

ESTTA Tracking number: **ESTTA535439**

Filing date: **05/01/2013**

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

**Petition for Cancellation**

Notice is hereby given that the following party requests to cancel indicated registration.

**Petitioner Information**

Name	Survivor Productions, LLC		
Entity	Limited liability company	Citizenship	Delaware
Address	7800 Beverly Boulevard Los Angeles, CA 90036 UNITED STATES		

Attorney information	Christopher P. Beall Levine Sullivan Koch & Schulz, LLP 321 West 44th Street, Suite 1000 New York City, NY 10036 UNITED STATES cbeall@lskslaw.com, lappel@lskslaw.com, sjones@lskslaw.com Phone:212.850.6100
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**Registration Subject to Cancellation**

Registration No	4124895	Registration date	04/10/2012
Registrant	Active Life Events, Inc. 1321 Campus Avenue Redlands, CA 92374 UNITED STATES		

**Goods/Services Subject to Cancellation**

Class 041. First Use: 2011/01/02 First Use In Commerce: 2011/01/02 All goods and services in the class are cancelled, namely: Athletic and sports event services, namely, arranging, organizing, operating and conducting marathon races; Encouraging amateur sports and physical education by organizing, sanctioning, conducting, regulating and governing amateur athletic programs and activities; Entertainment in the nature of competitions in the field of running; Entertainment services, namely, arranging and conducting of competitions for running races; Organizing, arranging, and conducting running races and related social entertainment events
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**Grounds for Cancellation**

False suggestion of a connection	Trademark Act section 2(a)
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
Other	False suggestion of affiliation, connection, association, or approval, 15 U.S.C. Â§ 1125(a)(1)(A)

## Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	3509866	Application Date	12/03/2003
Registration Date	09/30/2008	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST ALL-STARS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2004/01/30 First Use In Commerce: 2004/01/30 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3123626	Application Date	08/19/2005
Registration Date	08/01/2006	Foreign Priority Date	NONE
Word Mark	SURVIVOR GUATEMALA THE MAYA EMPIRE OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2005/09/15 First Use In Commerce: 2005/09/15 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3192108	Application Date	08/29/2005
Registration Date	01/02/2007	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2000/05/31 First Use In Commerce: 2000/05/31 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3068880	Application Date	07/19/2002
Registration Date	03/14/2006	Foreign Priority Date	NONE
Word Mark	SURVIVOR THAILAND OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 041. First use: First Use: 2002/09/19 First Use In Commerce: 2002/09/19 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network

U.S. Registration No.	3272416	Application Date	08/31/2006
Registration Date	07/31/2007	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST COOK ISLANDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2006/09/14 First Use In Commerce: 2006/09/14 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3201246	Application Date	01/17/2006
Registration Date	01/23/2007	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST PANAMA EXILE ISLAND		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2006/02/02 First Use In Commerce: 2006/02/02 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3325550	Application Date	06/19/2003
Registration Date	10/30/2007	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST PEARL ISLANDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2003/09/18 First Use In Commerce: 2003/09/18 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3297072	Application Date	02/05/2007
Registration Date	09/25/2007	Foreign Priority	NONE

		Date	
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST FIJI		
Design Mark			
Description of Mark	The mark consists, in part, of a design in the middle with skulls, two crossed curved weapons, a tribal mask, and flames in the background.		
Goods/Services	Class 041. First use: First Use: 2007/02/08 First Use In Commerce: 2007/02/08 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices		

U.S. Registration No.	3308338	Application Date	12/10/2004
Registration Date	10/09/2007	Foreign Priority Date	NONE
Word Mark	SURVIVOR PALAU OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of Mark	The mark consists of design of islands under sun with sharks and the wording SURVIVOR OUTWIT OUTPLAY OUTLAST PALAU.		
Goods/Services	Class 041. First use: First Use: 2005/02/07 First Use In Commerce: 2005/02/07 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		

U.S. Registration No.	3651747	Application Date	05/16/2007
Registration Date	07/07/2009	Foreign Priority Date	NONE
Word Mark	SURVIVOR CHINA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2007/09/20 First Use In Commerce: 2007/09/20 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices		

U.S. Registration No.	2855262	Application Date	01/23/2003
Registration Date	06/15/2004	Foreign Priority Date	NONE
Word Mark	SURVIVOR THE AMAZON OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 041. First use: First Use: 2003/02/13 First Use In Commerce: 2003/02/13 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK		
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U.S. Registration No.	3611560	Application Date	07/28/2008
Registration Date	04/28/2009	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTLAST OUTPLAY GABON EARTH'S LAST EDEN		
Design Mark			
Description of Mark	The mark consists of an oval design, with the words "OUTWIT OUTPLAY" and "OUTLAST" on the inner edge of the oval; the design of a stylized jungle, containing a gorilla and elephants placed in the center and snakes at either end of the oval design; the word "SURVIVOR" is placed in the center of the oval design, with the words "GABON EARTH'S LAST EDEN" placed below that word.		
Goods/Services	Class 041. First use: First Use: 2008/09/25 First Use In Commerce: 2008/09/25 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices		

U.S. Registration No.	3650678	Application Date	12/18/2008
Registration Date	07/07/2009	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTLAST OUTPLAY TOCANTINS THE BRAZILIAN HIGHLANDS		
Design Mark			
Description of Mark	The mark consists of an oval design, with the words "OUTWIT", "OUTPLAY" and "OUTLAST" on the inner edge of the oval; the design of a stylized highland, containing birds, trees and mountains placed in the center of the oval design; the word "SURVIVOR" is placed in the center of the oval design, with the word "TOCANTINS" placed below that word; the words "THE BRAZILIAN HIGHLANDS" is in bottom inner edge of the oval.		
Goods/Services	Class 041. First use: First Use: 2009/02/12 First Use In Commerce: 2009/02/12 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices		

U.S. Registration No.	3779391	Application Date	05/18/2009
Registration Date	04/20/2010	Foreign Priority Date	NONE
Word Mark	SURVIVOR SAMOA OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of	The mark consists of an oval design, with the words "OUTWIT OUTPLAY" on		

Mark	the top inner edge of the oval and the word "OUTLAST" on the bottom inner edge of the oval; the design of a stylized island, containing palm trees, a boat, water, mountains, a silhouette and a mask, placed in the center of the oval design; the word "SURVIVOR" is placed in the center of the oval design, with fish hooks on both sides, and with the word "SAMOA" placed below that word.
Goods/Services	Class 041. First use: First Use: 2009/09/17 First Use In Commerce: 2009/09/17 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices

U.S. Registration No.	3834717	Application Date	01/15/2010
Registration Date	08/17/2010	Foreign Priority Date	NONE
Word Mark	SURVIVOR HEROES VS VILLAINS RETURN REVENGE REDEMPTION		
Design Mark			
Description of Mark	The mark consists of an oval design, with the words "RETURN REVENGE" on the top inner edge of the oval and the word "REDEMPTION" on the bottom inner edge of the oval; the design is a stylized beach, containing palm trees, humans, water, sharks, human skulls, flames, placed in the center of the oval design; the word "SURVIVOR" is placed in the center of the oval design, with flaming torches on both sides, and with the words "HEROES VS VILLAINS" placed below that word.		
Goods/Services	Class 041. First use: First Use: 2010/02/11 First Use In Commerce: 2010/02/11 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices		

U.S. Registration No.	3821647	Application Date	12/11/2009
Registration Date	07/20/2010	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2002/06/01 First Use In Commerce: 2002/06/01 Currency and credit operated slot machines and gaming devices, namely, gaming machines for use in gaming establishments		

U.S. Registration No.	3403270	Application Date	01/24/2006
Registration Date	03/25/2008	Foreign Priority Date	NONE
Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 041. First use: First Use: 2006/04/01 First Use In Commerce: 2006/04/01 ENTERTAINMENT SERVICES IN THE NATURE OF AN AMUSEMENT PARK RIDE

U.S. Registration No.	2818300	Application Date	10/22/2001
Registration Date	02/24/2004	Foreign Priority Date	NONE

Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 041. First use: First Use: 2001/10/11 First Use In Commerce: 2001/10/11 ENTERTAINMENT SERVICES IN THE NATURE OF AN ON-GOING REALITY BASED TELEVISION PROGRAM; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ON REALITY BASED TELEVISION BY MEANS OF A GLOBAL COMPUTER NETWORK
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U.S. Registration No.	3228606	Application Date	01/10/2005
Registration Date	04/10/2007	Foreign Priority Date	NONE

Word Mark	SURVIVOR OUTWIT OUTPLAY OUTLAST
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 009. First use: First Use: 2006/09/30 First Use In Commerce: 2006/09/30 computer game software; dvds containing computer game software
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U.S. Registration No.	3935852	Application Date	05/18/2010
Registration Date	03/22/2011	Foreign Priority Date	NONE

