

ESTTA Tracking number: **ESTTA736476**

Filing date: **03/29/2016**

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 parties request to cancel indicated registration.

### Petitioner Information

Name	OMH, Inc.		
Entity	Corporation	Citizenship	California
Address	355 South Grand Avenue, Suite 4150 Los Angeles, CA 90071 UNITED STATES		

Name	Creative Artists Agency, LLC		
Entity	Limited Liability Company	Citizenship	Delaware
Address	2000 Avenue of the Stars Los Angeles, CA 90067 UNITED STATES		

Attorney information	Monica B. Richman Dentons US LLP P.O. Box #061080 Chicago, IL 60606-1080 UNITED STATES trade- marks.us@dentons.com,derek.morales@dentons.com,ian.farias@dentons.com Phone:212-768-5367		
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### Registration Subject to Cancellation

Registration No	4338209	Registration date	05/21/2013
Registrant	CAA INTL GROUP, INC P O BOX 93871 LAS VEGAS, NV 89193 UNITED STATES		

### Goods/Services Subject to Cancellation

Class 041. First Use: 2009/06/01 First Use In Commerce: 2009/06/01 All goods and services in the class are cancelled, namely: Arranging, organizing, conducting, and hosting social entertainment events
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### Grounds for Cancellation

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

## Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	1219378	Application Date	04/05/1982
Registration Date	12/07/1982	Foreign Priority Date	NONE
Word Mark	CAA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1975/01/15 First Use In Commerce: 1975/01/15 Literary and Talent Agency Services		

U.S. Registration No.	1243888	Application Date	04/05/1982
Registration Date	06/28/1983	Foreign Priority Date	NONE
Word Mark	CREATIVE ARTISTS AGENCY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1975/01/15 First Use In Commerce: 1975/01/15 Literary and Talent Agency Services		

U.S. Registration No.	3852575	Application Date	10/27/2009
Registration Date	09/28/2010	Foreign Priority Date	NONE
Word Mark	CAA		
Design Mark			
Description of Mark	The mark consists of a red stylized logo of the words "CAA".		
Goods/Services	Class 035. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 Strategic marketing analysis services; business management consulting; publi-		

	<p>city consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; consultancy and business advisory services provided to the media industry; business management consultancy and advisory services in the field of professional sports; management consultancy provided to professional athletes; strategic consultancy services in the field of integrated marketing communication programs for third parties</p> <p>Class 036. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 Financial advisory and consultancy services</p>
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U.S. Registration No.	3852576	Application Date	10/27/2009
Registration Date	09/28/2010	Foreign Priority Date	NONE
Word Mark	CAA		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2000/00/00 First Use In Commerce: 2000/00/00 Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; consultancy and business advisory services provided to the media industry; business management consultancy and advisory services in the field of professional sports; management consultancy provided to professional athletes; strategic consultancy services in the field of integrated marketing communication programs for third parties</p> <p>Class 036. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 Financial advisory and consultancy services</p>		

U.S. Registration No.	3936337	Application Date	10/27/2009
Registration Date	03/29/2011	Foreign Priority Date	NONE
Word Mark	CREATIVE ARTISTS AGENCY		

Design Mark	<b>CREATIVE ARTISTS AGENCY</b>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2000/00/00 First Use In Commerce: 2000/00/00 Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; businessmanagement consultancy and business advisory services provided to the media industry; business management consultancy services in the field of professional sports; Strategic consultancy services in the field of integrated communication programs for third parties Class 036. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 Financial advisory and consultancy services

U.S. Application No.	86671574	Application Date	06/23/2015
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	CAA PREMIUM EXPERIENCE		
Design Mark	<b>CAA PREMIUM EXPERIENCE</b>		
Description of Mark	NONE		
Goods/Services	Class 034. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/08 Event planning; event management at sports, cooking, fashion, celebrity and entertainment events; business consulting services in the field of sports, cooking, fashion, celebrity and entertainment events; arranging and conducting special events for business and personal purposes; corporate event management services; management of event ticketing for others Class 035. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/08 Providing travel management services Class 041. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/08 Marketing and arranging for seat licenses, corporate suites and premium seating in sports and entertainment venues and events; entertainment services,		

