.49%
Xbox 360	2	0.50%
Xbox KINECT games	1	0.25%
Zelda	3	0.75%
Legend of Zelda	3	0.75%
Legend of Zelda: Wind Waker	1	0.25%
Legend of Zelda: Ocarina of Time	1	0.25%
Legend of Zelda: Oracle of Seasons	1	0.25%
Zombie Wars	1	0.25%
Zuma	3	0.75%
Zynga Poker	2	0.50%

Appendix C

APPENDIX C

SUPERVISOR INSTRUCTIONS

Ford Bubala & Associates
16400 Pacific Coast Hwy., #211
Huntington Beach, California 92649
Telephone: 562/592-4581
Facsimile: 562/592-3867

FB&A
3/13
#1680

SUPERVISOR INSTRUCTIONS

LIST OF MATERIALS

- Screener/Questionnaire
- Supervisor Instructions
- Interview Instructions
- Sample

If any materials are missing, or any instructions are unclear, please notify Dr. Gerald Ford immediately.

STUDY OVERVIEW

This is a study among individuals who meet the survey screening criteria.

The protocol for this research study is a telephone interview.

QUOTA

The desired quota for this research study is 400 completed interviews.

SAMPLE

The sample for this study is a random digit telephone (cell phone and landline) sample.

INTERVIEWING DATES/TIMES

Interviewing is to begin as scheduled and continue until the quota is complete.

Initial attempts to contact/screen prospective respondents are to be conducted during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zone of prospective respondents. Callbacks are to be attempted at any time during the day/evening when it is suggested that the prospective respondent will be available.

Generally, Interviewers are to make an initial call and five callbacks to reach a prospective respondent.

SAMPLE SELECTION/REPLICATE USE

The sample has been sorted into replicate groups. Generally, for each replicate group, Interviewers are to make an initial call and five callbacks, when necessary, to each identified telephone number in the first replicate group before proceeding to the next replicate group.

INTERVIEWER STAFFING

No one Interviewer should complete more than 10% (i.e., 40) of the total interviews.

Supervisor Instructions, Page 2

SCREENER/QUESTIONNAIRE AND BRIEFING

Specific details involving the execution of the Screener/Questionnaire are outlined in the Interviewer Instructions and on the Screener/Questionnaire. Please read and review the Interviewer Instructions and the Screener/Questionnaire prior to the distribution of materials and the briefing of the Interviewers.

Although the Screener/Questionnaire employed in this study is short, it is important that the Screener/Questionnaire is handled properly and that the questions are read verbatim. It is also important to stress that the responses be recorded accurately.

All Interviewers participating in this study are to be briefed. During the briefing, go over the question-by-question instructions with the Interviewers. Stress the need for reading the questions exactly as they are printed on the Screener/Questionnaire and recording accurately the responses of the interviewees.

During the briefing, please hold a practice interview. The practice interview gives the Interviewers practice in the mechanics of the Screener/Questionnaire. Please do additional practice, as necessary, until you are confident the Interviewers know how to properly conduct the interviews and thoroughly understand the mechanics of the study.

VALIDATION

Please validate approximately 35% of each Interviewer's completed interviews by either telephone monitoring validation or telephone callback validation. Validation includes either monitoring or telephone callback confirmation of the responses to the next-birthday question through Q3.0 (landline) or Q1.0 through Q2.0 (cell phone) and participation in the survey. Identify validated interviews by the Respondent ID, Supervisor Name, and Date.

For quality control purposes, please monitor approximately 35% of each Interviewer's work, by telephone, on the questions and responses to Q4.0 through Interviewer Certification. Please identify quality control monitored interviews by entering the Respondent ID, Supervisor Name and Date.

SHIPMENT OF COMPLETED INTERVIEWS

Daily Shipments

You are to send daily, via e-mail the results of all completed Screeners/Questionnaires for each Interviewer.

On the first day of interviewing, you are to ship the signature page for all signed Supervisor and Interviewer Instructions. On subsequent interviewing days, ship the signature page for any additional signed Supervisor and Interviewer Instructions, for Supervisors or Interviewers who began work on this project after the initial survey briefing.

Final Shipment of Materials

You should retain possession of all unused survey materials until instructed by Ford Bubala & Associates to make a final shipment of all remaining materials. When you are instructed by Ford Bubala & Associates to make your final shipment of materials, you are to return all survey materials.

Supervisor Instructions, Page 3

Consistent with the Marketing Research Association Guidelines, you are not to keep any copies or photocopies of any materials related to this study. All materials related to this study are to be returned.

Shipping costs for the return of any materials not shipped in the final shipment and/or charges for any materials that need to be returned to you for signature, etc., will be at your expense.

SHIPPING INFORMATION

Please use UPS or Federal Express for your deliveries to us.

IF YOU USE UPS:

- Please use UPS Next Day Air Letter envelopes. Ship Saver.
- UPS Account #75W369.

IF YOU USE FEDERAL EXPRESS:

- Please use FedEx Pak (soft) envelopes. Ship Standard.
- Federal Express #1108-3076-9.

When filling out the Air Bill, please put our study number, #1680, in the space marked "Reference Number."

Ship materials to:

Dr. Gerald Ford
Ford Bubala & Associates
16400 Pacific Coast Highway, Suite 211
Huntington Beach, California 92649

SUPERVISOR INSTRUCTIONS
SIGNATURE PAGE

Study #1680

Note: After reading and reviewing these instructions and procedures, along with the Interviewer Instructions, and the Screener/Questionnaire, please print your name and then sign this set of instructions.

Name (Please Print)

Signature

Appendix D

APPENDIX D

INTERVIEWER INSTRUCTIONS

Ford Bubala & Associates
16400 Pacific Coast Hwy., #211
Huntington Beach, California 92649
Telephone: 562/592-4581
Facsimile: 562/592-3867

FB&A
3/13
#1680

INTERVIEWER INSTRUCTIONS

STUDY OVERVIEW

This is a study among individuals who meet the survey screening criteria.

The protocol for this research study is a telephone interview.

QUOTA

The desired quota for this research study is 400 completed interviews.

SAMPLE

The sample for this study is a random digit telephone (cell phone and landline) sample.

SAMPLE SELECTION/REPLICATE USE

The sample has been sorted into replicate groups. Generally, for each replicate group, Interviewers are to make an initial call and five callbacks, when necessary, to each identified telephone number in the first replicate group before proceeding to the next replicate group.

INTERVIEWER STAFFING

No one Interviewer should complete more than 10% (i.e., 40) of the total interviews.

SCREENER/QUESTIONNAIRE PROCEDURES

All instructions for execution of the Screener/Questionnaire are on the Screener/Questionnaire. The instructions for execution of the Screener/Questionnaire are in all CAPITAL LETTERS.

In addition, please note the following:

- The Screener/Questionnaire utilized in this study is short; however, it is important (1) that the questions are read verbatim, and (2) that procedures are followed, and (3) that the responses are recorded accurately.
- Administer each Screener/Questionnaire in a completely uniform manner, reading each question exactly as it is written and allowing the respondent as much time as he/she desires to answer before proceeding to the next question. Do not change the wording of any question, and ask only the questions included on the Screener/Questionnaire. If a respondent indicates he/she does not understand a question or asks you to explain a question, simply repeat it exactly as worded on the Screener/Questionnaire. If necessary, repeat a question twice. If the respondent still does not understand or asks that the question be explained, terminate the interview.

Interviewer Instructions, Page 2

- Do not allow a respondent to consult another person before responding to a question. If this situation occurs, the interview is to be terminated.
- At the completion of each interview, please certify the information on the Screener/Questionnaire by entering Respondent ID, Interviewer Name, and Date.
- Approximately 35% of your Screener interviews are to be validated by a Supervisor, either by telephone monitoring or by telephone callback confirmation of the responses to the next-birthday question through Q3.0 (landline) or Q1.0 through Q2.0 (cell phone) and participation in the survey.
- Approximately 35% of your Questionnaire interviews are to be telephone monitored by a Supervisor for quality control.
- In addition to your Supervisor, our firm will also conduct additional telephone validations of your completed interviews.

CALL/CALLBACK PROCEDURES

- Initial attempts to contact/screen prospective respondents are to be conducted during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zone of prospective respondents.
- Callbacks are to be attempted at any time during the day/evening when it is suggested that the prospective respondent will be available.
- In addition to the initial call, five additional callbacks should be attempted, if necessary, to complete a prospective respondent interview.

Incomplete Contacts

Terminated Contacts - No Callback

After dialing a telephone number, the attempt to prescreen/interview will be terminated and no callback attempted:

- (a) if it is determined that the number has been disconnected; or
- (b) if a prospective respondent refuses to participate/continue; or
- (c) if the prospective respondent with whom you need to speak will not be available during the time frame of the study; or
- (d) if there is a hearing or language problem; or
- (e) if the telephone number is a business or government agency.

Incomplete Contacts - Callback

For attempts to screen which result in a 'no answer,' a 'busy signal,' an 'answering machine/voice mail,' or for other procedurally incomplete contact reasons, proceed as follows:

(a) No Answer (after four rings)

Where callbacks are necessary, they are to be attempted during a different time frame and/or on a subsequent day.

(b) Answering Machine/Voice Mail/Computer Tone

Connection with an answering machine, voice mail, or computer tone should be treated the same as a 'no answer' (see above).

(c) Busy Signal

A connection which produces a busy signal should be treated as a 'no' answer (see above).

(d) Scheduled Callback

A callback occurs when a prospective respondent is not available at the time of your call and/or another person suggests a likely time to reach the prospective respondent.

INTERVIEWER INSTRUCTIONS
SIGNATURE PAGE

Study #1680

Note: After reading and reviewing these instructions and procedures, please print your name and then sign this set of instructions and return it to your Supervisor.

Name (Please Print)

Signature

Appendix E

APPENDIX E

SAMPLE DISPOSITION REPORT
LANDLINE

	<u>Number</u>
<u>Total Attempted Contacts</u>	<u>14,253</u>
Attempts with no contact (no answer, answering machine, computer tone, telephone disconnected, telephone busy, blocked call)	10,737
Attempts with contact	
- Business/government	305
- General/scheduled callback	10
- Refusal	2,015
- Language problem	92
- Q2.0 Age	15
- Respondent not available	209
- Interviewer terminated	12
- Over quota	655
<hr/>	
Qualified contacts	
- Qualified refusal	3
- Completed Interviews	200
Total Eligible	203
<hr/>	
Interview completion rate 200/203 = 98.52%	

APPENDIX E

SAMPLE DISPOSITION REPORT
CELL PHONE

	<u>Number</u>
<u>Total Attempted Contacts</u>	<u>15,700</u>
Attempts with no contact (no answer, answering machine, computer tone, telephone disconnected, telephone busy, blocked call)	10,640
Attempts with contact	
- Business/government	286
- General/scheduled callback	9
- Refusal	2,940
- Language problem	228
- Q1.0 Age	165
- Q2.0 Not personal phone	83
- Respondent not available	142
- Interviewer terminated	13
- Over quota	992
<hr/>	
Qualified contacts	
- Qualified refusal	1
- Completed Interviews	201
Total Eligible	202
<hr/>	
Interview completion rate 201/202 = 99.50%	

Appendix F

APPENDIX F

TECHNICAL NOTE

Calculation of the interval range, at a 95% confidence level, if the research were based upon a census of the population is as follows:

$$\frac{x}{1.96} = \sqrt{\frac{pq}{n-1}}$$

x = the calculated (+/-) interval range

1.96 = the 95% confidence level for estimating the interval within which to expect the population proportion

pq = the measure of sample dispersion

n = the total sample size

The calculated response interval range for the fame of the Angry Birds mark among the general public is 84.29% +/-3.57% (i.e., if a census were taken, one would be 95% confident that the fame of the Angry Birds mark among the general public would be between 80.72% and 87.86%).

Exhibit B

Publications Since 2003
By Dr. Gerald L. Ford

ARTICLES

These articles are available @ www.fordbubala.com/articles

"Survey Evidence - Successful Challenges Since Daubert" was published in 2003 in the International Trademark Association 125th Annual Meeting proceedings.