Word Mark	SURVIVOR NICARAGUA OUTWIT OUTPLAY OUTLAST
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Design Mark	
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Description of Mark	The mark consists of an oval design, with the words "OUTWIT OUTPLAY" on the top inner edge of the oval and the word "OUTLAST" on the bottom inner edge of the oval; the design contains monkeys, trees, mountains, iguana, ship, water placed in the center of the oval design; the word "SURVIVOR" is placed in the center of the oval design with fleur-de-lis on both sides, and with the word "NICARAGUA" placed below that word.
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Goods/Services	Class 041. First use: First Use: 2010/09/15 First Use In Commerce: 2010/09/15 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone, and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
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Attachments	CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for
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	<p>cancellation_part_1.pdf(70652 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_2.pdf(167509 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_3.pdf(79450 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_4.pdf(227147 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_5.pdf(303782 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_6.pdf(77414 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_7.pdf(145000 bytes ) CBS-Survivor ProductionsActive Life Events (Survivor Mud Run) - Petition for cancellation_part_8.pdf(152716 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_1.pdf(42363 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_2.pdf(127407 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_3.pdf(121436 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_4.pdf(115709 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_5.pdf(135844 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_6.pdf(108884 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_7.pdf(114186 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_8.pdf(117912 bytes ) Survivor Prod'nsActive Life - Ex 1-A to Petition for Cancellation_part_9.pdf(88863 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_1.pdf(53569 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_2.pdf(175644 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_3.pdf(177408 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_4.pdf(191948 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_5.pdf(226138 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_6.pdf(248839 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_7.pdf(247497 bytes ) Survivor Prod'nsActive Life - Ex 1-B to Petition for cancellation_part_8.pdf(152042 bytes ) Survivor Prod'nsActive Life - Ex 2 to Petition for Cancellation_part_1.pdf(40599 bytes ) Survivor Prod'nsActive Life - Ex 2 to Petition for Cancellation_part_2.pdf(271616 bytes ) Survivor Prod'nsActive Life - Ex 2 to Petition for Cancellation_part_3.pdf(227173 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_1.pdf(40612 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_2.pdf(536032 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for</p>
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	<p>Cancellation_part_3.pdf(303316 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_4.pdf(190375 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_5.pdf(362064 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_6.pdf(216611 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_7.pdf(367138 bytes ) Survivor Prod'nsActive Life - Ex. 3 to Petition for Cancellation_part_8.pdf(538766 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_1.pdf(40421 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_2.pdf(173473 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_3.pdf(180072 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_4.pdf(171644 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_5.pdf(175682 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_6.pdf(139290 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_7.pdf(185174 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_8.pdf(210344 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_9.pdf(161476 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_10.pdf(209179 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_11.pdf(272775 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_12.pdf(193010 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_13.pdf(172553 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_14.pdf(175139 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_15.pdf(181243 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_16.pdf(184593 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_17.pdf(523266 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_18.pdf(242666 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_19.pdf(173492 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_20.pdf(180269 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_21.pdf(210616 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_22.pdf(164507 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_23.pdf(211762 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_24.pdf(181049 bytes ) Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_25.pdf(221854 bytes )</p>
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	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_26.pdf(271304 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_27.pdf(192072 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_28.pdf(174814 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_29.pdf(173195 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_30.pdf(185748 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_31.pdf(151804 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_32.pdf(260343 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_33.pdf(206347 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_34.pdf(191138 bytes )
	Survivor Prod'nActive Life - Ex 4 to Petition for Cancellation_part_35.pdf(177950 bytes )

### Certificate of Service

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

Signature	/Christopher P. Beall/
Name	Christopher P. Beall
Date	05/01/2013

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

Trademark:           **SURVIVOR MUD RUN**  
Registration No:     4,124,895  
Issued:                April 10, 2012

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**SURVIVOR PRODUCTIONS, LLC**

Petitioner,

v.

**ACTIVE LIFE EVENTS, INC.**

Respondent.

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} Opposition No. \_\_\_\_\_  
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**PETITION FOR CANCELLATION**

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Petitioner Survivor Productions, LLC, a Delaware limited liability company which is owned in part by CBS Corporation, itself a Delaware corporation, and having its principal offices at 7800 Beverly Boulevard, Los Angeles, California, 90036, believes it is being and will continue to be damaged by the registration of the service mark “SURVIVOR MUD RUN,” U.S. Registration No. 4124895 (the “Challenged Mark”), issued on April 10, 2012 to Respondent Active Life Events, Inc., a California corporation with its principal offices at 1321 Campus Avenue, Redlands, California, 92374. The Respondent obtained a registration for the Challenged Mark in connection with the following services in International Class 41: “Athletic and sports event services, namely, arranging, organizing, operating and conducting marathon

races; Encouraging amateur sports and physical education by organizing, sanctioning, conducting, regulating and governing amateur athletic programs and activities; Entertainment in the nature of competitions in the field of running; Entertainment services, namely, arranging and conducting of competitions for running races; Organizing, arranging, and conducting running races and related social entertainment events.” Petitioner seeks cancellation of the federal registration of the Challenged Mark with respect to all of the specified services.

In support of this Petition, Petitioner hereby pleads the following grounds:

**Petitioner’s Activities**

1. Petitioner Survivor Productions, LLC is a television production company involved in the production, distribution, and broadcast of the world-famous “Survivor” television series. Petitioner is a subsidiary of CBS Corporation.

2. The Survivor television series has aired nationally in the United States on the CBS Television Network and its affiliate broadcasting stations since its premiere on May 31, 2000, and is now in its twenty-sixth season. In the show, participants are marooned on a desolate locale and divided into one or more “tribes.” As a tribe, the participants must endure the elements, construct shelter, build fire, look for water, food, and other necessities, while competing in challenges to earn either a reward or immunity from expulsion from the game.

3. The challenges that are conducted during the Survivor episodes are most often endurance or multi-segment obstacle-course races that include both physical and mental elements. Routinely, many of these challenges involve foot races or other competitions through mud or other water obstacles. It is commonplace for episodes of the Survivor television series to

feature images of mud-stained and bedraggled participants sloshing through, over, under, or around various natural barriers. Examples are shown here:



In at least ten episodes in various seasons, producers included various mud-run themed challenge, requiring participants to run through, over, and around various mud-bog obstacles, including: Season 1, episode 12-“Mud Pack”; Season 6, episode 8- “Mud Bungee;” Season 11, episode 2- “Dragged Through the Mud;” Season 11, episode 10- “Mud Slide;” Season 13, episode 14- “Mud Run;” Season 20, episode 3- “Sumo and Mud;” Season 20, episode 8- “Mud Slide;” Season 25, episode 9- “Muddy Waters;” Season 25, episode 12- “Mud Slinging;” and Season 26, episode 10- “Muddy Waters.”

4. Since its premiere in 2000, the Survivor television series regularly has been rated amongst the top ten most-watched shows in the United States. The series has been nominated for several Emmy Awards, including winning for Outstanding Sound Mixing in 2001, Outstanding Special Class Program in 2002, and was subsequently nominated four times for Outstanding Reality-Competition Program when the category was introduced in 2003. The Survivor television series host Jeff Probst has won the Emmy award for Outstanding Host for a

Reality or Reality-Competition Program four consecutive times since the award was introduced in 2008.

5. Petitioner has invested extraordinary sums promoting the Survivor television series, running advertising on television, radio, and national print sources. In addition to such paid advertising, Petitioner engages in extensive collateral cross-promotion of the Survivor television series by arranging for the appearances of episode participants on CBS's news and entertainment programming, such as, for example, The David Letterman Show.

6. In addition to the direct advertising and promotion of the Survivor television series, Petitioner has distributed or licensed goods and services related to the Survivor television show, which themselves bear the trademarks and service marks associated with the show. Categories of such licensed good and services include, but are not limited to the following: Apparel - t-shirts, sweatshirts, jackets; Accessories - hats, backpacks, buffs, jewelry; Video Games; Slot Machines; Novelty Gifts - mugs, glassware, bowls, key chains, lanyards, pens, mousepads, phone cases, standees, lighters; Music - the Survivor series' soundtracks; Food - sunflower seeds; Footwear - athletic shoes, flip flops; Board Games; Trading Cards; Toys - remote control cars and bobbleheads; Books; Insect spray & repellent; and First Aid Kits. In addition, Petitioner maintains a strong presence on the internet, where it promotes and sells numerous other goods and products related to the Survivor television show at the CBS Store online at <http://www.cbsstore.com/survivor-viewall/index.php?pagemax=all&v=cbs-survivor>.

7. Various entertainment and sports activities have also been licensed by Petitioner in connection with the Survivor television series. From approximately 2009 to 2011, "Survivor LIVE" was a licensed stage show held at various theme parks, including Elitch

Gardens in Denver; Frontier City in Oklahoma City; Darien Lake Theme Park Resort in Darien Center, N.Y; Six Flags New England; and Six Flags America. The Survivor LIVE stage show allowed contestants to compete against each other in a miniature version of the Survivor television show.

8. In addition, Petitioner licensed a roller coaster ride under the Survivor name – called “Survivor. The Ride.” – with tie-ins to the Survivor television series at Paramount’s Great America theme park in Santa Clara, California.

9. Petitioner also licensed use of the Survivor name in connection with a charity mud-run race, “The Survivor Stand Up 2 Cancer (SSU2C) Mud Run,” that was held on September 11, 2011, in Orange County, California. An advertisement for the mud run noted the following about the event: “The Irvine Lake Mud Run is an approximately 3 mile course beginning and ending at picturesque Irvine Lake. The course is partially on the road and partially on trails and includes hills, water, professionally built obstacles and 8+ mud pits. Participants in the run will get wet and VERY muddy while they have the chance to run alongside their favorite reality stars.” CBS provided marketing support for the event, in which past contestants of the Survivor television series were advertised to participate in the race. Advertising for this event was carried on local television and radio stations in the greater Los Angeles area, including on KFRG-FM, the CBS-owned radio station in Colton, California.

10. Petitioner is the owner of a series of federal registrations for its “**SURVIVOR**” mark, in various permutations and manners of display, as reflected in the accompanying chart attached here as **Exhibit 1-A**. Color images of the logos for each season’s shows are collected and displayed as **Exhibit 1-B**.

11. Certain of the registrations for these marks have been deemed to be incontestable under Section 15 of the Lanham Act: U.S. Reg. Nos. 2818300 (issued February 24, 2004), 2855262 (issued June 15, 2004), and 3068880 (issued March 14, 2006).

12. Petitioner has also established extensive common law rights in the mark “**SURVIVOR**,” both in plain text as a single word, or in conjunction with other designs or stylizations, in connection with the various and numerous goods and services associated with the television shows that Petitioner has produced and that its licensees have provided throughout the country under the mark.

13. An excerpt from the Survivor television show’s website, illustrating how the “**SURVIVOR**” mark is used online, both in plain text and within various designs, is attached here as **Exhibit 2**. The manner of use of the mark displayed in this exhibit is merely illustrative. Many other forms of use, both visual and audible, are frequently made by Petitioner and its licensees.

14. Petitioner and its licensees have used the mark “**SURVIVOR**” in commerce and continuously since at least May 31, 2000.