	<p>namely, arranging for ticket reservations for sporting events, concerts, theater, entertainment events; ticket brokerage services</p> <p>Class 043. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/08 Consulting services in the field of hospitality; travel agency services; arranging and coordinating travel arrangements for individuals and groups, namely, booking travel tickets, private planes, hotel accommodations, concerts, sporting events, theater, buses, restaurants, boats and yachts, tours; travel planning for corporate employees and individual</p> <p>Class 045. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/08 Corporate and personal concierge services for others comprising making requested personal arrangements and reservations and providing customer-specific information to meet individual needs on behalf of individuals and corporations</p>
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Attachments	<p>77858546#TMSN.png( bytes )  77858553#TMSN.png( bytes )  77858551#TMSN.png( bytes )  86671574#TMSN.png( bytes )  CAA - Petition for Cancellation.pdf(4046593 bytes )</p>
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### Certificate of Service

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

Signature	/monica b. richman/
Name	Monica B. Richman
Date	03/29/2016

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

OMH, Inc. and Creative Artists Agency, LLC Petitioners,	)	
	)	
v.	)	Cancellation No. _____
	)	
CAA Intl Group, Inc. dba CAA Intl Corp.	)	
Registrant.	)	
	)	
	)	

Mark: CAA CAAINTL.NET INTERNATIONAL ENT. & Design



Registration No.: 4,338,209  
Registrant: CAA Intl Group, Inc. dba CAA Intl Corp.  
Registered: May 21, 2013

**PETITION FOR CANCELLATION**

OMH, Inc. ("OMH") is a California corporation with offices at 355 South Grand Avenue, Suite 4150, Los Angeles, California 90071. Creative Artists Agency, LLC ("CAA") is a Delaware limited liability company located at 2000 Avenue of the Stars, Los Angeles, California 90067 (OMH and CAA collectively referred to as "Petitioners").

Petitioners hereby jointly seek to cancel Registration No. 4,338,209 for the mark CAA CAAINTL.NET INTERNATIONAL ENT. & Design as displayed above (the "CAA INTL

Mark") in the name of CAA Intl Group, Inc. ("Registrant") on the grounds that Petitioners will be damaged by the continued registration of said mark.

As grounds for cancellation, Petitioners hereby allege:

**PETITIONERS' MARKS**

1. OMH owns the following United States trademark registrations for CAA and CREATIVE ARTISTS AGENCY (the "CAA Marks"), with the earliest registration dated from December 7, 1982 and the first two registrations having an incontestable registration status (see Exhibit 1):

Mark	Reg. No.	Reg. Date	Services
CAA	1219378	December 7, 1982	<u>Class 35</u> : Literary and Talent Agency Services
CREATIVE ARTISTS AGENCY	1243888	June 28, 1983	<u>Class 41</u> : Literary and Talent Agency Services
	3852575	September 28, 2010	<u>Class 35</u> : Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; consultancy and business advisory services provided to the media industry; business management consultancy and advisory services in the field of professional sports; management consultancy provided to professional athletes; strategic consultancy services in the field of integrated marketing communication programs for third parties

Mark	Reg. No.	Reg. Date	Services
			<u>Class 36</u> : Financial advisory and consultancy services
CAA	3852576	September 28, 2010	<p><u>Class 35</u>: Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; consultancy and business advisory services provided to the media industry; business management consultancy and advisory services in the field of professional sports; management consultancy provided to professional athletes; strategic consultancy services in the field of integrated marketing communication programs for third parties</p> <p><u>Class 36</u>: Financial advisory and consultancy services</p>
CREATIVE ARTISTS AGENCY	3936337	March 29, 2011	<p><u>Class 35</u>: Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; business management consultancy and business advisory services provided to the media industry; business management consultancy services in the field of professional sports; Strategic consultancy services in the field of</p>

Mark	Reg. No.	Reg. Date	Services
			integrated communication programs for third parties <u>Class 36</u> : Financial advisory and consultancy services

2. OMH has used the CAA Marks in the United States since at least as early as January 1975, including through its exclusive licensee CAA, in connection with talent and literary agency services.