"Lanham Act Surveys: 2003" was published in 2003 in the American Intellectual Property Law Association annual proceedings. This paper, "Lanham Act Surveys: 2003," was reprinted in the 78th Intellectual Property Institute of Canada proceedings, 2004.

"Lanham Act Surveys: 2004" was published in the Law Education Institute National CLE Conference proceedings, 2005.

"Lanham Act Surveys: 2005" was presented at a meeting of the Intellectual Property Law Section of the State Bar of Georgia, 2006. This paper, "Lanham Act Surveys: 2005" was reprinted in the NAD Annual Conference proceedings, 2006, and in the Law Education Institute National CLE Conference proceedings, 2007.

"Intellectual Property Surveys: 2006" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: 2007" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: 2008-2009" was electronically published on the members-only section of the INTA website. This paper was reprinted in the USC Gould School of Law - 2010 Intellectual Property Institute proceedings. This paper was also reprinted in the Intellectual Property Owners Association Annual Meeting Proceedings, 2010 and the Proceedings of the California CPA Education Foundation, IP Damage Institute 2010.

"False Advertising Surveys January 1998 - December 2010" was published in the 2011 Practising Law Institute course handbook Hot Topics in Advertising Law 2011.

"Intellectual Property Surveys: 2010" was electronically published on the members-only section of the INTA website. This paper was reprinted in the Proceedings, Marques 25th Annual Conference, Baveno, Italy, 2011.

"Intellectual Property Surveys: Annual Cumulative Update 2010" was electronically published on the members-only section of the INTA website.

"Surveying the Evidence" was published in the Intellectual Property Magazine, May 2012.

ARTICLES - Page 2

"Intellectual Property Surveys: 2011-2012" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: Annual Cumulative Update 1998-2012" was electronically published on the members-only section of the INTA website.

BOOK CHAPTERS

"Survey Percentages in Lanham Act Matters," Trademark and Deceptive Advertising Surveys: Law, Science and Design, 1st ed., published by American Bar Association, 2012.

"Survey Evidence in U.S. Dilution Cases," Bereskin, International Trademark Dilution, 2013 ed., published by Thomson Reuters.

Exhibit C

DR. GERALD L. FORD

TRIAL TESTIMONY 1992 - 2013

2011

Facebook, Inc. v. Think Computer Corporation
Trademark Trial and Appeal Board

Sara Lee Corporation v. Kraft Foods, Inc. et al.
U.S. District Court, Northern District of Illinois

The Gap, Inc. and Gap (Apparel) LLC v. G.A.P Adventures Inc.
U.S. District Court, Southern District of New York

2010

Clinique Laboratories LLC v. Absolute Dental Cheyenne, Inc.
Trademark Trial and Appeal Board

2009

The Procter & Gamble Company v. Georgia-Pacific Consumer
Products LP
U.S. District Court, Southern District of Ohio

2008

Levi Strauss & Co. v. Abercrombie & Fitch Trading Co.
U.S. District Court, Northern District of California

Google Inc. v. Nikolaus Gubernator
Trademark Trial and Appeal Board

adidas America, Inc. and adidas AG v. Payless ShoeSource, Inc.
U.S. District Court, District of Oregon

2007

Nissan Motor Co. Ltd. and Nissan North America, Inc. v. Nissan
Computer Corporation and the Internet Center
U.S. District Court, Central District of California

2006

Phillips-Van Heusen Corp., Calvin Klein, Inc., and Calvin Klein
Trademark Trust v. Calvin Clothing Company, Inc. and Star Ride
Kids, Inc.
U.S. District Court, Southern District of New York

Joel D. Wallach v. Longevity Network, Ltd.
U.S. District Court, Central District of California,
Western District

Trial Testimony continued

2005

General Motors Corporation v. Chevy Duty, Inc.
U.S. District Court, Eastern District of Michigan,
Southern Division

2004

A&W Food Services of Canada Inc. and A&W Trade Marks Inc. v.
McDonald's Restaurants of Canada Limited.
Federal Court, Toronto, Canada

Callaway Golf Company v. Dunlop Slazenger Group Americas,
Inc.

U.S. District Court for the District of Delaware

Nova Development v. Individual Software, Inc.
Arbitration (JAMS)

The PE Corporation and Roche Molecular Systems, Inc. v. MJ
Research Incorporated and Michael and John Finney
U.S. District Court, District of Connecticut

2002

Sara Lee Corporation v. Kayser-Roth Corporation
Trademark Trial and Appeal Board

Kirkbi AG and Lego Canada Inc. v. Ritvik Holdings Inc./
Gestions Ritvik Inc. and Ritvik Toys Inc./Jouets Ritvik Inc.
Federal Court of Canada, Toronto, Ontario

2001

Harrods Limited v. Sixty Internet Domain Names
U.S. District Court, Eastern District of Virginia

The State of California Acting in a Higher Education Capacity
by and through The Board of Trustees of the California State
University v. Bello's Sporting Goods
State of California, Superior Court, San Luis Obispo

2000

Rally Accessories, Inc. d/b/a/ Rally Manufacturing, Inc., v.
Quest Industries, Inc.
U.S. District Court, Southern District of Florida

Jack Daniel's Properties, Inc. v. Quest Associates, Ltd.
Trademark Trial and Appeal Board

Trial Testimony continued

1999

Daimler Chrysler Corporation v. Ted L. Vanzant, dba Country Craft

U.S. District Court, Central District of California

Hewlett-Packard Company v. Nu-kote International, Inc.

U.S. District Court, Northern District of California

1998

Nexus Products Company v. Russ Calvin, Inc., et al.

Superior Court of California, County of Santa Barbara

1-800-FLOWERS, Inc. v. Michael Segura, d/b/a FLOWER STAR, et al.

U.S. District Court, Eastern District of New York

Haverly Systems, Inc. v. Omni Flow Computers, Inc.

Trademark Trial and Appeal Board

1997

Kendall-Jackson Winery, Ltd. v. E. & J. Gallo Winery

U.S. District Court, Northern District of California

Leonard Studio Equipment, Inc. v. Desmar Corporation and Meccanica Italiana Srl.

U.S. District Court, District of New Jersey

1996

Black & Decker (U.S.) Inc. v. GSL Engineering Ltd., GSL Consumer Products Ltd., GSL Rechargeable Products Ltd., et al.

U.S. District Court, Eastern District of Virginia

1995

Berner International Corporation v. Mars Sales Company

U.S. District Court, Western District of Pennsylvania

Mavrides, et al. v. Hammond, et al.

U.S. District Court, Northern District of California

Peter Morton, et al. v. Rank Organization, et al.

Arbitration, Los Angeles

1994

The Princeton Review Management Corp. v. Stanley H. Kaplan Educational Center, Ltd.

Arbitration, New York

Trial Testimony continued - 1994

Al-Site Corp. v. The Bonneau Company
U.S. District Court, Central District of California

1993

American Professional Testing Service, Inc. v. Harcourt Brace
Jovanovich Legal and Professional Publications, Inc.
U.S. District Court, Central District of California

Devon Industries, Inc. v. American Medical Manufacturing, Inc.,
et al.
U.S. District Court, Central District of California

United Services of America Federal Credit Union dba USA Federal
Credit Union v. USA Federal Credit Union
U.S. District Court, Southern District of California

In re: Circuit Breaker Litigation
U.S. District Court, Central District of California

P. Leiner Nutritional Products v. Pharmavite Corporation
U.S. District Court, Central District of California

Mouldings, Inc. v. Kellogg Company
U.S. District Court, District of Utah, Central Division

1992

Adray, et al. v. Adry-Mart, et al.
U.S. District Court, Central District of California

Mag Instrument, Inc. v. Martin Heller et al.
Superior Court of California, County of San Bernardino

Baldwin Corporation v. Frank Su Enterprise Corporation, Frank
Su, and Decorators Accessories, Ltd.
U.S. District Court, Central District of California

Mag Instrument Inc. v. Vermont American Corporation
Trademark Trial and Appeal Board

Better Carpet Care, Inc., dba A-1 Carpet Care v. A-1 Carpet
Market
Superior Court of California, County of Orange

DEPOSITION TESTIMONY 1992 - 2013

2013

Kate Spade LLC v. Saturdays Surf LLC
U.S. District Court, Southern District of New York

QS Wholesale, Inc. v. World Marketing, Inc.
U.S. District Court, Central District of California,
Southern Division

2012

Bath & Body Works Brand Management, Inc. v. Summit
Entertainment, LLC
U.S. District Court, Southern District of New York

2011

E. & J. Gallo Winery v. Proximo Spirits et. al.
U.S. District Court, Eastern District of California

H-D Michigan, LLC v. Safety National Casualty Corporation
Trademark Trial and Appeal Board

The Coca-Cola Company v. Pepsico, Inc.
U.S. District Court, Southern District of Texas

Georgia-Pacific Consumer Products LP and Georgia-Pacific LLC
v. Four-U-Packaging, Inc.
U.S. District Court, Northern District of Ohio

Target Brands, Inc. and Target Corporation v. Fairweather Ltd.,
International Clothiers Inc. and Les Ailes de La Mode
Incorporees
Federal Court, Toronto, Canada

Fortune Dynamic, Inc. v. Victoria's Secret Stores Brand
Management, Inc.
U.S. District Court, Central District of California

2009

Dixie Consumer Products LLC v. Huhtamaki Americas, Inc.
U.S. District Court, Northern District of Georgia

Autodesk, Inc. v. Dassault Systèmes Solidworks Corporation
U.S. District Court, Northern District of California

Deposition Testimony 2009 - continued

Good Sportsman Marketing LLC and IP Holdings, Inc. v. Non Typical Inc.

U.S. District Court, Eastern District of Texas

2008

Dayals (Fiji) Artesian Waters Limited v. Fiji Water Company LLC; Paramount International Expert, Ltd.; and Roll International Corporation

U.S. District Court, Central District of California

adidas American, Inc. and adidas AG v. Wal-Mart Stores, Inc.

U.S. District Court, District of Oregon

2007

HomeLife Communities Group v. HomeLife Realty Services, Inc. and HomeLife Securities, Inc.

U.S. District Court, Northern District of Georgia

Luppen Holdings, Inc. v. Pitney Bowes, Inc. & Staples, Inc.

U.S. District Court, Central District of California

E.& J. Gallo Winery v. Cantine Rallo, S.p.A.

U.S. District Court, Eastern District of California

adidas American, Inc. and adidas AG v. Kmart Corporation and Footstar, Inc.

U.S. District Court, District of Oregon

2006

NFL Properties LLC v. AllAuthentic Corporation

U.S. District Court, Southern District of New York

The Board of Trustees of the University of Alabama v. New Life Art, Inc. and Daniel A. Moore

U.S. District Court, Northern District of Alabama

2005

Children's Medical Center of Dallas v. Columbia Hospital at Medical City Dallas Subsidiary, L.P.

U.S. District Court, Northern District of Texas

Deposition Testimony 2005 - continued

Board of Supervisors of the Louisiana State University and Agricultural and Mechanical College, Board of Regents of the University of Oklahoma, Ohio State University, University of Southern California, Pasadena Tournament of Roses, and The Collegiate Licensing Company v. Smack Apparel Company and Wayne Curtiss

U.S. District Court for the Eastern District of Louisiana

The Boyds Collection, Ltd. v. The Bearington Collection

U.S. District Court, Middle District of Pennsylvania

Mag Instrument, Inc. v. Dollar Tree Stores, Inc. and Dollar Tree Distribution, Inc.

U.S. District Court, Central District of California

2004

Nissan North America and Nissan Jidosha Kabushiki Kaisha dba Nissan Motor Co., Ltd v. Europacific Parts International, Inc. dba Service & Value Expeditors, and Interstate Automotive Distributors dba Genuine Parts Advantage and Metro Automotive

U.S. District Court, Central District of California

2003

XtraPlus Corporation v. Google, Inc.

U.S. District Court, Northern District of California

The Iams Company v. Nutro Products, Inc.

U.S. District Court, Southern District of Ohio

adidas America, Inc. and adidas-Salomon AG v. Steve Madden, Ltd., and Steve Madden Retail, Inc.

U.S. District Court, District of Oregon

2002

Masterfoods USA, a division of Mars, Incorporated v. Arcor USA, Incorporated, and Arcor S.A.I.C.