15. The “**SURVIVOR**” mark has become extremely well-known throughout the United States and the world.

16. Petitioner actively polices and enforces its rights in the “**SURVIVOR**” mark.

17. The reputation and goodwill associated with the “**SURVIVOR**” mark are of inestimable value to Petitioner.

18. The “**SURVIVOR**” mark has become famous, as that term is used in 15 U.S.C. § 1125(c)(1).

**Respondent’s Activities**

19. Respondent Active Life Events, Inc. is a California corporation that was founded by Kevin Shane Sartin.

20. Mr. Sartin was employed by CBS Radio’s owned-and-operated radio station in Colton, California, KFRG-FM, as an account executive from June 2003 through March 2012.

21. During the course of his employment with CBS’s KFRG station, in 2009, Mr. Sartin participated in discussions with other executives at KFRG concerning a proposal to launch a mud run competition under the name “Gladiator Mud Run.” This KFRG-sponsored run occurred in 2010, but KFRG decided not to continue to use the “Gladiator” name for this event.

22. Subsequently, while he was still employed at CBS’s KFRG station beginning sometime in 2011, Mr. Sartin was again involved in discussions with station executives concerning a proposal for KFRG to sponsor and host a mud run competition. The business team organizing this event, including Mr. Sartin, proposed the name “Survivor Mud Run” for the competition. KFRG’s management, however, decided that because CBS had not approved the use of the “**SURVIVOR**” mark in connection with the mud run, KFRG would not use the name.

23. Rather, in 2012, KFRG sponsored a mud run under the name “MACH 1 Mud Run.” Mr. Sartin was directly involved in organizing the station’s MACH 1 Mud Run during the latter part of 2011 and the early part of 2012.

24. On information and belief, Petitioner alleges that as a result of his involvement in KFRG’s organizing activities relating to its mud run competitions, if not before, Mr. Sartin was well aware of the fame of the “SURVIVOR” mark and CBS’s concerns regarding use of this mark in connection with a mud run event, including the principle that use of the mark for such a purpose required advance permission from the mark owner.

25. On September 27, 2010, Mr. Sartin obtained a domain name registration for the domain name “survivormudrun.com,” and a website was published at this domain name displaying the name “Survivor Mud Run.” This website remains active at the URL [www.survivormudrun.com](http://www.survivormudrun.com). An excerpt from this website is attached here as **Exhibit 3**.

26. On October 11, 2010, Mr. Sartin launched a Facebook page under the name “Survivor Mud Run.” That Facebook page remains active. An excerpt from this page is attached here as **Exhibit 4**.

27. Sometime shortly thereafter, Respondent began displaying the “Survivor Mud Run” name using one or both of the following designs:



28. The stylized lettering and the look and feel of the logo used by the Respondent bears a striking resemblance to Petitioner’s distinctive lettering style and the look and feel of its series logos:



vs.



*See also* Ex. 1-A.

29. On December 23, 2010, Respondent conducted its first “Survivor Mud Run” race, in the Seattle, Washington area. Various goods and services associated with the race displayed the “Survivor Mud Run” designs shown above, including race advertising and signage, competitor race numbers, t-shirts, and entry forms and liability waiver forms.

30. Following this first “Survivor Mud Run” event, Respondent has conducted other similar events, regularly using the “Survivor Mud Run” designs shown above.

31. Respondent has produced and distributed video segments portraying certain “Survivor Mud Run” races. The visual look and feel, as well as the soundtrack, for these video segments calls to mind episodes of the Survivor television show.

### **Respondent’s Trademark Registration**

32. On July 13, 2011, Respondent filed an application for registration on the Principal Register the mark “Survivor Mud Run,” explicitly disclaiming any rights in the phrase “mud run.”

33. Respondent initially sought registration for this mark in connection with the following services: “Athletic and sports event services, namely, arranging, organizing, operating and conducting marathon races; Encouraging amateur sports and physical education by organizing, sanctioning, conducting, regulating and governing amateur athletic programs and activities; Entertainment in the nature of competitions in the field of running; Entertainment services, namely, arranging and conducting of competitions for running races; Organizing, arranging, and conducting running, race and entertainment events.”

34. Following an Office Action from the Examining Attorney, Respondent proposed a revised description of its services to replace its reference to “entertainment events” with the phrase “obstacle course events and competitions.”

35. Following a telephone conference with the Examining Attorney, however, an Examiner’s Amendment was issued to replace the reference to “obstacle course events and competitions” with “related social entertainment events.”

36. On information and belief, Petitioner alleges that at the time of Respondent’s application, and thereafter, Respondent had not ever arranged, organized, operated

or conducted any “marathon races,” as asserted in the application for registration of the mark, and certainly no marathon races under the “Survivor Mud Run” name.

37. On information and belief, Petitioner alleges that Respondent knew that its assertion to the Trademark Office of having used the “Survivor Mud Run” name in connection with marathon races was a material misrepresentation of the true nature of the Respondent’s use of the name in commerce, and further that the Respondent intended the Trademark Office to rely upon the false assertion of use of the mark in connection with “marathon races” when issuing the registration for the name.

38. On information and belief, Petitioner further alleges that Respondent intentionally misled the Trademark Office when it falsely asserted that it was the senior user of the “Survivor” name in connection with the entertainment service of arranging and organizing “running races,” and that this intentional misrepresentation was material to the Respondent’s application for registration of the mark.

39. At the time of Respondent’s application, and thereafter, Respondent was fully aware of Petitioner’s senior rights in the “**SURVIVOR**” mark, and Respondent failed to disclose those rights to the Trademark Office.

40. Through its material misrepresentations concerning its use of the “Survivor Mud Run” name and Petitioner’s prior rights in the “**SURVIVOR**” mark, Respondent intended to and did deceive the Trademark Office and obtained a registration of the Challenged Mark on the basis of fraud.

41. Registration of the Challenged Mark was ultimately issued on April 10, 2012.

### **Bases for Cancellation of Registration**

42. Petitioner's rights in the "SURVIVOR" mark are senior to any rights, if at all, possessed by the Respondent with regard to the Challenged Mark.

43. Respondent's Challenged Mark of "Survivor Mud Run" is effectively identical to Petitioner's marks incorporating the SURVIVOR brand.

44. The services associated with the Challenged Mark are sufficiently similar to those provided by Petitioner and its licensees under the "SURVIVOR" mark to create a likelihood of confusion, or at least to lie within the zone of natural expansion of the services offered by Petitioner and its licensees under the "SURVIVOR" mark.

45. Consumers are likely to be confused as to the origin or source of Respondent's services in light of the confusing similarity of the Challenged Mark and Petitioner's marks under the SURVIVOR brand.

46. Consumers are likely to mistakenly believe that the Challenged Mark designates goods or services that are otherwise approved, sponsored or licensed by the Petitioner.

47. Respondent committed fraud in its prosecution of its application to register the Challenged Mark through its material misrepresentations concerning its use of the mark and Petitioner's prior rights.

48. Respondent's use of the Challenged Mark is likely to dilute the distinctiveness of the "SURVIVOR" mark.

49. Respondent will improperly benefit if permitted to continue to rely upon and assert the registration for the Challenged Mark.

50. For the foregoing reasons, registration of the Challenged Mark is inconsistent with Petitioner's prior federal registration and common law rights in the "SURVIVOR" mark.

51. Petitioner is thus being injured and will continue to be injured by the registration of the Challenged Mark "Survivor Mud Run," in that such registration:

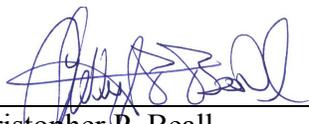
- (a) is likely to cause confusion, or to cause mistake, or to deceive in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d);
- (b) is falsely and erroneously suggesting a connection with Petitioner in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a);
- (c) is falsely and confusingly suggesting an affiliation, connection, association, or approval of Respondent and/or Respondent's services with Petitioner, in violation of Section 43(a)(1)(A) of the Lanham Act, 15 U.S.C. § 1125(a)(1)(A);
- (d) was procured fraudulently through material misrepresentations made with an intent to deceive the Trademark Office, in violation of Section 14(3) of the Lanham Act, 15 U.S.C. § 1064(3);
- (e) is likely to dilute the distinctive quality of Petitioner's famous mark, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1);
- (f) gives color of exclusive statutory rights to Respondent in violation and derogation of Petitioner's prior rights; and
- (g) damages and interferes with Petitioner's valuable goodwill in the "SURVIVOR" mark.

**WHEREFORE**, Petitioner believes that it will be seriously damaged if the Challenged Mark is permitted to continue to be listed as registered on the Principal Register, and therefore, Petitioner, by its undersigned attorneys, respectfully requests that this petition be sustained and that the registration under U.S. Reg. No. 4124885 be canceled.

The requisite filing fee for this Petition has been supplied through electronic payment.