3. Since its formation in 1995, CAA has been OMH's sole and exclusive licensee to use the CAA Marks in the United States. CAA has exclusively and substantially used the CAA Marks, including the CAA logo in stylized red lettering, in connection with talent agency services, literary agency services, sponsorship services, marketing and communication services, and marketing and entertainment events.

4. CAA is the world's leading entertainment and sports agency, with offices in Los Angeles, New York, Nashville, London, Beijing, and other international locations. Attached hereto as **Exhibit 2** is a company background sheet for CAA, and below is a representative list of CAA's success and achievements in the entertainment industry pursuant to its services under the CAA Marks:

- Seven of the 10 highest-grossing films of all time were directed by CAA clients.
- 14 of the top 20 films of 2015 starred a CAA client.
- Of the 100 top-grossing tours of 2015, CAA represents more artists than its next three competitors combined.
- CAA represents more creators and executive producers than any other agency.
- CAA represents more series on network, cable, and streaming services than any other agency.
- For several years, CAA has represented more EMMY award nominees than any other agency.

5. Since CAA began use of the CAA Marks pursuant to its exclusive license with OMH, CAA has expanded use of the CAA Marks from talent agency and literary agency services to include a wide variety of entertainment-related services, including event planning and management, all of which are a natural expansion of the services registered under the CAA Marks. For example, CAA creates and represents a multitude of music and comedy tours, and maintains an in-house marketing departments that work with promoters and venues. CAA books more than 36,000 music and comedy performances a year, including more than 700 performances a year for corporate and private engagements.

6. As a result of the Petitioners' efforts and prior to Registrant's alleged date of first use and filing date of the CAA INTL Mark, the CAA Marks became famous and closely associated with Petitioners and its good and services in the minds of consumers. See below examples of industry recognitions:

- In 2007, *Fortune* named CAA "the entertainment industry's most influential organization."
- In 2009, *Fast Company* named CAA among the 50 Most Innovative Companies in the World, noting that "in Hollywood, there's CAA and then there's everybody else." Industry publication *Billboard* has named CAA "Agency of the Year" for 9 of the pas 12 years.
- In 2015, *Forbes* named CAA the "undisputed king of the sports agency business."

7. Petitioners have invested significant resources in promoting the CAA Marks in connection with their services, and in promoting and rendering services under the CAA Marks.

8. The CAA Marks are assets of substantial value to Petitioners as symbols of Petitioners, their goods and services, and goodwill, and Petitioners have achieved widespread recognition in the entertainment and events industries pursuant to the services offered under the CAA Marks.

9. On June 23, 2015, CAA filed a trademark application with the USPTO under Serial No. 86/671,574 to register CAA PREMIUM EXPERIENCE in multiple classes for *inter alia* "event planning; event management at sports, cooking, fashion, celebrity and entertainment events; business consulting services in the field of sports, cooking, fashion, celebrity and entertainment events; arranging and conducting special events for business and personal purposes; corporate event management services; management of event ticketing for others; entertainment services, namely, arranging for ticket reservations for sporting events, concerts, theater, entertainment events; ticket brokerage services" (the "CAA Application") (see **Exhibit 3**).

10. The USPTO issued an Office Action on October 5, 2015 citing *inter alia* the CAA INTL Mark as grounds for refusal of registration of the CAA Application.

### **REGISTRANT'S INFRINGEMENT AND DILUTION**

11. On information and belief, Registrant CAA Intl Group, Inc. dba CAA Intl Corp., is a Nevada corporation having an address at P.O. Box 93871, Las Vegas, Nevada 89193.