U.S. District Court, Western District of New York

Dioptics Medical Products, Inc. v. The Cooper Companies, Inc.

U.S. District Court, Northern District of California

2001

Manufacture des Montres Jaguar, S.A., Manufacturas de Montres Jaguar, S.L., and Festina, U.S.A., Inc. v. Jaguar Cars Limited, The Jaguar Collection Limited and Jaguar Cars, a division of Ford Motor Company

U.S. District Court, Southern District of New York

Deposition Testimony 2001 - continued

Magnivision, Inc. v. The Bonneau Company
U.S. District Court, Central District of California

2000

Kelly Blue Book Company, Inc. v. Primedia Intertec National
Market Reports, Primedia Intertec Inc., & Primedia Inc.
U.S. District Court, Central District of California

JMYZ, Inc. v. The Gap, Inc. and Old Navy, Inc.
U.S. District Court, Southern District of Florida

1999

In re: Certain Two-Handle Centerset Faucets and Escutcheons
and Components Thereof
U.S. International Trade Commission, Washington, D.C.

TriStar Pictures, Inc. and Zorro Productions, Inc. v. Del Taco,
Inc. and Wongdoody
U.S. District Court, Southern District of California

1997

Summit Bottling, Inc. v. Water Star Bottling, Inc. et al.
U.S. District Court, District of Utah, Northern Division

Kellogg Company v. Exxon Corporation
U.S. District Court, Western District of Tennessee

Galen Rowell and Richard Johnson v. Price/Costco
U.S. District Court, Northern District of California

1996

Saban Entertainment, Inc. and Saban International, N.V. v.
Rubie's Costumes Co., Inc.
U.S. District Court, Eastern District of New York

Breath Asure, Inc. v. Merlin Offshore International, Inc. et
al.
U.S. District Court, Central District of California

Men's Wearhouse, Inc. v. T.H.C., Inc.
U.S. District Court, Eastern District of Michigan

1995

Hugo Boss Fashions Inc., et al. v. Brookhurst, Inc., et al.
U.S. District Court, Southern District of New York

Deposition Testimony 1995 - continued

Wilden Pump & Engineering Co. v. Charles Horvath (PTE), et al.
U.S. District Court, Central District of California

Barbara Arner v. Sharper Image Corporation, Remington Products,
et al.
U.S. District Court, Central District of California

1993

The Famous Amos Chocolate Chip Cookie Corporation v. Wally Amos
U.S. District Court, Northern District of California

Atari Games Corporation & Tengen, Inc. v. Nintendo of America
U.S. District Court, Northern District of California

Calgene, Inc. v. Enzo Biochem, Inc.
U.S. District Court, Eastern District of California

Health Net v. U.S.A. Healthnet Inc.
U.S. District court, Central District of California

Exhibit D

PROFESSIONAL HISTORY

Dr. Gerald L. Ford
Ford Bubala & Associates
Peter's Landing, Suite 211
16400 Pacific Coast Highway
Huntington Beach, California 92649
Telephone (562) 592-4581
Facsimile (562) 592-3867

EDUCATION -----

b

Doctor of Business Administration (D.B.A.)
University of Southern California, 1977
Master of Business Administration (M.B.A.)
University of Southern California, 1969
Bachelor of Arts (B.A.)
San Jose State University, 1967

PROFESSIONAL AFFILIATIONS -----

American Academy of Advertising
American Marketing Association
American Association for Public Opinion Research
Council of American Survey Research Organizations
International Trademark Association

PROFESSIONAL EXPERIENCE -----

Ford Bubala & Associates (Principal), 1975 - Present
Ford Bubala & Associates is a marketing and management consulting firm which provides a variety of consulting services in the areas of marketing management, marketing research, marketing planning, competitive evaluation, economic analysis, and strategy development.
Ford Bubala & Associates has been retained to provide consulting assistance for a diverse base of companies in consumer products, industrial products, and service sectors of the economy.

PRIOR EXPERIENCE -----

1970 - 1994

Emeritus faculty member, School of Business Administration, California State University, Long Beach. Teaching responsibilities included both graduate and undergraduate level courses. Courses taught covered a variety of subject areas, including marketing (e.g., marketing, marketing management, advertising, promotion, consumer behavior and marketing research) and management (e.g., principles of management; business policy and strategy; business policies, operations, and organizations; and integrated analysis).

EXHIBIT T

United States of America

United States Patent and Trademark Office

ANGRY BIRDS

Reg. No. 3,976,576

Registered June 14, 2011

Int. Cls.: 9, 16, 28 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ROVIO MOBILE OY (FINLAND CORPORATION)
ANNANKATU 31-33C 37
FI-00100 HELSINKI
FINLAND

FOR: VIDEO GAMES FOR MOBILE DEVICES, PERSONAL COMPUTERS, CONSOLES, TABLETS; ELECTRONIC GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS; ELECTRONIC GAME SOFTWARE; COMPUTER GAME PROGRAMS; DOWNLOADABLE COMPUTER GAME PROGRAMS; INTERACTIVE GAME PROGRAMS; INTERACTIVE GAME SOFTWARE; APPARATUS FOR GAMES ADAPTED FOR USE WITH TELEVISION RECEIVERS; CINEMATOGRAPHIC APPARATUS; PROTECTIVE CARRYING CASES SPECIALLY ADAPTED FOR PHONES AND HANDHELD COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: BOOKLETS AND MANUALS REGARDING VIDEO GAMES; BOOKS IN THE FIELD OF VIDEO GAMES; CALENDARS, CHILDREN'S BOOKS, COMIC BOOKS, ADDRESS BOOKS, COLORING BOOKS AND ACTIVITY BOOKS; BOOK COVERS; BOOKMARKS; ERASERS, GIFT WRAPPING PAPER, GIFT BOXES MADE OF CARDBOARD, INVITATION CARDS, MAGAZINES REGARDING GAMES, MEMO PADS, NOTE PADS, NOTEBOOKS; PAPER NAPKINS, PAPER PARTY HATS AND PARTY DECORATIONS MADE OF PAPER, PAPERBACK BOOKS, PENCIL SHARPENERS, PENS AND CRAYONS, PICTURE STORY-BOOKS, PLAYING CARDS, POSTERS, POSTCARDS, RING BINDERS, RUBBER STAMPS, SCRATCH PADS, PAPER STAPLERS, STATIONERY, STATIONERY-TYPE PORTFOLIOS AND FOLDERS, STICKER ALBUMS, STICKERS, TRADING CARDS; GENERAL PURPOSE PLASTIC BAGS; PAPER DISHES; PROTECTIVE COVERS FOR NOTEBOOKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: BOARD GAMES; ELECTRONIC GAME EQUIPMENT FOR PLAYING VIDEO GAMES, NAMELY, HAND HELD UNITS FOR PLAYING VIDEO GAMES OTHER THAN THOSE ADAPTED FOR USE WITH AN EXTERNAL DISPLAY SCREEN OR MONITOR; GAME CARDS; NON ELECTRIC HAND-HELD SKILL GAMES, SOFT DOLLS, NOT FOR ANIMALS; PUZZLES; TOY ACTION FIGURES, NOT FOR ANIMALS; BALLOONS AND YO-YOS; PLUSH TOYS, NOT FOR ANIMALS; CHRISTMAS TREE DECORATIONS; TOY FIGURES ATTACHABLE TO PENCILS; PLUSH TOYS THAT CONNECT TO BELTS BY A HOOK; NON-ARTICULATED PVC FIGURES; AND RUBBER BALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FOR: PROVIDING A WEB SITE FEATURING ENTERTAINMENT INFORMATION IN THE FIELDS OF ELECTRONIC GAME PROGRAMS, ELECTRONIC GAME PRODUCTS, AND ELECTRONIC GAME PROGRAMS AND PRODUCTS; TELEVISION PROGRAMS IN THE FIELD OF ENTERTAINMENT; ORGANIZING SPORTING EVENTS, NAMELY, SWIMMING MEET, SOCCER COMPETITION, BASEBALL COMPETITION, HOCKEY COMPETITION; ENTERTAINMENT SERVICES IN THE NATURE OF CREATION, DEVELOPMENT, AND PRODUCTION OF FILMS, ANIMATION OR ANIMATED FILMS, AND TELEVISION PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



David J. Kyffers

Director of the United States Patent and Trademark Office

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

Reg. No. 3,976,576 OWNER OF INTERNATIONAL REGISTRATION 1034096 DATED 3-4-2010, EXPIRES 3-4-2020.

SER. NO. 79-080,883, FILED 3-4-2010.

JOHN DALIER, EXAMINING ATTORNEY

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US Serial, Registration, or Reference No. [Status](#) [Documents](#)

Status results found

STATUS DOCUMENTS MAINTENANCE ? [Download](#) [Print Preview](#)

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Mark: ANGRY BIRDS

ANGRY BIRDS

US Serial Number: 79080883

Application Filing Date: Mar. 04, 2010

US Registration Number: 3976576

Registration Date: Jun. 14, 2011

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Section 71 declaration has been accepted.

Status Date: Jun. 05, 2017

Publication Date: Mar. 29, 2011

Mark Information

[Collapse All](#)

Mark Literal Elements: ANGRY BIRDS

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1034096

International Registration Date: Mar. 04, 2010

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: Video games for mobile devices, personal computers, consoles, tablets; electronic game programs; downloadable electronic game

programs; electronic game software; computer game programs; downloadable computer game programs; interactive game programs; interactive game software; apparatus for games adapted for use with television receivers; cinematographic apparatus; protective carrying cases specially adapted for phones and handheld computers.

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 66(a)

For: Booklets and manuals regarding video games; books in the field of video games; calendars, children's books, comic books, [address books,] coloring books and activity books; book covers; bookmarks; erasers, gift wrapping paper, gift boxes made of cardboard, invitation cards, magazines regarding games, memo pads, note pads, notebooks; paper napkins, paper party hats and party decorations made of paper, paperback books, pencil sharpeners, pens and crayons, picture storybooks, playing cards, posters, postcards, ring binders, rubber stamps, scratch pads, [paper staplers,] stationery, stationery-type portfolios and folders, sticker albums, stickers, trading cards; general purpose plastic bags; paper dishes; protective covers for notebooks

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 66(a)

For: Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 66(a)

For: Providing a web site featuring entertainment information in the fields of electronic game programs, electronic game products, and electronic game programs and products ((; television programs in the field of entertainment; [organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition;] entertainment services in the nature of creation, development, and production of films, animation or animated films, and television programs))

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 66(a)

▼ Basis Information (Case Level)

Filed Use: No

Currently Use: No

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: Yes

Currently 66A: Yes

Filed No Basis: No

Currently No Basis: No

▼ Current Owner(s) Information

Owner Name: Rovio Entertainment Ltd

Owner Address: P.O. Box 65
Keilaranta 7
Espoo, FI-02151 FINLAND

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: FINLAND

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Christine B. Redfield,

Attorney Primary Email trademark@fenwick.com

Attorney Email Authorized: Yes

Address:

Correspondent

Correspondent Name/Address: CHRISTINE B. REDFIELD,
FENWICK & WEST LLP
801 CALIFORNIA STREET
SILICON VALLEY CENTER
MOUNTAIN VIEW, CALIFORNIA UNITED STATES 94041

Phone: (650) 988-8500

Fax: (650) 938-5200

Correspondent e-mail: trademark@fenwick.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Christine B. Redfield, Esq.