Respectfully submitted this 1st day of May, 2013,

LEVINE SULLIVAN KOCH & SCHULZ, LLP

By   
\_\_\_\_\_  
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Attorneys for Petitioner  
Survivor Productions, LLC

## CERTIFICATE OF SERVICE

I do hereby certify that on this 1st day of May, 2013, a true and correct electronic copy of the foregoing **PETITION FOR CANCELLATION** was sent by e-mail transmission and deposited in the United States Mail, correctly addressed, to the following attorney of record for the Respondent:

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Anderson & Associates  
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Temecula, California 92590  
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\_\_\_\_\_  
Christopher P. Beall

# Exhibit 1-A

to

## **PETITION FOR CANCELLATION**

*Survivor Productions, LLC. v. Active Life Events, Inc.*

Survivor Productions, LLC  
Trademark Registration and Applications

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
SURVIVOR OUTWIT OUTPLAY OUTLAST ALL- STARS and Design		Registered	78336058	3509866	3-Dec-03	30-Sep-08	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network
SURVIVOR GUATEMALA THE MAYA EMPIRE OUTWIT OUTPLAY OUTLAST and Design		Registered	78696369	3123626	19-Aug-05	1-Aug-06	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network
SURVIVOR OUTWIT OUTPLAY OUTLAST and Design		Registered	78702690	3192108	29-Aug-05	2-Jan-07	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network
SURVIVOR THAILAND OUTWIT OUTPLAY OUTLAST and Design		Registered	78145630	3068880	19-Jul-02	14-Mar-06  (Incontestable – 25-Jul-12)	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network

Survivor Productions, LLC  
Trademark Registration and Applications

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
SURVIVOR COOK ISLANDS OUTWIT OUTPLAY OUTLAST and Design		Registered	78965090	3272416	31-Aug-06	31-Jul-07	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network
SURVIVOR OUTWIT OUTPLAY OUTLAST PANAMA EXILE ISLAND and Design		Registered	78793197	3201246	17-Jan-06	23-Jan-07	41 Entertainment services in the nature of on-going television programs featuring animation; providing information in the field of entertainment by means of a global computer network
SURVIVOR OUTWIT OUTPLAY OUTLAST PEARL ISLANDS and Design		Registered	78264372	3325550	19-Jun-03	30-Oct-07	41 Entertainment services in the nature of an on-oing reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network
SURVIVOR OUTWIT OUTPLAY OUTLAST FIJI and Design		Registered	77098976	3297072	5-Feb-07	25-Sep-07	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices

Survivor Productions, LLC  
Trademark Registration and Applications

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
SURVIVOR PALAU OUTWIT OUTPLAY OUTLAST and Design		Registered	78530772	3308338	10-Dec-04	9-Oct-07	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network
SURVIVOR CHINA and Design		Registered	77182243	3651747	16-May-07	7-Jul-09	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
SURVIVOR THE AMAZON OUTWIT OUTPLAY OUTLAST and Design		Registered	78206380	2855262	23-Jan-03	15-Jun-04  (Incontestable – 01-Dec-10)	41 Entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network

Survivor Productions, LLC  
Trademark Registration and Applications

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
SURVIVOR OUTWIT OUTLAST OUTPLAY GABON EARTH'S LAST EDEN and Design		Registered	77532959	3611560	31-Jul-08	28-Apr-09	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
SURVIVOR OUTWIT OUTLAST OUTPLAY TOCANTINS THE BRAZILIAN HIGHLANDS and Design		Registered	77635871	3650678	18-Dec-08	7-Jul-09	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
SURVIVOR SAMOA OUTWIT OUTPLAY OUTLAST and Design		Registered	77739753	3779391	18-May-09	20-Apr-10	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices

Survivor Productions, LLC  
Trademark Registration and Applications

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
RETURN REVENGE SURVIVOR HEROES VS VILLAINS REDEMPTION and Design		Registered	77912856	3834717	15-Jan-10	17-Aug-10	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
SURVIVOR AFRICA OUTWIT OUTPLAY OUTLAST	(standard character mark)	Registered	77891684	3821647	11-Dec-09	20-Jul-10	9 Currency and credit operated slot machines and gaming devices, namely gaming machines for use in gaming establishments
SURVIVOR OUTWIT OUTPLAY OUTLAST and Design		Registered	78798480	3403270	1-Feb-06	25-Mar-08	41 Entertainment services in the nature of an amusement park ride
SURVIVOR AFRICA OUTWIT OUTPLAY OUTLAST and Design		Registered	78089563	2818300	22-Oct-01	24-Feb-04  (Incontestable – 23-Feb-10)	41 entertainment services in the nature of an on-going reality based television program; providing information in the field of entertainment featuring information on reality based television by means of a global computer network

Survivor Productions, LLC  
Trademark Registration and Applications

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
SURVIVOR OUTWIT OUTPLAY OUTLAST and Design		Registered	78544863	3228606	10-Jan-05	10-Apr-07	9 computer game software, dvds computer games
SURVIVOR NICARAGUA OUTWIT OUTPLAY OUTLAST and Design		Registered	85041245	3935852	18-May-10	22-Mar-11	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone, and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
SURVIVOR REDEMPTION ISLAND OUTWIT OUTPLAY OUTLAST and Design		Registered	85204165	4015330	22-Dec-10	23-Aug-11	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone, and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices

Survivor Productions, LLC  
**Trademark Registration and Applications**

TRADEMARK	DESIGN	TRADEMARK STATUS	APPLICATION NO	REGISTRATION NO	APPLICATION DATE	REGISTRATION DATE	CLASS AND GOODS
SURVIVOR SOUTH PACIFIC OUTWIT OUTPLAY OUTLAST and DESIGN		Registered	85322129	4117583	16-May-11	27-Mar-12	41 entertainment services, namely an ongoing reality based television series rendered through the media of television, cable, satellite, telephone, and broadband systems, and via the internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the internet, portable and wireless communication devices
SURVIVOR ONE WORLD OUTWIT OUTPLAY OUTLAST and Design		Registered	85544891	4209835	16-Feb-12	18-Sep-12	41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices
SURVIVOR OUTWIT OUTPLAY OUTLAST PHILLIPINES and Design		Pending	85736644		24-Sep-12		41 Entertainment services, namely, an ongoing reality based television series rendered through the media of television, cable, satellite, telephone and broadband systems, and via the Internet, portable and wireless communication devices; and providing information in the field of entertainment featuring information on reality based television rendered via the Internet, portable and wireless communication devices

# Exhibit 2

to

**PETITION FOR CANCELLATION**

*Survivor Productions, LLC. v. Active Life Events, Inc.*

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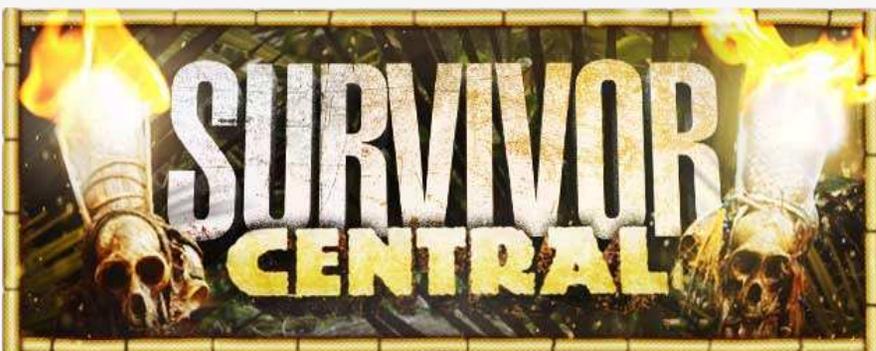
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# Exhibit 3

to

**PETITION FOR CANCELLATION**

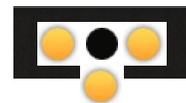
*Survivor Productions, LLC. v. Active Life Events, Inc.*

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# PHOENIX

MARCH 9TH, 2013



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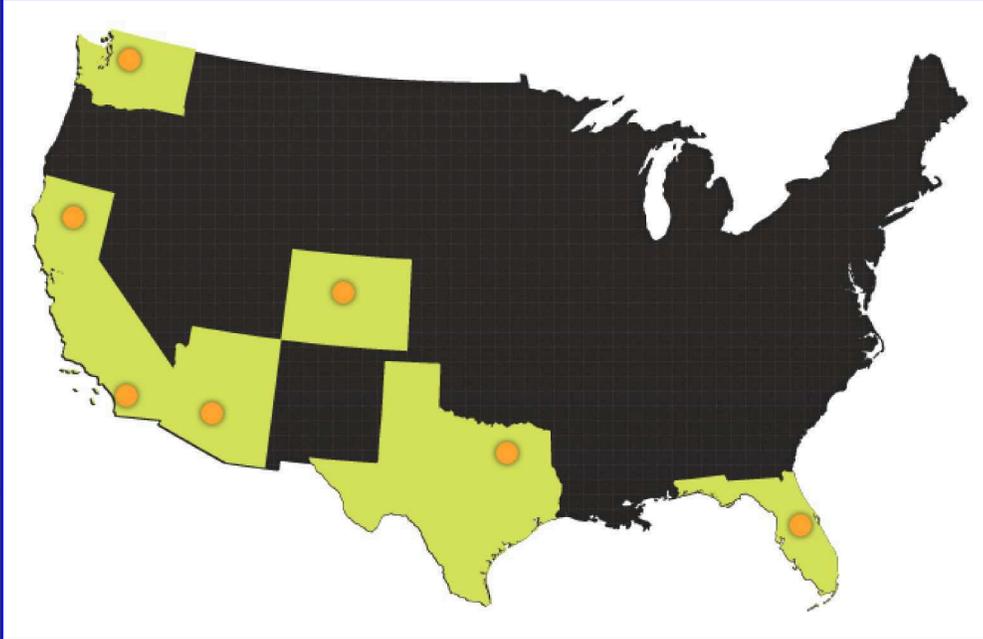
The Survivor Mud Run is a 5K/10K/15K/20K/25K/30K/35K/40K/45K/50K/55K/60K/65K/70K/75K/80K/85K/90K/95K/100K mud run. It is a test of strength, stamina, fitness, and mental determination. Upon your victory you will have earned your place in the Survivor world. Then you can celebrate with friends, food, music, beer\*, and a muddy fist in the air!

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## Locations



[Phoenix, Arizona](#) | 3.9.2013

[Northern California](#) | 4.27-28.2013

[Seattle, Washington](#) | 6.8.2013

[Colorado](#) | 7.20.2013

[Southern California](#) | 9.21.2013

[Florida](#) | 10.5.13

[Dallas, Texas](#) | 10.19.13

[Event Archive](#)

### [PHOENIX, ARIZONA](#) | 3.9.2013

Lookout Phoenix! SMR is heading your way on March 9th, 2013. You think you can conquer all 18 obstacles on this 3.17 mile course? Try to Survive.

[SIGN UP](#)

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### [NORTHERN CALIFORNIA](#) | 4.27-28.2013

SMR is again invading the NorCal farm lands on April 27th-28th, 2013 with 16 extreme obstacles that will leave you exhausted & muddy proving you Survived!

[SIGN UP](#)

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### [SEATTLE, WASHINGTON](#) | 6.8.2013

SMR entrenches itself June 8th, 2013 in Seattle, WA. Considered possibly the best mud anywhere, the 22 obstacles will leave you nothing but muddy and challenge your every step!