12. On information and belief, Registrant is the owner of United States Trademark Registration No. 4,338,209 for the mark CAA CAAINTL.NET INTERNATIONAL ENT. &

Design as  for "arranging, organizing, conducting and hosting social entertainment events" in Class 41 registered on May 21, 2013 with a filing date of September 14, 2012. No claim is made to the exclusive right to use "INTERNATIONAL ENT." apart from the mark as shown in the CAA INTL Mark.

13. On information and belief, Registrant has alleged June 1, 2009 as the date of first use anywhere and in commerce of the CAA INTL Mark in the United States.

14. On information and belief, at and prior to the time that Registrant filed its application for the CAA INTL Mark, it had constructive notice of Petitioners' U.S. trademark registrations for the CAA Marks pursuant to Section 22 of the Lanham Act.

### **DAMAGE TO PETITIONERS**

15. Petitioners have been using, advertising and promoting its famous CAA Marks in the United States in connection with its services, including but not limited to talent agency services, literary agency services, marketing analysis and communication services, and entertainment events, including event planning and management, as well as related goods and services, since prior to the filing date of the Registrant and Registrant's alleged first use for the CAA INTL Mark in connection with the services specified in the registration. Thus, Petitioners are the senior rights holders in and to a "CAA" mark for entertainment related goods and services.

16. Registrant's CAA INTL Mark, when applied to Registrant's services, likely will cause confusion, or cause mistake, or deception with Petitioners' senior CAA Marks. Indeed, given that Registrant designed and adopted its CAA INTL Mark to closely resemble the Petitioners' CAA Marks for the purpose of trading off the fame and goodwill associated with the CAA Marks, such confusion, mistake or deception is bound to occur. Specifically, the dominant portion of Registrant's mark is the wording "CAA" which is also Petitioners' main mark and acronym for "Creative Artists Agency". Registrant does not appear to have any logical justification as to why it selected and registered the nearly identical mark as that of the Petitioners. Further, Registrant chose to display the exact letters CAA in full capital lettering and with the color red to resemble Petitioners' red stylized CAA logo (the additional wording

international or ent. does not obviate the Registrant's obvious efforts to create an association with Petitioners and their famous CAA Marks).

17. It is likely that Registrant's CAA INTL Mark, when applied to Registrant's services, will dilute the CAA Marks by tarnishment and/or blurring.

18. The continued registration of the CAA INTL Mark is a source of damage and injury to Petitioners, is inconsistent with Petitioners' prior rights in and to the CAA Marks, is causing injury to Petitioners by preventing CAA from registering its CAA PREMIUM EXPERIENCE mark which is part of Petitioners family of CAA Marks, is impairing Petitioners' business plans, and will continue to cause injury to Petitioners until the CAA INTL Mark is cancelled.

19. For the above reasons, Petitioners will be damaged by continued registration of the CAA INTL Mark.

WHEREFORE, Petitioners pray that Registration No. 4,338,209 be cancelled and that this Petition for Cancellation be granted in Petitioners' favor.

Respectfully submitted,

OMH, INC. and  
CREATIVE ARTISTS AGENCY, LLC

Dated: March 29, 2016

By: /s/ Monica B. Richman/  
Monica B. Richman, Esq.  
Mary Mathew  
Dentons US LLP  
P.O. Box #061080  
Wacker Drive Station, Willis Tower  
Chicago, IL 60606  
212-768-5367  
monica.richman@dentons.com

trademarks.us@dentons.com

Attorneys for OMH, Inc. and  
Creative Artists Agency, LLC

**CERTIFICATE OF SERVICE**

I hereby certify that I caused a true and correct copy of the foregoing PETITION FOR CANCELLATION to be served upon:

CAA Intl Group, Inc. dba CAA Intl Corp.  
P.O. Box 93871  
Las Vegas, Nevada 89193

by placing same in an envelope, properly sealed and addressed, with postage prepaid and depositing same with the United States Postal Service on this March 29, 2016.