Phone: (650) 988-8500

Fax: (650) 938-5200

Domestic Representative e-mail: trademark@fenwick.com

Domestic Representative e-mail Authorized: Yes

▼ Prosecution History

Date	Description	Proceeding Number
Feb. 12, 2018	PARTIAL INVALIDATION OF REG EXT PROTECTION SENT TO IB	
Feb. 12, 2018	INVALIDATION PROCESSED	72629
Feb. 07, 2018	PARTIAL INVALIDATION OF REG EXT PROTECTION CREATED	
Jun. 05, 2017	NOTICE OF ACCEPTANCE OF SEC. 71 - E-MAILED	
Jun. 05, 2017	SEC. 15 ACKNOWLEDGEMENT - E-MAILED	
Jun. 05, 2017	REGISTERED - SEC. 15 ACKNOWLEDGED	77315
Jun. 05, 2017	REGISTERED-SEC.71 ACCEPTED	77315
Jun. 05, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Feb. 02, 2017	TEAS SECTION 71 RECEIVED	
Feb. 02, 2017	TEAS SECTION 15 RECEIVED	
Jun. 14, 2016	COURTESY REMINDER - SEC. 71 (6-YR) E-MAILED	
Mar. 18, 2016	CHANGE OF NAME/ADDRESS REC'D FROM IB	
May 18, 2015	NOTICE OF SUIT	
Apr. 02, 2014	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 02, 2014	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 03, 2014	NOTICE OF SUIT	
Feb. 25, 2013	FINAL DECISION TRANSACTION PROCESSED BY IB	
Feb. 10, 2013	NEW REPRESENTATIVE AT IB RECEIVED	
Jan. 09, 2013	NOTICE OF SUIT	
Jan. 08, 2013	NOTICE OF SUIT	
Nov. 10, 2011	FINAL DISPOSITION NOTICE SENT TO IB	
Nov. 04, 2011	FINAL DISPOSITION PROCESSED	68359
Oct. 01, 2011	CHANGE OF NAME/ADDRESS REC'D FROM IB	
Sep. 14, 2011	FINAL DISPOSITION NOTICE CREATED, TO BE	

	SENT TO IB	
Jul. 11, 2011	CHANGE OF NAME/ADDRESS REC'D FROM IB	
Jun. 14, 2011	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2011	PUBLISHED FOR OPPOSITION	
Mar. 10, 2011	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	
Mar. 10, 2011	NOTICE OF START OF OPPOSITION PERIOD CREATED, TO BE SENT TO IB	
Feb. 22, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Feb. 21, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 21, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 21, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 21, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 21, 2011	EXAMINERS AMENDMENT -WRITTEN	72503
Jan. 11, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 11, 2011	FINAL REFUSAL E-MAILED	
Jan. 11, 2011	FINAL REFUSAL WRITTEN	72503
Dec. 21, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Dec. 21, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Dec. 21, 2010	ASSIGNED TO LIE	77312
Nov. 30, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 02, 2010	REFUSAL PROCESSED BY IB	
Jun. 10, 2010	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Jun. 10, 2010	REFUSAL PROCESSED BY MPU	72589
Jun. 10, 2010	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Jun. 09, 2010	NON-FINAL ACTION WRITTEN	72503
Jun. 08, 2010	ASSIGNED TO EXAMINER	72503
Apr. 27, 2010	APPLICATION FILING RECEIPT MAILED	
Apr. 23, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 22, 2010	SN ASSIGNED FOR SECT 66A APPL FROM IB	

▼ International Registration Information (Section 66a)

International Registration Number: 1034096	International Registration Date: Mar. 04, 2010
Intl. Registration Status: REQUEST FOR EXTENSION OF PROTECTION PROCESSED	Date of International Registration Status: Apr. 22, 2010
Notification of Designation Date: Apr. 22, 2010	Date of Automatic Protection: Oct. 22, 2011
International Registration Renewal Date: Mar. 04, 2020	
First Refusal Flag: Yes	

▼ Maintenance Filings or Post Registration Information

Affidavit of Incontestability: Section 15 - Accepted

Affidavit of Continued Use: Section 71 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 106

Date in Location: Jun. 05, 2017

Assignment Abstract Of Title Information

Summary

Total Assignments: 3

Registrant: Rovio Mobile Oy

Assignment 1 of 3

▲ Collapse All

Conveyance: CHANGE OF ADDRESS

Reel/Frame: 4579/0261

Pages: 2

Date Recorded: Jul. 11, 2011

Supporting Documents: assignment-tm-4579-0261.pdf

Assignor

Name: ROVIO MOBILE OY

Execution Date: Jun. 07, 2011

Legal Entity Type: UNKNOWN

State or Country Where Organized: FINLAND

Assignee

Name: ROVIO MOBILE OY

State or Country Where Organized: No Place Where Organized Found

Legal Entity Type: UNKNOWN

Address: KEILARANTA 17
FI-02150 ESPOO, FINLAND

Correspondent

Correspondent Name: ROVIO MOBILE OY

Correspondent Address: KEILARANTA 17
FI-02150 ESPOO
FINLAND

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: CHANGE OF NAME

Reel/Frame: 4633/0724

Pages: 2

Date Recorded: Oct. 01, 2011

Supporting Documents: assignment-tm-4633-0724.pdf

Assignor

Name: ROVIO MOBILE OY

Execution Date: Jul. 28, 2011

Legal Entity Type: UNKNOWN

State or Country Where Organized: FINLAND

Assignee

Name: ROVIO ENTERTAINMENT LTD

State or Country Where Organized: No Place Where Organized Found

Legal Entity Type: UNKNOWN

Address: KEILARANTA 17 C
FI-02150 ESPOO, FINLAND

Correspondent

Correspondent Name: ROVIO ENTERTAINMENT LTD

Correspondent Address: KEILARANTA 17 C
FI-02150 ESPOO
FINLAND

Domestic Representative - Not Found

▼ Assignment 3 of 3

Conveyance: CHANGE OF ADDRESS

Reel/Frame: 5750/0749

Pages: 2

Date Recorded: Mar. 17, 2016

Supporting Documents: assignment-tm-5750-0749.pdf

Assignor

Name: ROVIO ENTERTAINMENT LTD

Legal Entity Type: UNKNOWN

Execution Date: Feb. 18, 2016

State or Country Where Organized: NOT PROVIDED

Organized:

Assignee

Name: ROVIO ENTERTAINMENT LTD

Legal Entity Type: UNKNOWN

State or Country Where Organized: NOT PROVIDED

Organized:

Address: P.O. BOX 65
FI-02151 ESPOO, FINLAND

Correspondent

Correspondent Name: ROVIO ENTERTAINMENT LTD

Correspondent Address: P.O. BOX 65
FI-02151 ESPOO
FINLAND

Domestic Representative - Not Found

▼ Proceedings - Click to Load

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USPTO BACKGROUND

- Federal Activity
- Inventory Reform Act (FAIR)
- USPTO Budget and Performance
- Freedom of Information Act
- Information Quality Guidelines

FEDERAL GOVERNMENT

- Regulations.gov
- StopFakes.gov
- USA.gov
- Department of Commerce
- Strategy Targeting
- Organized Piracy



United States of America

United States Patent and Trademark Office



Reg. No. 4,623,062

Registered Oct. 21, 2014

Int. Cls.: 9, 16, 28 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ROVIO ENTERTAINMENT LTD. (FINLAND LIMITED LIABILITY COMPANY)
P.O. BOX 65
FI-02150 ESPOO
FINLAND

FOR: PHOTOGRAPHIC APPARATUS AND INSTRUMENTS, NAMELY, CAMERAS AND FLASHES FOR CAMERAS, CASES FOR CAMERAS AND PHOTOGRAPHIC EQUIPMENT, OPTICAL APPARATUS AND INSTRUMENTS, NAMELY, BLANK OPTICAL DISCS, OPTICAL LAMPS, SIGNALING APPARATUS AND INSTRUMENTS, NAMELY, FLASHING SAFETY LIGHTS, SIGNAL BELLS, SIGNALING WHISTLES, TEACHING APPARATUS AND INSTRUMENTS, NAMELY, AUDIOVISUAL RECEIVERS; APPARATUS FOR RECORDING, TRANSMISSION OR REPRODUCTION OF SOUND OR IMAGES; BLANK MAGNETIC DATA CARRIERS; PRE-RECORDED MAGNETIC DATA CARRIERS FEATURING MUSIC; MOTION PICTURE FILMS AND COMPUTER GAMES; PRE-RECORDED DIGITAL AUDIO TAPES FEATURING MUSIC, AND GAMES AND INSTRUCTION IN THE FIELDS OF SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; PRE-RECORDED EXERCISE DVDS; BLANK RECORDING DISCS; PRE-RECORDED AUDIO DISCS FEATURING MUSIC, AND GAMES AND INSTRUCTION IN THE FIELDS OF SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; MECHANISMS FOR COIN-OPERATED APPARATUS; CASH REGISTERS, CALCULATING MACHINES, DATA PROCESSING EQUIPMENT AND COMPUTERS; FIRE-EXTINGUISHING APPARATUS; ELECTRONIC LEARNING SYSTEM FOR USE WITH TELEVISION CONSISTING OF WIRELESS ACTIVITY CONTROLLER; PRE-RECORDED DVDS FOR CHILDREN FEATURING LEARNING CONCEPTS OF GAMES, LANGUAGE, LETTERS, NUMBERS, AND PHYSICAL MOVEMENT; INTERACTIVE READING SETS COMPRISED OF PRE-RECORDED DVDS FOR USE IN CONNECTION WITH STORYBOOKS AND SONGBOOKS FOR CHILDREN FEATURING STORIES, SONGS, LANGUAGE, LETTERS, MUSIC, NUMBERS, AND PHYSICAL MOVEMENT; EDUCATIONAL COMPUTER HARDWARE AND SOFTWARE FEATURING GAMES AND INSTRUCTION IN THE FIELDS OF COMPUTER LITERACY, SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; ELECTRONIC PUBLICATIONS RECORDED ON COMPUTER MEDIA, NAMELY, DOWNLOADABLE ELECTRONIC BOOKS FEATURING SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE, ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY,



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

Reg. No. 4,623,062 PHONICS, MUSIC, AND GENERAL TRIVIA; INFANT AUDIO MONITORS; ELECTRICAL AND SCIENTIFIC APPARATUS, NAMELY, CAMERAS, DIGITAL CAMERAS, MICROSCOPES, MOUSE PADS, RADIOS, RADIOS INCORPORATING CLOCKS, COMPUTER MICE, CALCULATORS; COMPUTER GAME PROGRAMS FOR TELEVISION RECEIVERS AND DOWNLOADABLE VIA INTERNET; ELECTRONIC GAME SOFTWARE FOR TELEVISION RECEIVERS AND FOR MOBILE PHONES DOWNLOADABLE VIA INTERNET; COMPUTER SOFTWARE TO ENABLE THE TRANSMISSION OF PHOTOGRAPHS TO MOBILE TELEPHONES; COMPUTER GAME SOFTWARE AND COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES FOR MOBILE PHONES, TELEVISION RECEIVERS AND FOR CONTROLLING CONSUMER'S VIDEO GAME DEVICES, NAMELY, COMPUTER GAME PROGRAMS; INTERACTIVE GAME SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; EDUCATIONAL SOFTWARE FEATURING INSTRUCTION IN SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; INTERACTIVE EDUCATIONAL SOFTWARE FOR CHILDREN; BLANK COMPACT DISCS; COMPACT DISCS FEATURING GAMES, MUSIC; BINOCULARS USED TO DEVELOP MATHEMATICAL SKILLS IN CHILDREN; INTERACTIVE MULTIMEDIA SYSTEMS FOR CHILDREN COMPRISED OF UTILITY SOFTWARE FOR CONNECTING A HANDHELD ELECTRONIC READING DEVICE TO A COMPUTER, DOWNLOADABLE AUDIO AND MULTIMEDIA CONTENT SOFTWARE, DOWNLOADABLE CONTENT MANAGEMENT SOFTWARE, AND A HANDHELD ELECTRONIC READING DEVICE THAT ALLOWS USERS TO SELECT AND HEAR AUDIO AND INTERACTIVE MULTIMEDIA CONTENT CONTAINED WITHIN SPECIFICALLY ADAPTED BOOKS, ACTIVITY CARDS, AND WORD-BUILDING SPELLING BOARDS; EDUCATIONAL COMPUTER GAME SOFTWARE FOR HANDHELD ELECTRONIC GAME UNIT FEATURING INSTRUCTION IN THE FIELDS OF SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; DOWNLOADABLE SOFTWARE FEATURING EDUCATIONAL AND ENTERTAINMENT CONTENT FOR CHILDREN, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: PAPER, CARDBOARD AND GOODS MADE FROM THESE MATERIALS, NOT INCLUDED IN OTHER CLASSES, NAMELY, PAPER CARTONS FOR DELIVERING GOODS, ADVERTISING SIGNS OF PAPER, ADVERTISING SIGNS OF CARDBOARD, ART PAPER, BIBS OF PAPER, BLANK OR PARTIALLY PRINTED PAPER LABELS, BLANK PAPER NOTEBOOKS, BOOK-COVER PAPER, BUSINESS CARD PAPER, CALENDERED PAPER, GIFT WRAPPING PAPER, HAND TOWELS OF PAPER, NOTEBOOK PAPER, PAPER FOLDERS, PAPER ENVELOPES FOR PACKAGING, TABLE CLOTHS OF PAPER, TABLE LINENS OF PAPER, TOILET PAPER, BOXES OF CARDBOARD OR PAPER, CARDBOARD CARTONS, CARDBOARD CONTAINERS; PRINTED MATTER, NAMELY, BOOKS, BOOKLETS, PERIODICALS, MAGAZINES, NEWSPAPERS, NEWSLETTERS, COMIC BOOKS, INSTRUCTIONAL AND TEACHING MATERIALS IN THE FIELDS OF COMPUTER, LITERACY, SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA, CARTOONS AND VIDEO GAMES; BOOKBINDING MATERIAL; PHOTOGRAPHS; STATIONERY; ADHESIVES FOR STATIONERY OR HOUSEHOLD PURPOSES; ARTISTS' MATERIALS, NAMELY, BRUSHES, PASTELS, PENCILS, PENS, WATERCOLOR SAUCERS, CANVAS PANELS, MOLDS FOR MODELING CLAYS; PAINT BRUSHES; TYPEWRITERS AND OFFICE REQUISITES EXCEPT FURNITURE, NAMELY, PAPER EMBOSSERS, PAPER TRIMMERS, STAPLERS, SEALS FOR OFFICES; PRINTED INSTRUCTIONAL AND TEACHING MATERIALS IN THE FIELDS OF COMPUTER, LITERACY, SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA, CARTOONS AND VIDEO GAMES; MATERIALS FOR PACKAGING, NAMELY, PLASTIC BAGS FOR PACKAGING; PRINTERS' TYPE; PRINTING BLOCKS; EDUCATIONAL AND INSTRUCTIONAL PRINTED MATERIALS, IN PARTICULAR CHILDREN EDUCATIONAL BOOKS IN THE FIELDS OF SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; EDUCA-