[SIGN UP](#)

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### [COLORADO](#) | 7.20.2013

SMR attacks Colorado July 20th 2013, with 20 grueling obstacles & a ton of mud! Prove you can Survive when you cross the finish line crowned a Survivor!

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**SOUTHERN CALIFORNIA | 9.21.2013**

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Survivor Mud Run Southern California September 21st 2013, with 20 grueling obstacles & a ton of mud!

**SIGN UP**

Prove you can Survive when you cross the finish line crowned a Survivor!

[LEARN MORE HERE](#)

Survivor Mud Run Southern California September 21st 2013, with 20 grueling obstacles & a ton of mud! Prove you can Survive when you cross the finish line crowned a Survivor! Survival is a test of your strength, stamina, fitness, and mental determination. Upon your victory you will have earned your place in the Survivor world. Then you can celebrate with live music, beer\*, and a muddy fist in the air!

**FLORIDA | 10.5.2013**

SMR lands in the wetlands of Florida Oct 5th 2013! Natural mud pits & 20 tough obstacles, you are in for the muddiest day of your life!

**SIGN UP**

[LEARN MORE HERE](#)

**DALLAS | 10.19.2013**

SMR lands in Dallas, TX on Oct 19th 2013! Natural mud pits & 20 tough obstacles, you are in for the muddiest day of your life!

**SIGN UP**

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## About Us



WE CREATED SURVIVOR MUD RUN TO TEST YOUR ABILITY TO RUN, CLIMB, JUMP, CRAWL, & MUSCLE YOUR WAY THROUGH THE MOST EXTREME 5K MUD RUN CREATED! AS A SURVIVOR YOU WILL HAVE TO CONQUER WHATEVER OBSTACLES GET IN YOUR WAY AND TEST YOUR ALL AROUND TOUGHNESS, STRENGTH, STAMINA, FITNESS, AND MENTAL DETERMINATION. UPON YOUR VICTORY YOU WILL HAVE EARNED YOUR PLACE IN THE SURVIVOR WORLD. THEN YOU CAN CELEBRATE WITH FRIENDS, FOOD, MUSIC, BEER\*, AND A MUDDY FIST IN THE AIR!

[INFO](#) [FAQS](#)

### SURVIVOR MUD RUN

Want to survive?? PROVE IT!! Survivor Mud Run is the ultimate adrenaline run ever created.

You will be constantly tested in some of the hardest terrain out there competing against others and yourself. Along this Extreme run there will be obstacles that you must overcome in order to call yourself a True Survivor!!

### WHAT DO I GET WHEN I REGISTER?

• Survivor T-SHIRT

- 1 free Beer (must be over 21)
- A license to Kick Some Butt!!!
- Replenishing snacks when you cross the finish line
- A great time with family and friends!!

### RULES:

- All participants must follow course officials' instructions
- All participants understand that this is not a normal 5K race, it is an extreme foot race through rough terrain with obstacles, and fully understand the risks involved
- You must be 14 years or older at race day
- All photos taken by media or Survivor Staff can be used to market or promote other Survivor Races
- All participants must complete and sign a waiver of liability
- All participants understand there are no refunds or transfers
- Participants understand all timing will be done by with chips
- Participants understand that if they do not complete each obstacle or race they will not be able to receive any awards

- It is up to the participant to complete each obstacle, if the participant does not feel they can complete the race or obstacle it is their responsibility to leave or avoid the obstacle all together
- It is the participant's duty to inform Survivor Staff if they have been injured or hurt during the race

**SPECTATORS:**

Come out and see who survives! It's free!! Come out and eat great food, have a cold beer and watch Survivors have the best time of their life!

**PHOTOS:**

**AWARDS & PRIZES:**

All Survivor Champions in their division (Top 3, Age Group, Male/Female) will receive the Official Survivor Mud Run Trophy Stating "I SURVIVED". All participants who qualify for a trophy must be present to receive their trophy.

**COSTUME CONTEST:**

Don't forget about costumes! We encourage even the craziest of fun, but please no nudity. The most Unique/Creative costume will receive.....

**SURVIVOR SAFETY:**

- Participants assume all risks & medical expenses if needed during or after the race
- All participants will brief themselves as to where the medical tent is located when they arrive for the race

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Survivor Mud Run is a challenge that tests your physical and mental strength, stamina, fitness, and mental determination. Upon your victory you will have earned your place in the Survivor world. Then you can celebrate with friends, food, music, beer\*, and a muddy fist in the air!





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# Contact Us



FOR QUESTIONS PLEASE E-MAIL US AT [INFO@SURVIVORMUDRUN.COM](mailto:INFO@SURVIVORMUDRUN.COM)

TO VOLUNTEER PLEASE E-MAIL US AT [VOLUNTEER@SURVIVORMUDRUN.COM](mailto:VOLUNTEER@SURVIVORMUDRUN.COM)

TO BECOME A SPONSOR PLEASE E-MAIL US AT [SPONSOR@SURVIVORMUDRUN.COM](mailto:SPONSOR@SURVIVORMUDRUN.COM)

WHEN E-MAILING , PLEASE STATE WHICH MUD RUN LOCATION YOU ARE INQUIRING.

[DOWNLOAD THE WAIVER HERE](#)

GET SOCIAL:



Find us on Facebook

**Survivor Mud Run**  
Like

73,889 people like Survivor Mud Run.

**SURVIVOR MUD RUN**  
**SurvivorMudRun**

SurvivorMudRun Arizonians, you gotta hurry up! 5th march is the last day to get registered for \$67 [dld.bz/ckGDV](http://dld.bz/ckGDV)  
6 hours ago · reply · retweet · favorite

SurvivorMudRun Arizonians, almost a week left to get registered for the phoenix mud race! For more info visit [dld.bz/ccv3S](http://dld.bz/ccv3S)  
yesterday · reply · retweet · favorite

SurvivorMudRun Survivor mud run is an elite obstacle designed for those who want to challenge themselves beyond the fun [survivormudrun.com](http://survivormudrun.com)  
2 days ago · reply · retweet · favorite

[Join the conversation](#)

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Survivor Mud Run is a challenge that tests your physical and mental strength, stamina, fitness, and mental determination. Upon your victory you will have earned your place in the Survivor world. Then you can celebrate with friends, food, music, beer\*, and a muddy fist in the air!

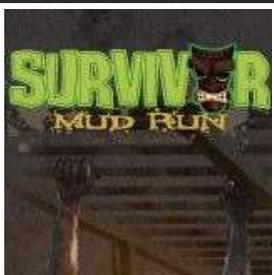


# Exhibit 4

to

**PETITION FOR CANCELLATION**

*Survivor Productions, LLC. v. Active Life Events, Inc.*



### Survivor Mud Run

77,382 likes · 5,330 talking about this

 Like
  Message
 

Athlete

Phoenix AZ March 9th, Northern California April 27th, Seattle WA June 8th, Colorado July, SoCal Sep, Florida Oct, Dallas Oct 2013



 **77,382**



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[Photos](#)

[Likes](#)

[Welcome](#)

Highlights ▾

 Post

 Photo / Video

Write something...



**Survivor Mud Run**

about an hour ago

Game to challenge your surviving abilities!  
 As a Survivor you will have to conquer whatever obstacles get in your way and test your all around toughness, strength, stamina, fitness, and mental determination.  
 Get registered on [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

 1

 44 people like this.

**Eric Brown** She looks like the girl from exorcism of emily rose

Recent Posts by Others on Survivor Mud Run

[See All](#)



**Persona Nongrata**

Its on despite the rain? Hope so. :-)) stoked!  
 2 hours ago



**Joleta Carns**

Is there a promo code or discount code for the Northern Ca...  
 10 hours ago



**Billy Dahn**

can you survive an ironman!!!!  
 14 hours ago



**Heather Westbrook**

Is there a gear (bag) check fee?  
 1 · 15 hours ago



**Tammy Kennedy**

So does this benefit anything or anyone but your self??  
 1 · 19 hours ago

[More Posts](#) ▾

 Chat (10)

A shout-out to all the adventure seekers!  
 Challenge yourself to 5k of fun and adventure as you travel on foot over and under, around and through various interesting obstacles.  
 For more details visit [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

2

102 people like this.



**Wendy Meyling Diede** Signed my hubby and I up for the nor cal one yesterday. We can't wait  
 Yesterday at 8:42am via mobile · Like · 1



**Chelsey Pace** 1 more day till this is US!!!! Courtney!  
 Yesterday at 8:44am · Like · 1



Write a comment...

Press Enter to post.



**Survivor Mud Run**  
 Wednesday

There certainly won't be an opportunity better to test your mental and physical strength!  
 SMR is your gateway to lead the un-trodden path of adventure and craziness [www.survivormudrun.com](http://www.survivormudrun.com)



**Survivor Mud Run**  
 Tuesday

GET REGISTERED BEFORE 5TH MARCH!  
 Arizonians, missing out this event will leave you with a permanent regret!  
 To get registered visit  
<http://www.survivormudrun.com/locations/2013/phoenix.php>

Chat (10)



Like · Comment · Share

51

208 people like this.

View 4 more comments



**Sarah Bryant** I can't wait I will't be the only 1 playing in the mud now

Wednesday at 10:17am · Like



**Curtis Swain** Amen!

Wednesday at 1:42pm · Like



Write a comment...

Press Enter to post.



Like · Comment · Share

17

87 people like this.

View 5 more comments



**Judy Rodriguez** Eni Rodriguez haha.. yea, like this picture.

Tuesday at 3:54pm · Like



**Jen Troy-Owens** Cold and rainy for Saturday...makes us run faster!

about an hour ago · Like



Write a comment...

Press Enter to post.



### Survivor Mud Run

Tuesday

Phoenix Survivors - you cannot afford further delay!  
 5th March is approaching fast and you need to get register before it to participate in craziest mud race ever!  
 Check  
<http://www.survivormudrun.com/locations/2013/phoenix.php>



### Survivor Mud Run

Tuesday

Phoenix folks, do you want to lazy around when others will be experiencing crazy adventure!  
 SMR heading your way to beat the dull routine! Get yourself registered for the insane mud race before 5th March  
<http://www.survivormudrun.com/locations/2013/phoenix.php>





Like · Comment · Share

2

31 people like this.