/s/ /j. ian farias/  
J. Ian Farias

Filed with the TTAB via  
ESTTA on March 29, 2016

## **Exhibit 1**





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# Typed Drawing

**Word Mark** CREATIVE ARTISTS AGENCY  
**Goods and Services** IC 041. US 101 107. G & S: Literary and Talent Agency Services. FIRST USE: 19750115. FIRST USE IN COMMERCE: 19750115  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 73358519  
**Filing Date** April 5, 1982  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** April 5, 1983  
**Registration Number** 1243888  
**Registration Date** June 28, 1983  
**Owner** (REGISTRANT) Creative Artists Agency, Inc. CORPORATION CALIFORNIA 1888 Century Park E. Los Angeles CALIFORNIA 90067  
 (LAST LISTED OWNER) **OMH, INC.** CORPORATION CALIFORNIA 355 S GRAND AVE SUITE 4150 LOS ANGELES CALIFORNIA 900713103  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Monica B. Richman  
**Disclaimer** No claim is made to the exclusive right to use the words "Artists" and "Agency", apart from the mark as shown.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL-2(F)  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130523.  
**Renewal** 2ND RENEWAL 20130523

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<b>Word Mark</b>	CAA
<b>Goods and Services</b>	<p>IC 035. US 100 101 102. G &amp; S: Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; consultancy and business advisory services provided to the media industry; business management consultancy and advisory services in the field of professional sports; management consultancy provided to professional athletes; strategic consultancy services in the field of integrated marketing communication programs for third parties. FIRST USE: 19750000. FIRST USE IN COMMERCE: 19750000</p> <p>IC 036. US 100 101 102. G &amp; S: Financial advisory and consultancy services. FIRST USE: 19950000. FIRST USE IN COMMERCE: 19950000</p>
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Trademark Search Facility Classification Code</b>	<p>LETS-2 CAA Two letters or combinations of multiples of two letters</p> <p>SHAPES-COLORS-1 Design listing or lined for a single color</p> <p>SHAPES-MISC Miscellaneous shaped designs</p>
<b>Serial Number</b>	77858546
<b>Filing Date</b>	October 27, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A

**Published for Opposition** July 13, 2010  
**Registration Number** 3852575  
**Registration Date** September 28, 2010  
**Owner** (REGISTRANT) **OMH**, Inc. CORPORATION CALIFORNIA 2000 Avenue of the Stars Los Angeles CALIFORNIA 90067  
**Attorney of Record** Monica B. Richman  
**Prior Registrations** 1243888  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of a red stylized logo of the words "CAA".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** **LIVE**

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CAA

<b>Word Mark</b>	CAA
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Strategic marketing analysis services; business management consulting; publicity consulting; market research services and trend forecasting services; branding services, namely, consulting, development, management of brands for others; commercial administration of the licensing of goods and services of others; consultancy and business advisory services provided to the media industry; business management consultancy and advisory services in the field of professional sports; management consultancy provided to professional athletes; strategic consultancy services in the field of integrated marketing communication programs for third parties. FIRST USE: 20000000. FIRST USE IN COMMERCE: 20000000
	IC 036. US 100 101 102. G & S: Financial advisory and consultancy services. FIRST USE: 19950000. FIRST USE IN COMMERCE: 19950000
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETS-2 CAA Two letters or combinations of multiples of two letters
<b>Serial Number</b>	77858553
<b>Filing Date</b>	October 27, 2009
<b>Current Basis</b>	1A

Original Filing Basis 1A  
 Published for Opposition July 13, 2010  
 Registration Number 3852576  
 Registration Date September 28, 2010  
 Owner (REGISTRANT) **OMH**, Inc. CORPORATION CALIFORNIA 2000 Avenue of the Stars Los Angeles CALIFORNIA 90067  
 Attorney of Record Monica B. Richman  
 Prior Registrations 1243888  
 Type of Mark SERVICE MARK  
 Register PRINCIPAL  
 Live/Dead Indicator LIVE

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**Published for Opposition** January 11, 2011  
**Registration Number** 3936337  
**Registration Date** March 29, 2011  
**Owner** (REGISTRANT) **OMH**, Inc. CORPORATION CALIFORNIA 2000 Avenue of the Stars Los Angeles CALIFORNIA 90067  
**Attorney of Record** Monica B. Richman  
**Prior Registrations** 1243888  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ARTISTS AGENCY" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL-2(F)  
**Live/Dead Indicator** LIVE

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## **Exhibit 2**

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**THE WORLD'S LEADING ENTERTAINMENT AND SPORTS AGENCY**

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**COMPANY BACKGROUND | 2016**

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# THE **BIG** PICTURE.