Reg. No. 4,623,062 TIONAL PUBLICATIONS, NAMELY, EDUCATIONAL LEARNING CARDS, FLASHCARDS, ACTIVITY CARDS, WORKBOOKS, TEXTBOOKS, ACTIVITY BOOKS, STORY BOOKS, PUZZLE BOOKS, TEACHER GUIDES, POSTERS AND EDUCATIONAL BOOKLETS IN THE FIELDS OF SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; CROSSWORD PUZZLES; PERIODICAL PUBLICATIONS, NAMELY, BOOKS, JOURNALS, AND MAGAZINES IN THE FIELD OF VIDEO GAMES AND FEATURING SCENES AND CHARACTERS BASED ON VIDEO GAMES; CHILDREN'S ACTIVITY BOOKS; PRINTED PERIODICALS REGARDING SUBJECTS OF INTEREST TO CHILDREN; BOOKS, BOOKLETS, PRINTED PERIODICALS, MAGAZINES, NEWSPAPERS, NEWSLETTERS, COMIC BOOKS FOR AND ABOUT CHILDREN; NOTE CARDS, FLASH CARDS, CHILDREN'S ACTIVITY BOOKS; WRITING INSTRUMENTS, PENCILS, PENS, NOTEPADS, WRITING PADS, GREETING CARDS, TRANSFERS IN THE NATURE OF DECALCOMANIAS; FIGURINES OF PAPER MACHE; TYPEWRITERS; CATALOGUES IN THE FIELD OF GAMES; MERCHANDISE BAGS OF PAPER OR PLASTIC; PAPER BAGS; PRINTED EVENTS PROGRAMMES; CRAYONS; PAINT BRUSHES; ERASERS; DRAWING RULERS; SQUARE RULERS; UNGRADUATED RULERS; PENCIL SHARPENERS; PENCIL BOXES AND CASES; PENCIL HOLDERS; POSTERS; PHOTOGRAPH ALBUMS; RING BINDERS; FOLDERS; NOTE-BOOKS; DIARIES; CALENDARS; POSTCARDS; GRAPHIC DRAWINGS; STICKERS; STENCILS; BUMPER STICKERS; FINE PAPER; NON-MAGNETICALLY ENCODED GIFT CARDS; ADHESIVE LABELS; NOTE-PAPER; PAPER PACKAGING MATERIALS, NAMELY, PAPER POUCHES AND ENVELOPES; PAPER TISSUES; PRINTING PAPER; ENTRY TICKETS; WRAPPING PAPER; WRITING PAPER; CARDBOARD; PRINTED COMPUTER PROGRAMS RELATING TO COMPUTER LITERACY, SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; PAPER TAPE FOR USE IN DATA PROCESSING, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: GAMES AND PLAYTHINGS, NAMELY, ACTION SKILL GAMES, ACTION TARGET GAMES, ARCADE-TYPE ELECTRONIC EDUCATION VIDEO GAMES, BOARD GAMES, CARD GAMES, BUILDING GAMES, EDUCATIONAL CARD GAMES, ELECTRONIC EDUCATIONAL GAME MACHINES FOR CHILDREN, HAND HELD UNITS FOR PLAYING ELECTRONIC GAMES OTHER THAN THOSE ADAPTED FOR USE WITH AN EXTERNAL DISPLAY SCREEN OR MONITOR, PROMOTIONAL GAME CARDS, PUZZLE GAMES, VIDEO GAME CONSOLES FOR USE WITH AN EXTERNAL DISPLAY SCREEN OR MONITOR; GYMNASTIC AND SPORTING ARTICLES NOT INCLUDED IN OTHER CLASSES, NAMELY, SPORTS TRAINING DEVICE TO IMPROVE STRENGTH, TONING, CONDITIONING, BALANCE AND PROPRIOCEPTION; DECORATIONS FOR CHRISTMAS TREES; CHILDREN'S EDUCATIONAL TOYS FOR DEVELOPING FINE MOTOR, ORAL LANGUAGE, NUMBERS, COUNTING, COLORS AND ALPHABET SKILLS; JOYSTICKS AND GAME CONTROLLERS FOR COMPUTER GAMES AND VIDEO GAMES; PLUSH TOYS; INTERACTIVE BUILDING BLOCK SETS; ELECTRONIC AND INTERACTIVE INFANT TOYS; HAND-HELD UNITS FOR PLAYING ELECTRONIC GAMES FOR USE WITH AN EXTERNAL DISPLAY SCREEN OR MONITOR; MAGNETIC READING GAMES; MAGNETIC SPELLING GAMES AND MAGNETIC MATH GAMES, ALL FEATURING MAGNETIC LETTERS AND NUMBERS; ELECTRONIC EDUCATIONAL GAME MACHINES FOR CHILDREN; GAMES, NAMELY, BOARD GAMES AND CARD GAMES; PUZZLES, NAMELY, PUZZLES MADE OF WOOD, CARDBOARD AND FOAM, CUBE-TYPE PUZZLES, JIGSAW PUZZLES, MANIPULATIVE PUZZLES; RIDE-ON TOYS; PLAY MATS CONTAINING CHILDREN TOYS; PLAY YARDS IN THE NATURE OF OUTDOOR PLAY STRUCTURES; BABY RATTLES; BABY RATTLES INCORPORATING TEETHING RINGS; ELECTRONIC GAMES AND AMUSEMENT APPARATUS OTHER THAN FOR USE WITH TELEVISION RECEIVERS; VIDEO GAME MACHINES, HOME VIDEO GAME MACHINES AND HAND HELD VIDEO GAME MACHINES, NONE BEING FOR USE WITH TELEVISION RECEIVERS; BOARD GAMES; SLINGSHOTS; DOLLS AND ACCESSORIES THEREFOR; CHILDREN'S HANDHELD ELECTRONIC GAME UNIT WITH ONLINE GAMING COMPONENT ADAPTED FOR STAND-ALONE USE AND USE WITH COMPUTERS AND TELEVISIONS; DETACHABLE FACE-

Reg. No. 4,623,062 PLATES FOR HANDHELD ELECTRONIC GAME UNIT; CARRYING CASES FOR HANDHELD ELECTRONIC GAME UNIT AND ACCESSORIES; CHILDREN'S EDUCATIONAL TOYS AND DEVICES, NAMELY, HANDHELD ELECTRONIC GAME UNITS ADAPTED FOR USE WITH TELEVISION RECEIVERS; ORDINARY PLAYING CARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FOR: EDUCATION SERVICES, NAMELY, PROVIDING ON-LINE CLASSES, SEMINARS AND WORKSHOPS IN THE FIELDS OF MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE, ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MUSIC, AND GENERAL TRIVIA; PROVIDING ON-LINE TRAINING COURSES, SEMINARS AND WORKSHOPS IN THE FIELDS OF SPORTS, MUSIC, ARTS, IT AND GENERAL TRIVIA; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE NON-DOWNLOADABLE PRERECORDED DIGITAL MUSIC PRESENTED TO MOBILE COMMUNICATIONS DEVICES VIA GLOBAL COMPUTER NETWORK AND WIRELESS NETWORKS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE NON-DOWNLOADABLE PRERECORDED DIGITAL MUSIC PRESENTED TO MOBILE COMMUNICATIONS DEVICES VIA GLOBAL COMPUTER NETWORK AND WIRELESS NETWORKS; ENTERTAINMENT SERVICES IN THE NATURE OF SCRIPT WRITING FOR OTHERS NOT FOR ADVERTISING PURPOSES, CREATING AND DEVELOPING CONCEPTS FOR FILMS, TELEVISION PROGRAMS AND RADIO PROGRAMS, AND PRODUCTION OF FILMS FEATURING ANIMATION, ANIMATED FILMS, TELEVISION PROGRAMS AND RADIO PROGRAMS; ORGANIZING SPORTING EVENTS, NAMELY, SWIMMING MEET, SOCCER COMPETITION, BASEBALL COMPETITION, HOCKEY COMPETITION; ARRANGING AND CONDUCTING OF COLLOQUIUMS AND WORKSHOPS FOR CHILDREN IN THE FIELDS OF SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; LANGUAGE INSTRUCTION COURSES; FAN CLUB SERVICES IN THE NATURE OF ENTERTAINMENT; PROVIDING ON-LINE CONTINUING EDUCATION AND TRAINING FOR THE CERTIFICATION OF TEACHERS; PUBLISHING OF BOOKS, MAGAZINES AND PERIODICALS; RENTAL OF EDUCATIONAL AND INSTRUCTIONAL BOOKS, SOFTWARE, SOUND RECORDINGS AND FILMS; ORGANIZATION OF EXHIBITIONS FOR EDUCATIONAL OR CULTURAL PURPOSES; ORGANIZATION, PRODUCTION AND PRESENTATIONS OF GAME SHOWS, LIVE COMEDY SHOWS, CONCERTS, THEATRICAL PERFORMANCES, EXHIBITIONS IN THE FIELD OF ART, EDUCATION AND CULTURE, SPORTING EVENTS, NAMELY, SPORTS COMPETITIONS, CABARETS AND VARIETY SHOWS FEATURING COMEDY, LIVE MUSICAL PERFORMANCES AND LIVE PERFORMANCES SHOWCASING TALENT; DISTRIBUTION, SYNDICATION, AND RENTAL OF TELEVISION AND RADIO PROGRAMS, FILMS, ANIMATED FILMS, AND SOUND AND VIDEO RECORDINGS; ONLINE PUBLICATION OF ELECTRONIC BOOKS; AMUSEMENT AND THEME PARK SERVICES FEATURING EDUCATION AND ENTERTAINMENT; PROVISION OF INFORMATION RELATING TO ANY OF THE AFORESAID SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

OWNER OF U.S. REG. NOS. 3,976,576, 4,148,716, AND 4,200,545.

OWNER OF INTERNATIONAL REGISTRATION 1194280 DATED 3-22-2013, EXPIRES 3-22-2023.