**Jill Diamond** Looking forward to it, but I still need answers to my questions! thanks.  
 Tuesday at 11:57am · Like

Write a comment...  
Press Enter to post.

Like · Comment · Share

12

60 people like this.

View 3 more comments

**Tracy Stevens Doige** Its a lot of fun, but that person just took it to a whole nother level!! I cant imagine washing that all off AND its in her mouth! You know she straight picked up a pile of mud off the bottom of that pit and put it on her head.  
 Tuesday at 9:33am · Like

**William Mezger** @Tracie so true. Lol. @ sunny me too. I haven't got to experience one yet but in June I'm gonna do the one in Corona so cal. I mean come on who doesn't like playing in the mud  
 Tuesday at 11:12am · Like

Write a comment...  
Press Enter to post.

**Survivor Mud Run**  
 March 4

Phoenix, last day of registration is approaching fast!  
 Get registered before 5th march and participate in an event you will remember for the rest of your life.  
 For more info visit  
<http://www.survivormudrun.com/locations/2013/phoenix.php>



Like · Comment · Share

78 people like this.

**Brittany Hutchinson** Theresa Marler & Kris Marler !!!!!  
 March 4 at 8:41am via mobile · Like

**Theresa Marler** That would be awesome !!!!!  
March 4 at 9:42am via mobile · Like · 4

Chat (10)

Press Enter to post.

See More Recent Stories

Earlier in 2013

**Survivor Mud Run**  
January 31

If you want to ear this year Medal at the finish line you need to register! Challenge yourself to 20+ obstacles and the Muddiest Mud Run Created!! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 175 18 30

**Survivor Mud Run**  
January 31

Colorado! This year is going to be a Muddy Mess!! 20+ obstacles, crazy hill climbs, & a Ton of Mud! get registered!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 236 7 26

**Survivor Mud Run**  
January 31

Survivors! Price increase is approaching fast for Seattle mud run!  
Make sure you register before 31st January. Sign up for the muddiest run in Seattle  
<http://www.survivormudrun.com/locations/2013/seattle.php>

Chat (10)



Search for people, places and things



Christopher P. Beall

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71 3 1



Survivor Mud Run

January 31

Survivor Mud Run Phoenix! No time to wait!! The price increase is 5 days away and everyone needs to register! Challenge yourself to the Muddiest 5K race ever!! [www.survivormurun.com](http://www.survivormurun.com)



Like · Comment · Share

139 3 12



Survivor Mud Run

January 31



Chat (10)



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If you want to experience some of the best mud race then you need to register Today!

<http://www.survivormudrun.com/locations/2013/seattle.php>



Like · Comment · Share

74 6 19



**Survivor Mud Run**

January 31

Survivors!!! Have you registered for Seattle mud race?

Hurry up before price increases! Only one day left to register for just in \$47.

For more details visit <http://www.survivormudrun.com/locations/2013/seattle.php>



Like · Comment · Share

Chat (10)

**Survivor Mud Run**  
January 30

A shout out to all the Seattleites!  
 Get registered for the Seattle mud race just for \$47, the offer is valid till 31st January 2013.  
 To get registered visit <http://www.survivormudrun.com/locations/2013/seattle.php>



Like · Comment · Share

113 23

**Survivor Mud Run**  
January 30

Do you still regret on giving up on your ambition of become an athlete?  
 Join us in our next mud race in Arizona on 9th march 2013 and vent out that pent up frustration and passion within you.  
 For more details on upcoming event visit <http://www.survivormudrun.com/locations/2013/phoenix.php>



Like · Comment · Share

176 5 58

**Survivor Mud Run**  
January 29

**Survivor Mud Run**  
January 29

Chat (10)



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Survivor Mud Run

January 29

Whether you have a fierce competitive spirit or you're just looking for a unique experience, the survivor mud Run will be an unforgettable event for people of all ages and fitness levels.

For info about our upcoming events visit [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

137 7 43

Chat (10)



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Survivor Mud Run Seattle! Time is running out! Price increase in Just 4 days! Get registered and you too can say I Survived!! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

138 7 16



Survivor Mud Run

January 28

The races are Just around the Corner! Get Fit while having Fun & take the Extreme Survivor Mud Run Challenge! Register Today! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

66 1 2



Survivor Mud Run

January 27

Survivor Mud Run Phoenix! 10 Days till price increase! Prepare yourself & Get training, You are in for one Muddy Adventure! [www.survivormudrun.com](http://www.survivormudrun.com)

Survivor Mud Run SoCal! This race is heating up!! 5K & 15K pick your pleasure! Register Today and mark your spot in Madness! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

126 3 21



Survivor Mud Run

January 28

Arizonians!!!! Are you ready for the wildest day of your life?

Survivor mud runs bringing you craziest mud race ever. Register with [www.survivormudrun.com](http://www.survivormudrun.com) and unleash the enthusiasm within you.



Like · Comment · Share

99 5 13



Survivor Mud Run

January 27

Survivor Mud Run! Keep that New Years Resolution going and Register for the Toughest Mud Run Created!! Price increase is in just 5 days! Register Today! [www](http://www.survivormudrun.com)

Chat (10)



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Like · Comment · Share

109 4 16



Survivor Mud Run

January 27

If you want that picture of you crossing the finish line putting on your well earned Medal Then you need to register! Challenge yourself to the Toughest Mud Run Created!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

135 1 15



Survivor Mud Run

January 25

Survivor Mud Run SoCal! 5K & 15K Mud Run this YEAR! Register for the 15K soon there are limited spots for that run!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

178 6 15



Survivor Mud Run

January 25

Survivor Mud Run Colorado! Who wants some amazing Colorado Mud?? Get registered & experience an amazing mud run with 20+ obstacles!! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

97 4 2



Survivor Mud Run shared a link.

January 25

Chat (10)



**Survivor Mud Run**

January 25

Want to test you mental and physical stamina?  
We created survivor mud run to test your ability to run, climb, jump, crawl and muscle your way

Chat (10)



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148 5 25



**Survivor Mud Run**

January 24

The burden of working 40 hours a week often questions you if that paycheck at the end of the week is worth it! Our mud race will certainly help you release that pent up frustration and get rejuvenated. Visit [www.survivormudrun.com](http://www.survivormudrun.com) to have a unique experience.



Like · Comment · Share

92 3 3

Chat (10)



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Our epic mud race is perfect to test your overall fitness level and boost the self-esteem. Moreover, food, beer and music will certainly make it a memorable day for you. Visit [www.survivormudrun.com](http://www.survivormudrun.com) for more details.



Like · Comment · Share

311 16 20

**Survivor Mud Run**  
January 22

Survivor Mud Run Colorado! We are ready for you! More Mud this year and More Obstacles! Get yourself in training! Register Today! [www.survivormudrun.com](http://www.survivormudrun.com)



**Survivor Mud Run**  
January 22

Survivor Mud Run Seattle! The Greatest Mud on earth is at Remlinger Farms! You will be covered and that is a promise! 9 days till price increase! Register Today! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)



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**Survivor Mud Run**

January 22

Survivor Mud Run NorCal! There are still spots available to run! Saturday is almost sold out! Hurry at get registered for the Muddy Day! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

121 8 15



Like · Comment · Share

187 8 29



**Survivor Mud Run**

January 22

Survivor Mud Run Phoenix! Get yourself registered & prepared for the Muddiest 5K of your life! Price increase is just around the corner! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

127 4 2



**Survivor Mud Run**

January 22

Are you ready to push yourself out of comfort zone? Participate in our mud run for laughter, fun and adventure. We promise you the day you will never forget [www.survivormudrun.com](http://www.survivormudrun.com)



**Survivor Mud Run**

January 21

Chat (10)



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Like · Comment · Share

245 9 33

Price Increase! You do not want to miss this run! Register today!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

94 6 27



**Survivor Mud Run**

January 21

Survivor Mud Run SoCal! Registration is open! Come and Get it!  
More mud this year and your choice to run a 5K or 15K!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

50 3



**Survivor Mud Run**

January 21

Survivor Mud Run Phoenix! Price increase is just a few weeks  
away! Get registered now and pay Less! Challenge yourself to the  
toughest Mud Run Created! [www.survivormudrun.com](http://www.survivormudrun.com)



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150 8 3

Chat (10)



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Do you claim to be a survivor? Prove it!!

In our mud run, you will be constantly tested in some of the hardest terrain out there competing against others and most importantly with your own self.

Explore your hidden potentials with [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

171 11 23



**Survivor Mud Run**

January 20

Survivor Mud Run Seattle! 12 Days left before price increase! This event will sell out this year so get in while you can! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

66 5 2



**Survivor Mud Run**

January 18

SoCal! 2013 Survivor Mud Run will bring you a choice! 5K Mud Run or 15K Mud Run! Sep 21st Get ready for the most insane day of your Life! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

49 1 2



**Survivor Mud Run**

January 18

First month of 2013 is almost over and your New Year resolution of doing something bizarre is yet to be fulfilled? Survivor mud run offers you an opportunity to satiate the appetite of adventure while testing your stamina and athletic



**Survivor Mud Run**

January 18

Survivor Mud Run Seattle! You have 2 weeks before price increase!! Get your group together, family or friends! You will not want to miss out on this years run! A few surprises for Ya!! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)

for you.



Like · Comment · Share

102 5 12



Like · Comment · Share

56 3 1


**Survivor Mud Run**  
 January 17

Survivor Mud Run NorCal! There are still spots left to run this Crazy Race!! Come Get Muddy with US!! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

120 4 13


**Survivor Mud Run** shared a link.  
 January 17

Survivor Mud Run SoCal! Registration is Open!! Sep 21st 5K & 15K this year! The 15K have 4 bonus obstacles! <http://www.survivormudrun.com/locations/2013/so-cal.php>



**Survivor Mud Run | Southern California 2013**  
[www.survivormudrun.com](http://www.survivormudrun.com)

Tuesday, September 10th, 2013 -You will be unable to modify any details of participant registration information after 3:00pm (PST).