Leading entertainment and sports agency Creative Artists Agency (CAA) represents many of the most successful professionals working in film, television, music, theatre, video games, sports, and digital content, and provides a range of strategic marketing and consulting services to corporate clients. Founded in 1975, CAA has offices in Los Angeles, New York, Nashville, London, and Beijing, among other locations globally.

CAA's clients include actors, actresses, writers, directors, producers, musicians, athletes, and other influential artists and executives. CAA works closely with production companies, technology companies, and corporate brands, providing services that include marketing through entertainment, strategic counsel, financing, communications strategy, and philanthropy consulting.

CAA is also a leader in sports, representing more than 1,000 of the world's top athletes in football, baseball, basketball, hockey, soccer, tennis, and golf, and works in the areas of broadcast rights, corporate marketing initiatives, trademark licensing, and sports properties for sales and sponsorship opportunities.

Reflective of CAA's highly collaborative approach to service, clients enjoy integrated teams of agents from multiple departments that identify and maximize business and creative opportunities. As a result of this full-service approach, CAA is the undisputed market leader in the talent and sports agency fields.

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## **MOTION PICTURES**

In addition to representing the world's premier actors, directors, producers, and writers, CAA provides a range of motion picture consulting services, and is a leader in packaging films and brokering financing and distribution deals.

- **Seven of the 10 highest-grossing films of all time were directed by CAA clients**

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CAA's **Book Group** represents the motion picture and television rights of many of the most important books, and works across all departments, to create publishing opportunities for the agency's

clients. The group works with journalists, internationally-renowned authors, and estates. In just the past year, CAA has sold more than 90 book titles for motion picture or television production.

CAA's **Motion Picture Marketing** service provides clients with insight and guidance in all areas of marketing, including domestic and international release strategies, and media plans. CAA provides clients an overall understanding of key marketing variables based on in-depth analysis of the competitive box office landscape and all motion picture research data.

## **14 OF THE TOP 20 FILMS OF 2015 STARRED A CAA CLIENT**

In addition to representing top actors, producers, writers, and directors in Chinese film and television, **CAA China** has packaged, sold, or raised financing for more than 55 films, including the biggest box office hits and many international film festival winners.

CAA China also focuses on identifying and creating cross-border business opportunities for the agency's clients in the international marketplace.

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## TELEVISION

CAA clients created, executive produce, or star in many of the most popular shows on television, including *Empire*, *Game of Thrones*, *The Walking Dead*, *Orange Is The New Black*, *Scandal*, *Grey's Anatomy*, *The Good Wife*, *Marvel's Agents of S.H.I.E.L.D.*, *The Tonight Show Starring Jimmy Fallon*, *American Idol*, *CSI*, *House of Cards*, *Black-ish*, *New Girl*, *Veep*, *Hawaii 5-0*, and *American Horror Story*, among others.

- CAA represents more series on network, cable, and streaming services than any other agency
- For the past four consecutive years, CAA has represented more Emmy award nominees than any other agency

CAA television writer, producer, director, and actor clients work on network, cable, and streaming services, animated

programs, late-night shows, made-for-television movies, reality series, and numerous other U.S. and international television properties.

CAA has been successful in packaging television shows for clients who have had great success in motion pictures as well, including Jerry Bruckheimer, J.J. Abrams, Ron Howard & Brian Grazer, and Lee Daniels.

CAA also represents high-profile news talent, hosts, and other media personalities.