THE MARK CONSISTS OF THE STYLIZED WORDING "ANGRY BIRDS" DISPLAYED ABOVE THE WORDING "PLAYGROUND," WITH FLOWERS ON BOTH SIDES OF THE WORDING CONNECTED BY VINES THAT RUN ACROSS THE TERM "PLAYGROUND."

SER. NO. 79-143,483, FILED 3-22-2013.

SUE LAWRENCE, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

Trademark Status & Document Retrieval (TSDR)

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4623062

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Mark: ANGRY BIRDS PLAYGROUND



US Serial Number: 79143483

Application Filing Date: Mar. 22, 2013

US Registration Number: 4623062

Registration Date: Oct. 21, 2014

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



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: Oct. 21, 2014

Publication Date: Aug. 05, 2014

Mark Information

Collapse All

Mark Literal Elements: ANGRY BIRDS PLAYGROUND

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 the stylized wording "ANGRY BIRDS" displayed above the wording "PLAYGROUND," with flowers on both sides of the wording connected by vines that run across the term "PLAYGROUND."

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

Design Search Code(s): 05.03.25 - Other leaves; Leaf, single

Related Properties Information

International Registration Number: 1194280

Number:

International Registration Date: Mar. 22, 2013

Date:

Claimed Ownership of US 3976576, 4148716, 4200545

Registrations:

→ Goods and Services

Note:

➤ **Classifications:** Review the USPTO's [Trademark Manual of Examining Procedure](#).

- **Excluded:** (i) Infringible goods/services.
- **Disallowed:** (i) Identically, sounds/signs not claimed in a Section 1(b) design of an invention; and
- **Applicable:** (i) Section 1(a)(1) wording in the goods/services.

For: Photographic apparatus and instruments, namely, cameras and flashes for cameras, cases for cameras and photographic equipment, optical apparatus and instruments, namely, blank optical discs, optical lamps, signaling apparatus and instruments, namely, flashing safety lights, signal bells, signaling whistles, teaching apparatus and instruments, namely, audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; pre-recorded magnetic data carriers featuring music; motion picture films and computer games; pre-recorded digital audio tapes featuring music, and games and instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; pre-recorded exercise DVDs; blank recording discs; pre-recorded audio discs featuring music, and games and instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; electronic learning system for use with television consisting of wireless activity controller; pre-recorded DVDs for children featuring learning concepts of games, language, letters, numbers, and physical movement; interactive reading sets comprised of pre-recorded DVDs for use in connection with storybooks and songbooks for children featuring stories, songs, language, letters, music, numbers, and physical movement; educational computer hardware and software featuring games and instruction in the fields of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; electronic publications recorded on computer media, namely, downloadable electronic books featuring spelling, reading, math, social studies, science, geography, language, arts, foreign languages, writing, geology, phonics, music, and general trivia; infant audio monitors; electrical and scientific apparatus, namely, cameras, digital cameras, microscopes, mouse pads, radios, radios incorporating clocks, computer mice, calculators; computer game programs for television receivers and downloadable via internet; electronic game software for television receivers and for mobile phones downloadable via internet; computer software to enable the transmission of photographs to mobile telephones; computer game software and computer application software for mobile phones for mobile phones, television receivers and for controlling consumer's video game devices, namely, computer game programs; interactive game software; children's educational software; educational software featuring instruction in spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; interactive educational software for children; blank compact discs; compact discs featuring games, music; binoculars used to develop mathematical skills in children; interactive multimedia systems for children comprised of utility software for connecting a handheld electronic reading device to a computer, downloadable audio and multimedia content software, downloadable content management software, and a handheld electronic reading device that allows users to select and hear audio and interactive multimedia content contained within specifically adapted books, activity cards, and word-building spelling boards; educational computer game software for handheld electronic game unit featuring instruction in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; downloadable software featuring educational and entertainment content for children

International Class(es): 009 - Primary Class**U.S Class(es):** 021, 023, 026, 036, 038**Class Status:** ACTIVE**Basis:** 66(a)

For: Paper, cardboard and goods made from these materials, not included in other classes, namely, paper cartons for delivering goods, advertising signs of paper, advertising signs of cardboard, art paper, bibs of paper, blank or partially printed paper labels, blank paper notebooks, book-cover paper, business card paper, calendered paper, gift wrapping paper, hand towels of paper, notebook paper, paper folders, paper envelopes for packaging, table cloths of paper, table linens of paper, toilet paper, boxes of cardboard or paper, cardboard cartons, cardboard containers; printed matter, namely, books, booklets, periodicals, magazines, newspapers, newsletters, comic books, instructional and teaching materials in the fields of computer, literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia, cartoons and video games; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials, namely, brushes, pastels, pencils, pens, watercolor saucers, canvas panels, molds for modeling clays; paint brushes; typewriters and office requisites except furniture, namely, paper embossers, paper trimmers, staplers, seals for offices; printed instructional and teaching materials in the fields of computer, literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia, cartoons and video games; materials for packaging, namely, plastic bags for packaging; printers' type; printing blocks; educational and instructional printed materials, in particular children educational books in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; educational publications, namely, educational leaning cards, flashcards, activity cards, workbooks, textbooks, activity books, story books, puzzle books, teacher guides, posters and educational booklets in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; crossword puzzles; periodical publications, namely, books, journals, and magazines in the field of video games and featuring scenes and

characters based on video games; children's activity books; printed periodicals regarding subjects of interest to children; books, booklets, printed periodicals, magazines, newspapers, newsletters, comic books for and about children; note cards, flash cards, children's activity books; writing instruments, pencils, pens, notepads, writing pads, greeting cards, transfers in the nature of decalcomanias; figurines of paper mache; typewriters; catalogues in the field of games; merchandise bags of paper or plastic; paper bags; printed events programmes; crayons; paint brushes; erasers; drawing rulers; square rulers; ungraduated rulers; pencil sharpeners; pencil boxes and cases; pencil holders; posters; photograph albums; ring binders, folders; note-books; diaries; calendars; postcards; graphic drawings; stickers; stencils; bumper stickers; fine paper; non-magnetically encoded gift cards; adhesive labels; note-paper; paper packaging materials, namely, paper pouches and envelopes; paper tissues; printing paper; entry tickets; wrapping paper; writing paper; cardboard; printed computer programs relating to computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; paper tape for use in data processing

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 66(a)

For: Games and playthings, namely, action skill games, action target games, arcade-type electronic education video games, board games, card games, building games, educational card games, electronic educational game machines for children, hand held units for playing electronic games other than those adapted for use with an external display screen or monitor, promotional game cards, puzzle games, video game consoles for use with an external display screen or monitor; gymnastic and sporting articles not included in other classes, namely, sports training device to improve strength, toning, conditioning, balance and proprioception; decorations for Christmas trees; children's educational toys for developing fine motor, oral language, numbers, counting, colors and alphabet skills; joysticks and game controllers for computer games and video games; plush toys; interactive building block sets; electronic and interactive infant toys; hand-held units for playing electronic games for use with an external display screen or monitor; magnetic reading games; magnetic spelling games and magnetic math games, all featuring magnetic letters and numbers; electronic educational game machines for children; games, namely, board games and card games; puzzles, namely, puzzles made of wood, cardboard and foam, cube-type puzzles, jigsaw puzzles, manipulative puzzles; ride-on toys; play mats containing children toys; play yards in the nature of outdoor play structures; baby rattles; baby rattles incorporating teething rings; electronic games and amusement apparatus other than for use with television receivers; video game machines, home video game machines and hand held video game machines, none being for use with television receivers; board games; slingshots; dolls and accessories therefor; children's handheld electronic game unit with online gaming component adapted for stand-alone use and use with computers and televisions, detachable faceplates for handheld electronic game unit; carrying cases for handheld electronic game unit and accessories; children's educational toys and devices, namely, handheld electronic game units adapted for use with television receivers; ordinary playing cards

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 66(a)

For: Education services, namely, providing on-line classes, seminars and workshops in the fields of math, social studies, science, geography, language, arts, foreign languages, writing, geology, phonics, music, and general trivia; providing on-line training courses, seminars and workshops in the fields of sports, music, arts, IT and general trivia; entertainment services, namely, providing on-line non-downloadable prerecorded digital music presented to mobile communications devices via global computer network and wireless networks; entertainment services, namely, providing on-line non-downloadable prerecorded digital music presented to mobile communications devices via global computer network and wireless networks; entertainment services in the nature of script writing for others not for advertising purposes, creating and developing concepts for films, television programs and radio programs, and production of films featuring animation, animated films, television programs and radio programs; organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition; arranging and conducting of colloquiums and workshops for children in the fields of spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; language instruction courses; fan club services in the nature of entertainment; providing on-line continuing education and training for the certification of teachers; publishing of books, magazines and periodicals; rental of educational and instructional books, software, sound recordings and films; organization of exhibitions for educational or cultural purposes; organization, production and presentations of game shows, live comedy shows, concerts, theatrical performances, exhibitions in the field of art, education and culture, sporting events, namely, sports competitions, cabarets and variety shows featuring comedy, live musical performances and live performances showcasing talent; distribution, syndication, and rental of television and radio programs, films, animated films, and sound and video recordings; online publication of electronic books; amusement and theme park services featuring education and entertainment; provision of information relating to any of the aforesaid services

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 66(a)

→ **Basis Information (Case Level)**

Filed Use: No	Currently Use: No	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: Yes	Currently 66A: Yes	
Filed No Basis: No	Currently No Basis: No	

▼ Current Owner(s) Information

Owner Name: Rovio Entertainment Ltd
 Owner Address: P.O. Box 65
 FI-02151 Espoo
 FINLAND
 Legal Entity Type: LIMITED LIABILITY COMPANY
 State or Country Where Organized: FINLAND

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Christine B. Redfield, Esq.

Attorney Primary Email Address: trademark@fenwick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Christine B. Redfield, Esq.
 Fenwick & West LLP
 801 California Street
 Silicon Valley Center
 Mountain View, CALIFORNIA UNITED STATES 94041

Phone: (650) 988-8500

Fax: (650) 938-5200

Correspondent e-mail: trademark@fenwick.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Christine B. Redfield, Esq.

Fax: (650) 938-5200

Phone: (650) 988-8500

Domestic Representative e-mail: trademark@fenwick.com

Domestic Representative e-mail Authorized: Yes

▼ Prosecution History

Date	Description	Proceeding Number
Oct. 29, 2015	CHANGE OF NAME/ADDRESS REC'D FROM IB	
Apr. 03, 2015	FINAL DECISION TRANSACTION PROCESSED BY IB	
Mar. 19, 2015	FINAL DISPOSITION NOTICE SENT TO IB	
Mar. 19, 2015	FINAL DISPOSITION PROCESSED	72629
Jan. 21, 2015	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Oct. 21, 2014	REGISTERED-PRINCIPAL REGISTER	
Aug. 05, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 05, 2014	PUBLISHED FOR OPPOSITION	
Aug. 01, 2014	NOTIFICATION PROCESSED BY IB	

Jul. 16, 2014	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	
Jul. 16, 2014	NOTICE OF START OF OPPOSITION PERIOD CREATED, TO BE SENT TO IB	
Jul. 16, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 28, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Jun. 26, 2014	ASSIGNED TO LIE	73797
Jun. 10, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 10, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 10, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 10, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 10, 2014	EXAMINERS AMENDMENT -WRITTEN	72414
May 28, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 27, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 27, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 02, 2014	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 02, 2014	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 04, 2014	REFUSAL PROCESSED BY IB	
Mar. 17, 2014	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Mar. 17, 2014	REFUSAL PROCESSED BY MPU	72589
Mar. 16, 2014	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Mar. 15, 2014	NON-FINAL ACTION WRITTEN	72414
Mar. 12, 2014	APPLICATION FILING RECEIPT MAILED	
Mar. 08, 2014	ASSIGNED TO EXAMINER	72414
Mar. 08, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 06, 2014	SN ASSIGNED FOR SECT 66A APPL FROM IB	

▼ International Registration Information (Section 66a)

International Registration Number: 1194280	International Registration Date: Mar. 22, 2013
Intl. Registration Status: REQUEST FOR EXTENSION OF PROTECTION PROCESSED	Date of International Registration Status: Mar. 06, 2014
Notification of Designation Date: Mar. 06, 2014	Date of Automatic Protection: Sep. 06, 2015
International Registration Renewal Date: Mar. 22, 2023	
First Refusal Flag: Yes	

▼ TM Staff and Location Information

TM Staff Information - None	
File Location	
Current Location: PUBLICATION AND ISSUE SECTION	Date in Location: Oct. 21, 2014

▼ Assignment Abstract Of Title Information



Summary

Total Assignments: 1

Registrant: Rovio Entertainment Ltd

Assignment 1 of 1

Collapse All

Conveyance: CHANGE OF NAME

Reel/Frame: 5654/0824

Pages: 2

Date Recorded: Oct. 29, 2015

Supporting Documents: assignment-tm-5654-0824.pdf

Assignor

Name: ROVIO ENTERTAINMENT LTD.