Like · Comment · Share

29 8 2


**Survivor Mud Run**  
 January 17

Survivor Mud Run Phoenix! You are up first for 2013! Get signed up and Get ready for a Ton of Mud Thrown Your Way! Challenge yourself Phoenix! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)



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Survivor Mud Run Seattle! If you want to experience some of the best mud there is plus 20+ obstacles they you need to register Today! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

107 11 1



Like · Comment · Share

141 7 76

**Survivor Mud Run**  
January 16

The life of an adventurer conjures up mystery, romance, discovery, and being intrepid. [www.survivormudrun.com](http://www.survivormudrun.com) is your gateway to the unlimited fun and adventure and offers you the exciting opportunities to explore your inner potentials.

**Survivor Mud Run**  
January 17

Whether you want to experience something adventurous or looking for just a fun-filled reunion with family and friends, we provide you the experience you will never forget. For upcoming events and other details visit <http://www.survivormudrun.com/locations.php>



Like · Comment · Share

123 5 14

**Survivor Mud Run**  
January 15

Chat (10)



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136 17 16



Survivor Mud Run

January 15

Lets Go NorCal! Last day till prices go up!! You will not want to miss this run!! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

72 3 12



Survivor Mud Run

January 15

Survivor Mud Run NorCal! Today is the last day to register before price increase! Today is the day that you officially challenge

register before price increase is Today! Register soon!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

86 4 11



Survivor Mud Run

January 15

Survivor Mud Run Seattle! Get ready for possibly the best mud in the country! 23 obstacles, half of those in the mud, Beer, Music, Food! Challenge yourself today and register!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

157 7 22

Chat (10)

Facebook navigation bar with search bar and user profile for Christopher P. Beall.

Survivor Mud Run  
January 14

Tired of daily boring routine since the inception of professional life?  
It is still possible to be an adventurer in an age where most of the world has been discovered, mapped, and trampled through. Unleash the passionate teenager within you once again by participating in our thrilling mud run.  
Visit [www.survivormudrun.com](http://www.survivormudrun.com) for unlimited fun and adventure.

Chat (10)



Like · Comment · Share

88 3 14

**Survivor Mud Run**  
 January 13

Survivor Mud Run NorCal! You have 3 DAYS till price increase! Register and Join us on the Muddy Battle Field! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

248 6 15

**Survivor Mud Run**  
 January 11

Survivor Mud Run Seattle! Price increase is right around the corner! Get registered so you can Get Muddy with us!! [www.survivormudrun.com](http://www.survivormudrun.com)

**Survivor Mud Run**  
 January 11

Survivor Mud Run NorCal! Get yourself ready you are going to hit 20+ Obstacles & a ton of Mud! Register today as Price increases in 5 days! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

154 6 15

**Survivor Mud Run**  
 January 11

Survivor Mud Run NorCal! Jan 15th is the Last day to register before price increases!! Save the \$\$\$\$ and register now! We will see you in the Mud! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)



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Like · Comment · Share

42 1



Like · Comment · Share

92 1 11



Survivor Mud Run

January 10

Can you Survive?? Prove It! We will see you at the finish line where you can pick up your medal! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

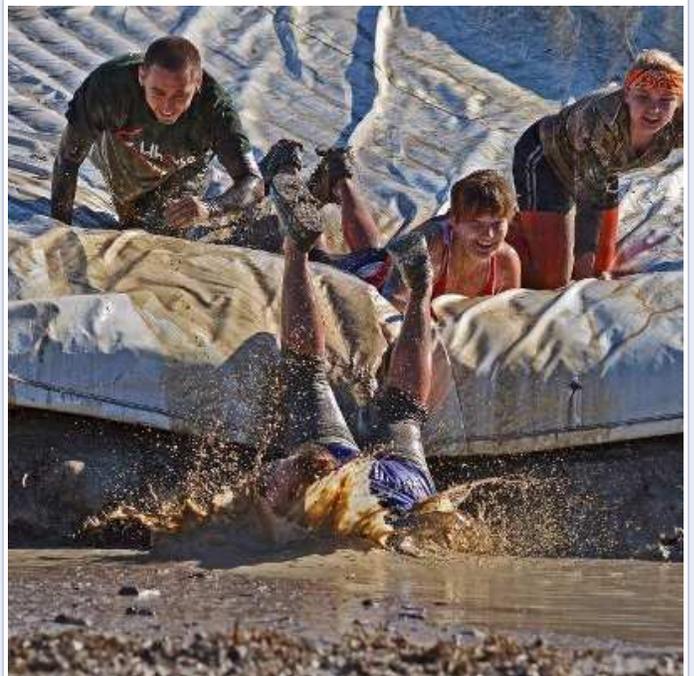
177 5 1



Survivor Mud Run

January 10

Survivor Mud Run NorCal! This price increase is the big one and you have 6 days to register before it goes up!! Get registered & Get prepared for the Muddiest Day of Your Life! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

67 2 22



Survivor Mud Run

January 9

1 Week NorCal! 1 Week! Registration Price goes up! Get your family, friends & teams together and Crush this course Together!! [www.survivormudrun.com](http://www.survivormudrun.com)



Survivor Mud Run

January 9

Survivor Mud Run NorCal! 1 WEEK LEFT! Price goes up, Get in while you can!! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)



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Christopher P. Beall

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154 1 20



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248 12 20



Survivor Mud Run

January 8

Oh Yes! Mud Season is here! Price increase in one week NorCal! Challenge yourself & Reserve your spot of Glory Today! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

308 15 31



Survivor Mud Run

January 8

Survivor Mud Run NorCal! Let's Go People! Get registered! Time waves are filling up quickly, Price increase in 1 week! [www.survivormudrun.com](http://www.survivormudrun.com)



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169 8 23



Survivor Mud Run

January 8



Survivor Mud Run

January 8

Chat (10)



Search for people, places and things



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Find Friends

Obstacles & a Ton of Mud await you on the 5K Battle Field! July 20th register at the cheap price! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

77 8

Saturday! Get registered ASAP! You have 1 week before price increase Hits! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

98 3 16



Survivor Mud Run

January 7

Its 2013! Who is ready to get Muddy! 20 Obstacles 4 Mud Pits and one heck of a time with family and Friends! Survivor Mud Run! Register Today! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

205 22 37



Survivor Mud Run

January 7

Too Tired, Too Old, Not Enough Time, Out of Shape Stop the Excuses! Challenge Yourself & Set a Goal! Now all you have to do is register! [www.survivormudrun.com](http://www.survivormudrun.com) Prove you can Survive!



Like · Comment · Share

477 24 75



Survivor Mud Run

January 7

Survivor Mud Run Seattle! 1st Price increase is Jan 31st! Just over 3 weeks till it Hits! Register now & we will Welcome you to the Muddiest Day of Your Life! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)

Survivor Mud Run Phoenix! March 9th is right around the corner! Get Registered & Get Muddy! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

89 1 13

Survivor Mud Run January 5

Mudders! 2013 is here, challenge yourself to the Muddiest Mud Run Created! Register for your Spot in the Mud Today! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

343 14 38



Like · Comment · Share

76 5 17

Survivor Mud Run January 7

Survivor Mud Run NorCal! Price increase is 10 days away! Register now so you can get in Saturday will Sell out Soon! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

118 2 15

Survivor Mud Run January 4

Survivor Mud Run Seattle! Remember Price increase is the Last day of January! Time Waves are filling up quickly so get first choice and save some money! Register Today! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)



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Survivor Mud Run NorCal! Price increase just 2 weeks away! Last year this event sold out first day just after price increase so reserve your spot today! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

137 1 21



Like · Comment · Share

129 6 28



Survivor Mud Run

January 4

Survivor Mud Run Phoenix! Your last price increase is next month! Get registered, you will not want to miss this Muddy Battle! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

46



Survivor Mud Run

January 2

Survivor Mud Run Seattle! Do not wait to register! This event looks to sell out this year! Get ready for the Muddiest Day of your life! [www.survivormudrun.com](http://www.survivormudrun.com)



Survivor Mud Run

January 3

Survivor Mud Run Colorado! The year has begun! July 20th here we come! Ton of Mud & Obstacles await you!! Can You Survive? Prove it! [www.survivormudrun.com](http://www.survivormudrun.com)



Chat (10)



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Like · Comment · Share

102 5 32



Like · Comment · Share

53 5 1



Survivor Mud Run

January 2

Survivor Mud Run NorCal! Hope all the holidays went well! Time waves are filling up quickly so register soon you will not want to miss this Muddy Event! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share

232 10 49

Show all stories from 2013

December 2012



Johnny Rico Survivor Mud Run

December 30, 2012



Norma Millett Survivor Mud Run

December 30, 2012 near Gilbe

Chat (10)

Like · Comment

Like · Comment

**Jennifer Bonilla** ▸ **Survivor Mud Run**  
 December 30, 2012

im signed up!!!  
cant wait

Like · Comment

**Elizabeth Voigt Schneck** ▸ **Survivor Mud Run**  
 December 29, 2012 via mobile

So want to do this in June but army say I must train. But will be at the run in spirit

Like · Comment

**Survivor Mud Run**  
 December 28, 2012

Survivor Mud Run Phoenix! We are 3 short months away from the Muddiest Day of Your Life! Are you Registered?? If not Get It Done!! [www.survivormudrun.com](http://www.survivormudrun.com)

Like · Comment · Share

124 7 21

**Matthew Brown** ▸ **Survivor Mud Run**  
 December 27, 2012 near Dublin, CA via mobile

Can't figure it out just some I think I get up my meds right and I'm sleeping they change them on me been up for 28 hours now this sucks

Like · Comment

**Survivor Mud Run**  
 December 26, 2012

Survivor Mud Run NorCal! Hope everyone had an amazing Xmas! Now its time to get Muddy! Register Today! Waves are filling up this event will sell out! [www.survivormudrun.com](http://www.survivormudrun.com)

Like · Comment · Share

483 15 60

**Survivor Mud Run** shared a link.  
 December 25, 2012

Merry Christmas everyone! Type in "survivorchristmas" to receive \$5 off your registration now!!! log onto [www.survivormudrun.com](http://www.survivormudrun.com) to register for the time of your life!!!