Foreseeing the changing economic landscape for television networks, CAA's television department has led groundbreaking initiatives to explore new ways marketers, creative talent, and networks can work together. For instance, CAA was instrumental in

## CAA REPRESENTS MORE CREATORS, SHOWRUNNERS, AND EXECUTIVE PRODUCERS THAN ANY OTHER AGENCY

creating a marketing partnership for client Coca-Cola with *American Idol*, before the show debuted; packaged the first six of Netflix's original shows; brokered the precedent-setting Marvel TV partnership, which brought four series and an event mini-series to Netflix in 2015; and formed a joint venture with client Ryan Seacrest, HDNet, AEG, and CBS to rebrand HDNet as AXS, a live entertainment and lifestyle channel.

## MUSIC AND COMEDY TOURING

CAA represents many of today's most successful and highly regarded music artists, from rock, pop, alternative, country, and dance music, to faith-based, Latin, and hip-hop/R&B; in addition, CAA represents high-profile film composers and music supervisors.

- CAA books more than 36,000 music and comedy performances a year
- Of the 100 top-grossing tours of 2015, CAA represents more artists than its next three competitors combined

CAA creates landmark tours, such as the Vans Warped Tour and Southern Ground Music & Food Festival, and represents the live touring properties of *The Voice*, *Master Chef* and *Master Chef Junior*, and *So You Think You Can Dance*.

CAA maintains an in-house music marketing department that works with promoters, labels, managers, and venues to create opportunities for clients in the areas of sponsorship, ticketing, and digital, among other initiatives.

CAA also provides clients opportunities to contribute to movie, television, and video game soundtracks.

CAA Comedy Touring plans and books live comedy shows for CAA clients in venues ranging from clubs, colleges, and theaters, to festivals and arenas around the globe. CAA books more theater and arena comedy acts worldwide than any other agency.

## INDUSTRY PUBLICATION BILLBOARD NAMED CAA "AGENCY OF THE YEAR" FOR 9 OF THE PAST 12 YEARS

CAA also books artists to perform at corporate and private engagements. The agency books more than 700 such dates a year.

## SPORTS

CAA Sports represents more than 1,000 of the world's best athletes in football, baseball, basketball, hockey, soccer, tennis, and golf, in addition to icons in individual sports, on-air broadcasters, coaches, and other pre-eminent personalities. Beyond on-field athlete representation, CAA provides unique opportunities for clients off-field, in areas including licensing, endorsements, speaking, philanthropy, video games, and digital.

### MORE THAN 1,000 OF THE WORLD'S TOP SPORTS FIGURES

CAA Sports is the four-time recipient of the award for "Best in Talent Representation and Management" by the sports industry bible, *Sports Business Journal*.

The current gross contract value for CAA Sports' athlete clients exceeds \$6.4 billion, nearly double that of the next closest agency, according to *Forbes*.

CAA Football represents many of the most successful players in the NFL, helping to guide both their on- and off-field business strategies. Clients include one-third of the starting quarterbacks in the NFL; nine of the last 14 NFL MVPs; 29 Pro Bowl selections in 2016; and the #1 or #2 overall selections in the NFL Draft for eight of the last 12 years. In the past 15 years, CAA Sports represented nearly 100 first-round draft selections, more than three times that of the next closest competitor.

CAA Baseball has won the highest amount ever awarded in salary arbitration history, brokered the largest non-free-agent contract, and negotiated more than \$180 million in amateur Draft signing bonuses for nearly 70 First-Round selections.

CAA Basketball represents three dozen All-Star and emerging NBA players, including 33 First-Round Draft selections, the 2014 League MVP, three All-Star MVPs, 63 All-Star player appearances, and 37 All-NBA selections.

CAA Hockey represents many of the top players and emerging stars in the NHL, including 65 First-Round Draft picks; six Art Ross Trophy winners (Top Scorer in the NHL); five Ted Lindsay Award winners (Most Outstanding Player); seven Calder Trophy winners (Rookie of the Year); and five Hart Memorial Trophy winners (Most Valuable Player).