Execution Date: Sep. 16, 2015

Legal Entity Type: UNKNOWN

State or Country Where Organized: NOT PROVIDED

Assignee

Name: ROVIO ENTERTAINMENT LTD

State or Country Where Organized: NOT PROVIDED

Legal Entity Type: UNKNOWN

Address: P.O. BOX 65
FI-02151 ESPOO, FINLAND

Correspondent

Correspondent Name: ROVIO ENTERTAINMENT LTD

Correspondent Address: P.O. BOX 65
FI-02151 ESPOO
FINLAND

Domestic Representative - Not Found

Proceedings - Click to Load

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USPTO BACKGROUND

- Federal Activity
- Inventory Reform Act (FAIR)
- USPTO Budget and Performance
- Freedom of Information Act
- Information Quality Guidelines

FEDERAL GOVERNMENT

- Regulations.gov
- StopFakes.gov
- USA.gov
- Department of Commerce
- Strategy Targeting
- Organized Piracy



EXHIBIT U

United States of America

United States Patent and Trademark Office

ANGRY

Reg. No. 4,829,609

Registered Oct. 13, 2015

Int. Cls.: 9 and 28

TRADEMARK

PRINCIPAL REGISTER

ROVIO ENTERTAINMENT LTD (FINLAND LIMITED LIABILITY COMPANY)
P.O. BOX 65
02151 ESPOO, FINLAND

FOR: PHOTOGRAPHIC APPARATUS AND INSTRUMENTS, NAMELY, CAMERAS AND FLASHES FOR CAMERAS, CASES FOR CAMERAS AND PHOTOGRAPHIC EQUIPMENT, NAMELY, PHOTOGRAPHIC APPARATUS; OPTICAL APPARATUS AND INSTRUMENTS, NAMELY, BLANK OPTICAL DISCS, OPTICAL DISCS FEATURING VIDEO GAME PROGRAMS, AND OPTICAL DISCS FEATURING ANIMATED CARTOONS OPTICAL LAMPS FOR SAFETY PURPOSES; SIGNALING APPARATUS AND INSTRUMENTS, NAMELY, FLASHING SAFETY LIGHTS, SIGNAL BELLS, SIGNALING WHISTLES; TEACHING APPARATUS AND INSTRUMENTS, NAMELY, AUDIOVISUAL RECEIVERS; APPARATUS FOR RECORDING, TRANSMISSION OR REPRODUCTION OF SOUND OR IMAGES; BLANK MAGNETIC DATA CARRIERS; PRERECORDED MAGNETIC DATA CARRIERS FEATURING MUSIC, MOTION PICTURE FILMS IN THE FIELD OF ANIMATED CARTOONS, DRAMA AND COMEDY, FILM FOR TELEVISION FEATURING CHILDREN'S ENTERTAINMENT, AND COMPUTER GAMES; PRE-RECORDED EXERCISE DVDS; BLANK RECORDING DISCS; PRE-RECORDED AUDIO DISCS MUSIC; AUTOMATIC VENDING MACHINES AND MECHANISMS FOR COIN-OPERATED APPARATUS; CASH REGISTERS, CALCULATING MACHINES, DATA PROCESSING EQUIPMENT AND COMPUTERS; FIRE-EXTINGUISHING APPARATUS; VIDEO GAME PROGRAMS FOR MOBILE PHONES, INTERACTIVE VIDEO GAME PROGRAMS FOR MOBILE PHONES, LAPTOPS, CONSOLES, TABLETS; ELECTRONIC GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS; ELECTRONIC GAME SOFTWARE; COMPUTER SOFTWARE TO ENABLE THE TRANSMISSION OF PHOTOGRAPHS TO MOBILE TELEPHONES; COMPUTER GAME PROGRAMS; DOWNLOADABLE COMPUTER GAME PROGRAMS; INTERACTIVE GAME SOFTWARE; INTERACTIVE GAME PROGRAMS; COMPUTER OPERATING PROGRAMS, RECORDED; COMPUTER GAME PROGRAMS DOWNLOADABLE VIA INTERNET, ELECTRONIC GAME SOFTWARE FOR MOBILE PHONES DOWNLOADABLE VIA INTERNET; COMPUTER GAME SOFTWARE; COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES, NAMELY, SOFTWARE ALLOWING USERS TO WATCH PRE-RECORDED FILMS IN THE FIELD OF ANIMATED CARTOONS, DRAMA AND COMEDY, AND ANIMATED CARTOONS; COMPUTERS; PRINTERS FOR USE WITH COMPUTERS; COMPUTER GAME PROGRAMS FOR HANDHELD GAME DEVICES; VIDEO GAME PROGRAMS FOR HANDHELD GAME DEVICES; CINEMATOGRAPHIC APPARATUS; BLANK DVD DISCS; PRE-RECORDED DVDS FEATURING MUSIC AND MOTION PICTURE FILMS IN THE FIELD OF ANIMATED CARTOONS, DRAMA AND COMEDY; BLANK COMPACT DISCS; BLANK CDROM DISCS;



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Reg. No. 4,829,609 CD-ROM DISCS FEATURING MUSIC; MOUSE PADS; SUNGLASSES; SPECTACLES; EYE-GLASS CHAINS; SPECTACLE CASES; CONTACT LENSES; CONTAINERS FOR CONTACT LENSES; WIRELESS PHONES; MOBILE TELEPHONES; BATTERIES FOR MOBILE TELEPHONES; HEADSETS FOR MOBILE TELEPHONES; MOBILE TELEPHONE CASES FOR MOBILE TELEPHONES FOR MOBILE TELEPHONES; CARRIERS SPECIALLY ADAPTED FOR HOLDING OR CARRYING MOBILE TELEPHONES; AND CARRIERS IN THE NATURE OF CARRYING CASES FOR PERSONAL COMPUTERS; HEADPHONES; EARPHONES; EARPHONES AND MICROPHONES/SPEAKER PHONES FOR USE WITH MOBILE TELEPHONES; MOBILE PHONE STRAPS AND CASES; STANDS FOR PORTABLE TELEPHONE; ANTENNA CAPS FOR PORTABLE PHONE; BATTERIES; BATTERY BOXES; BATTERY CHARGERS; DIGITAL MUSIC DOWNLOADABLE FROM THE INTERNET; DOWNLOADABLE MUSIC FILES; ABACUSES; BINOCULARS; CALCULATORS; CAMERAS, CINEMATOGRAPHIC CAMERAS, AND PARTS AND FITTINGS THEREFOR; LENSES FOR CAMERAS; MOTION PICTURE FILMS FEATURING ANIMATED CARTOONS; CASSETTE PLAYERS; ELECTRIC DOOR BELLS; ELECTRONIC POCKET TRANSLATORS; FIRE ALARMS; FRAMES FOR PHOTOGRAPHIC TRANSPARENCIES; HEAT REGULATING APPARATUS, NAMELY, THERMOSTATS; JUKE BOXES; OPTICAL LENSES; LETTER SCALES; LIFE BELTS; LIFE JACKETS; LIFE-SAVING RAFTS; ELECTRIC LOCKS; MAGNETIC ENCODED CARDS, NAMELY, MAGNETIC CODED GIFT CARDS; MAGNETIC ENCODERS; MAGNETS; MAGNIFYING GLASSES; MICROPHONES; MICROSCOPES; NEON SIGNS; NOTEBOOK COMPUTERS; ELECTRONIC PENS; PHONOGRAPH RECORDS FEATURING MUSIC; PHOTOCOPIERS; POCKET CALCULATORS; PROJECTION APPARATUS, NAMELY, MOVIE PROJECTORS, MULTIMEDIA PROJECTORS, PICTURE PROJECTORS; RADIOS; RECORD PLAYERS; REMOTE CONTROL APPARATUS FOR RADIOS, TELEVISIONS AND STEREOS; SCALES; SMOKE DETECTORS; ELECTRIC SOCKETS AND PLUGS; SOUND REPRODUCTION APPARATUS; TELEPHONE APPARATUS; TELEVISION RECEIVERS, TRANSMITTERS, AND WIRES; TELESCOPES; TEMPERATURE INDICATORS; ELECTRIC THEFT PREVENTION INSTALLATIONS, NAMELY, BURGLAR ALARMS, THEFT ALARMS; THERMOMETERS; THERMOSTATS; PRE-RECORDED VIDEO CASSETTES FEATURING MUSIC, MOTION PICTURE FILMS IN THE FIELD OF ANIMATED CARTOONS, DRAMA AND COMEDY AND ANIMATED CARTOONS; VIDEO GAME CARTRIDGES; VIDEOTAPES FEATURING MUSIC, MOTION PICTURE FILMS IN THE FIELD OF ANIMATED CARTOONS, DRAMA AND COMEDY AND ANIMATED CARTOONS; VIDEO SCREENS; VIDEO RECORDERS; WORD PROCESSORS; AUDIO AND VISUAL APPARATUS, NAMELY, KARAOKE PLAYERS WITH SING ALONG DEVICES, IN THE NATURE OF MICROPHONES AND MUSIC HEADPHONES; PAGER CASES OR CASINGS; CALL INDICATORS, NAMELY, MOBILE TELEPHONES AND PAGERS FOR TELEPHONES, MOBILE TELEPHONES, AND PAGERS; PROTECTION MASKS WORN OVER EYES TO SHIELD OF LIGHTS; ELECTRONIC AGENDAS; ELECTRIC ALARM BELLS; ELECTRONIC DOOR ALARMS; BAR CODE READERS; BAROMETERS; BUZZERS, NAMELY, ELECTRIC BUZZERS; COMPUTER CENTRAL PROCESSING UNITS; INTEGRATED CIRCUITS; CHRONOGRAPHS FOR USE AS SPECIALIZED TIME RECORDING APPARATUS; COMPUTER KEYBOARDS; COMPUTER MEMORIES; COMPUTER PERIPHERAL DEVICES; ACOUSTIC COUPLERS; BLANK OPTICAL DATA CARRIERS; BLANK OPTICAL DISCS; BLANK MAGNETIC DISKS; DIVERS' MASKS; DIVING SUITS; ELECTRONIC NOTICE BOARDS; EYEGLASS CORDS; PROTECTIVE EYEPIECES; EYESHADES; FACSIMILE MACHINES; PHOTOGRAPHIC FILTERS; BLANK FLOPPY DISKS; HEAD CLEANING TAPES FOR VIDEO RECORDER; HYGROMETERS; COMPUTER INTERFACE BOARDS; INVOICING MACHINES, NAMELY, ADDING MACHINES; LENS HOODS; MAGNETIC TAPE UNITS FOR COMPUTERS; BLANK MAGNETIC COMPUTER TAPES; MEASURING SPOONS; METRONOMES; MICROPROCESSORS; MODEMS; MONEY COUNTING AND SORTING MACHINES; COMPUTER MONITORS; COMPUTER MOUSE; OPTICAL FIBERS; OPTICAL GLASS; OPTICAL GOODS, NAMELY, OPTICAL LENSES; PARKING METERS; PROTRACTORS; RADIOTELEGRAPHY SETS; RADIOTELEPHONY SETS; SCANNERS; SEMI-CONDUCTORS; PHOTOGRAPHIC SLIDES; DEMAGNETIZING APPARATUS FOR MAGNETIC TAPES; TELEGRAPH WIRES; TELEGRAPHS; TELEPRINTERS; TELEPROMPTERS; TELETYPEWRITERS; TELECOMMUNICATION TRANSMITTERS; VACUUM GAUGES; VIDEO TELEPHONES; SIGNAL ALARMS IN THE NATURE OF BURGLAR ALARMS, FIRE ALARMS AND PERSONAL SECURITY ALARMS; EAR PLUGS

Reg. No. 4,829,609 FOR DIVERS; EGG TIMERS; GOGGLES FOR SPORTS; NAVIGATION APPARATUS FOR VEHICLES IN THE NATURE OF ON-BOARD COMPUTERS; DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE FORM OF BOOKS AND MAGAZINES IN THE FIELD OF COMPUTER LITERACY, SPELLING, READING, MATH, SOCIAL STUDIES, SCIENCE, GEOGRAPHY, LANGUAGE ARTS, FOREIGN LANGUAGES, WRITING, GEOLOGY, PHONICS, MATH, MUSIC, ART AND GENERAL TRIVIA; PERSONAL STEREOs; SATELLITES FOR SCIENTIFIC PURPOSES; WRIST RESTS FOR USE WITH COMPUTERS; ELECTRONIC CIRCUITS AND PRE-RECORDED CD-ROMS WHICH ENABLE THE RECORDING OF ELECTRONIC MUSICAL INSTRUMENTS; COMPUTER APPLICATION SOFTWARE FOR CONTROLLING CONSUMER'S VIDEO GAME DEVICES; MEMORY CARDS FOR CONSUMER VIDEOGAME APPARATUS; BAGS SPECIALLY ADAPTED FOR LAPTOPS AND MOBILE PHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: APPARATUS FOR GAMES ADAPTED FOR USE WITH TELEVISION RECEIVERS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

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

OWNER OF FINLAND REG. NO. 255027, DATED 3-30-2012, EXPIRES 3-30-2022.