**Survivor Mud Run**  
[www.survivormudrun.com](http://www.survivormudrun.com)

We created Survivor Mud Run to test your ability to run, climb, jump, crawl, & muscle your way through the most extreme 5k Mud Run Created! As a

Like · Comment · Share

**Heather Whigham** ▸ **Survivor Mud Run**  
 December 23, 2012

Chat (10)

**Carolyn Riva Thurston** ▸ **Survivor Mud Run**  
 December 21, 2012

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Danee' Cattolico Zamora, Diane Schorr Fournier, Gina Gonzalez, Lisa Lawrence - Hi Ladies - we ready for this one? Let's do it again!!!

Like · Comment 2 7

**Survivor Mud Run**  
 December 20, 2012

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Survivor Mud Run Colorado! Come and Get it!! July 20th 2013 we are BACK! Come Get Some Mud! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 142 8 13

**Leah Reed** ▸ **Survivor Mud Run**  
 December 18, 2012 near Puyallup, WA

---

WHAT ABOUT THE TOUGH MUDDER RUN? WELCOME TO BE WITH KAMRENS AND MY TEAM NEXT SUMMER, THE MORE THE MERRIER! HOPE YOU WILL MAKE IT. LOVE TO ALL.

Like · Comment

**Tara Chrystal** ▸ **Survivor Mud Run**  
 December 17, 2012

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please come to me to sacramento next year, i cant make it to modesto dang it....sacramento is the ultimate survivor!!!!!!!!!!!!!!

Like · Comment

Like · Comment

**Survivor Mud Run**  
 December 21, 2012

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Survivor Mud Run NorCal! Get registered soon this race will sell out soon! Price increase in just 4 weeks!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 45 6

**Dana Pollard Cannizzaro** ▸ **Survivor Mud Run**  
 December 19, 2012

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this is the FB page... it has a link to the AZ 5K on March 9th ET Motopark Arizona Speedway — with Courtney Nicole Shull.

Like · Comment 2

**Survivor Mud Run**  
 December 18, 2012

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Survivor Mud Run NorCal! Today is the day! Last day to register before prices increase! Who is coming with me to Get Covered in Mud! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)

Facebook interface showing a search bar at the top with the text "Search for people, places and things" and a profile picture of Christopher P. Beall. The main content area displays a series of posts from the "Survivor Mud Run" page and other users.

**Survivor Mud Run** December 17, 2012

Survivor Mud Run Seattle! Challenge yourself to 20+ Obstacles and a ton of Mud await you and your friends! Register Now at the cheap price! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 53 1 14

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**TheNeon Run** shared a link. December 15, 2012

SAN DIEGO! A 5K RUN/WALK THAT WILL SIMPLY BLOW YOUR MIND.... LET YOUR LIGHT SHINE UNDER THE LIGHTS WITH GLOW APPAREL, MUSIC AND INSANE BLACKLIGHTS!  
[WWW.THENEONRUN.COM](http://WWW.THENEONRUN.COM)

<http://www.theneonrun.co/>  
[www.theneonrun.co](http://www.theneonrun.co)

Like · Comment · Share

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**Survivor Mud Run** December 15, 2012

**Survivor Mud Run Slide!**  
Survivor Mud Run NorCal! Price increase is in 4 days! Get ready for an insane amount of fun and Mud! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 19 2 11

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**Kristy DeCoursey** Survivor Mud Run December 12, 2012

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**Survivor Mud Run** December 17, 2012



Like · Comment · Share 45 4 13

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**Survivor Mud Run** December 17, 2012

Survivor Mud Run NorCal! You have today & Tomorrow to register at the cheapest price! Get registered early with your friends & Family! This event sold out last year and will sell out this year! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 152 16 40

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**Survivor Mud Run** December 14, 2012

Survivor Mud Run NorCal! Just a 5 short days left before price increase!! This will be our Muddiest Run Yet! Get yourself ready along with your friends and Family! [www.survivormudrun.com](http://www.survivormudrun.com)

Chat (10)

Like · Comment 1

**Survivor Mud Run**  
 December 11, 2012

Survivor Mud Run NorCal! You have 1 week before price increase!! Get registered for the Muddiest Day of Your Life!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 108 3 11

**Survivor Mud Run**  
 December 10, 2012

Survivor Mud Run Phoenix!! You have Today and Tomorrow to register at the Lowest Price!! Register Now save the \$\$\$\$ and Get ready for the Muddiest Day of Your Life!!!



Like · Comment · Share 70 2 14

**Survivor Mud Run**  
 December 11, 2012

Survivor Mud Run Phoenix!! Last day to register at the cheap price!! Get registered today Price goes up tomorrow!!  
[www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 40 2

**Amy Martin** ▸ **Survivor Mud Run**  
 December 10, 2012

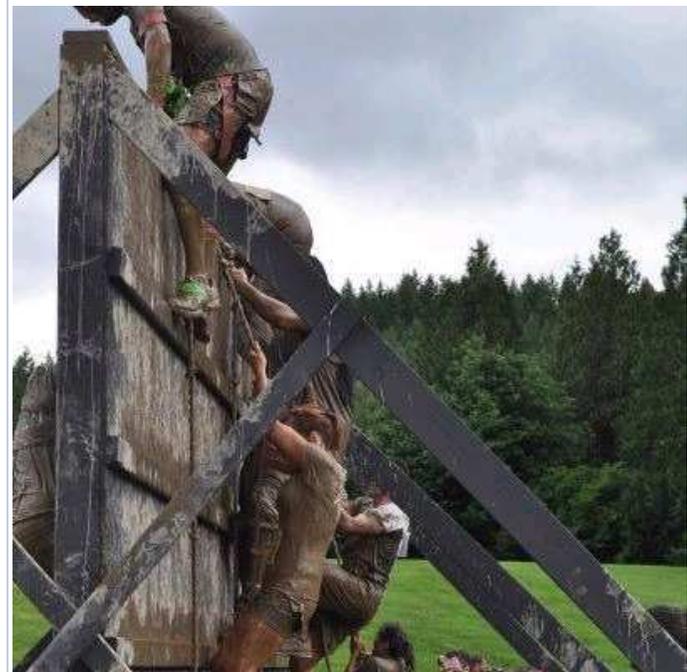
Chat (10)



Like · Comment · Share 91 5 19

**Survivor Mud Run**  
 December 6, 2012

Survivor Mud Run Phoenix! You have 6 days till registration goes up in price! Register at the cheap price! Get ready for the Muddiest Day of Your Life! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 121 8 23

**Survivor Mud Run**  
 December 4, 2012

Mommy: Lon... with Kate Share...

Like · Comment

**LaMonica Bell** ▸ **Survivor Mud Run**  
 December 6, 2012 near Santa Cruz, CA

I just registered for N.Cal. April!!!

Like · Comment

**Survivor Mud Run Phoenix** shared a link.  
 December 6, 2012

Survivor Mud Run Phoenix is coming March 9th 2013!! Start this new year off right by registering for the time of your life!..register now before prices go up at [www.SurvivorMudRun.com](http://www.SurvivorMudRun.com) ...Type the code "smrazfb" to receive \$5's off your registration!!!! Hurry prices go up next week!!....CAN YOU SURVIVE?



**Survivor Mud Run**  
[www.survivormudrun.com](http://www.survivormudrun.com)

We created Survivor Mud Run to test your ability to run, climb, jump, crawl, & muscle your way through the most extreme 5k Mud Run Created! As a

Like · Comment · Share

**MudRunFun**  
 December 4, 2012

Looking for a community if mud runners just like you? Check us out! <http://www.facebook.com/mudrunfun1>



**MudRunFun**

It all started in Florida in June of 2011. It was hot, damn hot! We had just finished a street 5k when the heavens rained down a flyer. It was a flyer for a Central Florida mud run event. We attended the event and had a blast! It started a physical addiction. Nothing compares to the screaming of you...

Page: 2,215 like this

Like · Comment · Share 1

**Survivor Mud Run**  
 December 4, 2012

Survivor Mud Run NorCal! Oh Yes! The time is getting Closer!! You have just over 2 weeks before price increase!! Get your family & Friends Together for the Muddiest Day of Your Life!! [www.survivormudrun.com](http://www.survivormudrun.com)

Get your friends together and register time waves are filling up!!  
[www.survivormudrun.com](http://www.survivormudrun.com)



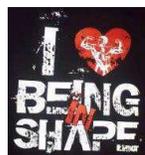
Like · Comment · Share 31 1



Like · Comment · Share 45 2

**Johanna Bayne \*Bikini Athlete\***  
 December 3, 2012

Follow us on Facebook and get your gear for next run! then show us how muddy you got!



**B.N. Shape Clothing**

B.N. Shape is clothing, but it is much more. We represent a community of people who share a unique passion for attaining and maintaining a healthy lifestyle through proper nutrition and active living. Our community is disciplined, willing to fight the daily temptations of unhealthy living in order...  
 Page: 10,558 like this

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**Survivor Mud Run**  
 December 1, 2012

Survivor Mud Run Seattle! Get ready for the Muddiest Day of Your Life! More mud pits than last year and we will surprise you with a New Crazy Obstacle!! [www.survivormudrun.com](http://www.survivormudrun.com)



Like · Comment · Share 121 5 14

**Dana Pollard Cannizzaro** Survivor Mud Run  
 December 1, 2012

This is the next one on March 9th at ET Motorpark. [Cathy Peterson](#), [Marina Peterson](#), and I (and I think Court, too) are signed up for the 11 am heat. Use promo code 'early5' for an extra \$5 off registration — with [Hayley Singer](#).

Like · Comment

**Activity**  
 December 2012

People Who Like This

3,062

People Talking About This

4,504

 Chat (10)