OWNER OF U.S. REG. NOS. 3,976,576 AND 4,148,716.

SER. NO. 85-689,262, FILED 7-27-2012.

COLLEEN MULCRONE, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.



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Trademark Status & Document Retrieval (TSDR) ?

SEARCH	MULTI-SEARCH ?
US Serial, Registration, or Reference No.	4829609
Status	Documents

Status results found

STATUS	DOCUMENTS	MAINTENANCE ?	Download ▲	Print Preview
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Generated on: This page was generated by TSDR on 2018-03-14 15:57:55 EDT

Mark: ANGRY

ANGRY

US Serial Number: 85689262

Application Filing Date: Jul. 27, 2012

US Registration Number: 4829609

Registration Date: Oct. 13, 2015

Register: Principal

Mark Type: Trademark

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: Oct. 13, 2015

Publication Date: Oct. 15, 2013

▼ Mark Information

[▲ Collapse All](#)

Mark Literal Elements: ANGRY

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

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

▼ Related Properties Information

Claimed Ownership of US Registrations: [3976576](#), [4148716](#)

▼ Foreign Information

Foreign Registration Number: 255027

Foreign Registration Date: Mar. 30, 2012

Foreign: FINLAND

Foreign Expiration Date: Mar. 30, 2022

Application/Registration**Country:****▼ 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: Photographic apparatus and instruments, namely, cameras and flashes for cameras, cases for cameras and photographic equipment, namely, photographic apparatus; optical apparatus and instruments, namely, blank optical discs, optical discs featuring video game programs, and optical discs featuring animated cartoons optical lamps for safety purposes; signaling apparatus and instruments, namely, flashing safety lights, signal bells, signaling whistles; teaching apparatus and instruments, namely, audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; prerecorded magnetic data carriers featuring music, motion picture films in the field of animated cartoons, drama and comedy, film for television featuring children's entertainment, and computer games; pre-recorded exercise DVDs; blank recording discs; pre-recorded audio discs music; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; video game programs for mobile phones, interactive video game programs for mobile phones, laptops, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer software to enable the transmission of photographs to mobile telephones; computer game programs; downloadable computer game programs; interactive game software; interactive game programs; computer operating programs, recorded; computer game programs downloadable via internet, electronic game software for mobile phones downloadable via internet; computer game software; computer application software for mobile phones, namely, software allowing users to watch pre-recorded films in the field of animated cartoons, drama and comedy, and animated cartoons; computers; printers for use with computers; computer game programs for handheld game devices; video game programs for handheld game devices; cinematographic apparatus; blank DVD discs; pre-recorded DVDs featuring music and motion picture films in the field of animated cartoons, drama and comedy; blank compact discs; blank CDROM discs; CD-ROM discs featuring music; mouse pads; sunglasses; spectacles; eyeglass chains; spectacle cases; contact lenses; containers for contact lenses; wireless phones; mobile telephones; batteries for mobile telephones; headsets for mobile telephones; mobile telephone cases for mobile telephones for mobile telephones; carriers specially adapted for holding or carrying mobile telephones; and carriers in the nature of carrying cases for personal computers; headphones; earphones; earphones and microphones/speaker phones for use with mobile telephones; mobile phone straps and cases; stands for portable telephone; antenna caps for portable phone; batteries; battery boxes; battery chargers; digital music downloadable from the internet; downloadable music files; abacuses; binoculars; calculators; cameras, cinematographic cameras, and parts and fittings therefor; lenses for cameras; motion picture films featuring animated cartoons; cassette players; electric door bells; electronic pocket translators; fire alarms; frames for photographic transparencies; heat regulating apparatus, namely, thermostats; juke boxes; optical lenses; letter scales; life belts; life jackets; life-saving rafts; electric locks; magnetic encoded cards, namely, magnetic coded gift cards; magnetic encoders; magnets; magnifying glasses; microphones; microscopes; neon signs; notebook computers; electronic pens; phonograph records featuring music; photocopiers; pocket calculators; projection apparatus, namely, movie projectors, multimedia projectors, picture projectors; radios; record players; remote control apparatus for radios, televisions and stereos; scales; smoke detectors; electric sockets and plugs; sound reproduction apparatus; telephone apparatus; television receivers, transmitters, and wires; telescopes; temperature indicators; electric theft prevention installations, namely, burglar alarms, theft alarms; thermometers; thermostats; pre-recorded video cassettes featuring music, motion picture films in the field of animated cartoons, drama and comedy and animated cartoons; video game cartridges; videotapes featuring music, motion picture films in the field of animated cartoons, drama and comedy and animated cartoons; video screens; video recorders; word processors; audio and visual apparatus, namely, karaoke players with sing along devices, in the nature of microphones and music headphones; pager cases or casings; call indicators, namely, mobile telephones and pagers for telephones, mobile telephones, and pagers; protection masks worn over eyes to shield of lights; electronic agendas; electric alarm bells; electronic door alarms; bar code readers; barometers; buzzers, namely, electric buzzers; computer central processing units; integrated circuits; chronographs for use as specialized time recording apparatus; computer keyboards; computer memories; computer peripheral devices; acoustic couplers; blank optical data carriers; blank optical discs; blank magnetic disks; divers' masks; diving suits; electronic notice boards; eyeglass cords; protective eyepieces; eyeshades; facsimile machines; photographic filters; blank floppy disks; head cleaning tapes for video recorder; hygrometers; computer interface boards; invoicing machines, namely, adding machines; lens hoods; magnetic tape units for computers; blank magnetic computer tapes; measuring spoons; metronomes; microprocessors; modems; money counting and sorting machines; computer monitors; computer mouse; optical fibers; optical glass; optical goods, namely, optical lenses; parking meters; protractors; radiotelegraphy sets; radiotelephony sets; scanners; semi-conductors; photographic slides; demagnetizing apparatus for magnetic tapes; telegraph wires; telegraphs; teleprinters; teleprompters; teletypewriters; telecommunication transmitters; vacuum gauges; video telephones; signal alarms in the nature of burglar alarms, fire alarms and personal security alarms; ear plugs for divers; egg timers; goggles for sports; navigation apparatus for vehicles in the nature of on-board computers; downloadable electronic publications in the form of books and magazines in the field of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; personal stereos; satellites for scientific purposes; wrist rests for use with computers; electronic circuits and pre-recorded CD-ROMs which enable the recording of electronic musical instruments; computer application software for controlling consumer's video game devices; memory cards for consumer videogame apparatus; bags specially adapted for laptops and mobile phones

International Class(es): 009 - Primary Class	U.S Class(es): 021, 023, 026, 036, 038
Class Status: ACTIVE	
Basis: 44(e)	

For: Apparatus for games adapted for use with television receivers	
International Class(es): 028 - Primary Class	U.S Class(es): 022, 023, 038, 050
Class Status: ACTIVE	
Basis: 44(e)	

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Rovio Entertainment Ltd	
Owner Address: P.O. Box 65 02151 Espoo FINLAND	
Legal Entity Type: LIMITED LIABILITY COMPANY	State or Country Where Organized: FINLAND

▼ Attorney/Correspondence Information

Attorney of Record	
Attorney Name: Christine B. Redfield, Esq.	
Attorney Primary Email Address: trademark@fenwick.com	Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: WHITNEY J BARAN K&L GATES LLP 618 W RIVERSIDE AVENUE SUITE 300 SPOKANE, WASHINGTON UNITED STATES 99201	
Phone: (650) 988-8500	Fax: (650) 938-5200
Correspondent e-mail: trademark@fenwick.com	Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Christine B. Redfield, Esq.	Phone: (650) 988-8500
Fax: (650) 938-5200	
Domestic Representative e-mail: trademark@fenwick.com	Domestic Representative e-mail Authorized: Yes

▼ Prosecution History

Date	Description	Proceeding Number
Oct. 13, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 26, 2015	ASSIGNED TO EXAMINER	88572
May 20, 2015	1(B) BASIS DELETED; PROCEED TO REGISTRATION	61813

Apr. 23, 2015	NOTICE OF ALLOWANCE CANCELLED	61813
May 20, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Apr. 23, 2015	TEAS DELETE 1(B) BASIS RECEIVED	
Dec. 02, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 17, 2014	TTAB RELEASE CASE TO TRADEMARKS	214902
Oct. 17, 2014	OPPOSITION TERMINATED NO. 999999	214902
Oct. 17, 2014	OPPOSITION DISMISSED NO. 999999	214902
Apr. 02, 2014	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 02, 2014	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 12, 2014	OPPOSITION INSTITUTED NO. 999999	214902
Oct. 21, 2013	EXTENSION OF TIME TO OPPOSE RECEIVED	
Oct. 15, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 15, 2013	PUBLISHED FOR OPPOSITION	
Sep. 25, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 12, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Sep. 12, 2013	EXPARTE APPEAL TERMINATED	689262
Sep. 12, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 11, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 11, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 11, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 11, 2013	EXAMINERS AMENDMENT -WRITTEN	88569
Aug. 30, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 30, 2013	NON-FINAL ACTION E-MAILED	6325
Aug. 30, 2013	NON-FINAL ACTION WRITTEN	88569
Aug. 09, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 09, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 09, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 09, 2013	EXAMINERS AMENDMENT -WRITTEN	88569
Jul. 23, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
Jul. 23, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Jul. 18, 2013	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jul. 19, 2013	EX PARTE APPEAL-INSTITUTED	689262
Jul. 19, 2013	JURISDICTION RESTORED TO EXAMINING ATTORNEY	689262
Jul. 19, 2013	EXPARTE APPEAL RECEIVED AT TTAB	
Mar. 21, 2013	NOTIFICATION OF FINAL REFUSAL EMAILED	
Mar. 21, 2013	FINAL REFUSAL E-MAILED	
Mar. 21, 2013	FINAL REFUSAL WRITTEN	88569
Feb. 19, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 18, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889

Feb. 18, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 24, 2012	ASSIGNED TO EXAMINER	88569
Aug. 29, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 29, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 29, 2012	NON-FINAL ACTION WRITTEN	76585
Aug. 28, 2012	ASSIGNED TO EXAMINER	76585
Aug. 22, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
Aug. 22, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Aug. 16, 2012	ASSIGNED TO LIE	66213
Aug. 08, 2012	TEAS VOLUNTARY AMENDMENT RECEIVED	
Aug. 06, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 31, 2012	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: Oct. 13, 2015

▲ **Assignment Abstract Of Title Information - None recorded**

▼ **Proceedings - Click to Load**

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