CAA Soccer represents many of the world's premier soccer players, coaches, and teams, including the 2014 FIFA Ballon D'Or recipient.

CAA Tennis represents top-ranked players, including the world's #7 and #13 men.

CAA Golf has had a considerable impact on the golf industry through the development of precedent-setting marketing programs for major brands. CAA Golf works with all of the major governing bodies and many of the top players globally to achieve measurable results for its clients.

CAA represents top coaches in professional and college sports, as well as on-air personalities and broadcasters. Nearly 25% of NFL Head Coaches are CAA clients.

CAA Sports Property Sales has completed more than \$3.5 billion in new sponsorship transactions on behalf of its clients, which include the New York Yankees, Madison Square Garden, FC Barcelona, Chelsea Football Club, NCAA, Golden State Warriors, the San Francisco 49ers, and Red Bull Racing.

CAA Sports has been awarded "Best in Property Consulting, Sales, and Client Service" by the *Sports Business Journal*.

CAA Sports Consulting is currently advising, managing, and activating on more than \$2.5 billion in sponsorship rights deals for clients including Emirates Airline, Samsung, Best Buy, BMW, JPMorgan Chase, Time Warner Cable Sports, The Bose Corporation, KPMG, Mondelēz, Waste Management, and StubHub, among others.

### "UNDISPUTED KING OF THE SPORTS AGENCY BUSINESS" - FORBES, 2015

CAA Eleven manages the broadcasting, sponsorship, and licensing rights to the UEFA EURO 2016 and 2020 qualifying competition, the European qualifying competition for the 2018 and 2022 FIFA World Cup, and the 24-team UEFA EURO 2016 and 2020 final tournament, as well as the Nations League, on behalf of UEFA.

CAA Premium Experience is a best-in-class, full-service hospitality practice, consisting of more than 50 employees working with Fortune 500 companies across hundreds of global sports and entertainment events annually.

Fermata Partners is a specialized consumer products licensing agency that partners with brands possessing a deep affinity in sports, lifestyle, and college, to formulate global licensing strategies and deliver practical execution. Clients include Notre Dame, University of Kentucky, the PGA Tour, and Kentucky Derby, among others.

## THEATRE

CAA represents many of theatre's most important voices, from Pulitzer Prize- and Tony Award-winning writers and

directors to the industry's most acclaimed producers, actors, choreographers, and composers. CAA clients received more

2015 Tony Award nominations than the next three agencies combined.

## MARKETING

CAA helps corporate marketers build their brands by leveraging entertainment and pop culture to create meaningful consumer connections.

CAA Marketing's professional marketing strategists and creatives work with colleagues across the agency to offer corporate clients innovative marketing initiatives, unique access to entertainment and media's key decision-makers, early insight into popular culture and consumer trends, and relationships with the world's most creative and successful artists.

### CAA MARKETING REPRESENTS FIVE CLIENTS WHO ARE #1 IN MARKET SHARE IN THEIR CATEGORY

CAA Marketing represents five clients who are #1 in market share in their category. Marketing clients include Coca-Cola, General Motors, Cirque du Soleil, Diageo, Chipotle, Samsung, Neiman Marcus, Canada Goose, and Jimmy John's.

CAA Marketing's work for Chipotle's "The Scarecrow" campaign was awarded two Grand Prix awards at the Cannes Lions International Festival of Creativity, the highest marketing honor in the industry, in addition to two Emmy Awards, five Webby Awards, and the Grand CLIO.

For clients targeting the important Hispanic market, CAA provides the in-house expertise of foremost leaders in this field.

CAA also creates opportunities for corporate marketers through traditional and non-traditional sponsorships, licensing, and merchandising deals.

## DIGITAL MEDIA

CAA's Digital Media agents work with colleagues across the agency to identify and create opportunities within the digital media marketplace for traditional clients, and also represents business-to-business and consumer-focused technology companies looking to leverage opportunities in entertainment, including IMAX, Mode Media, LINE, Young Hollywood, and What's Up Moms.

CAA conceptualizes and incubates technology ventures such as Funny

Or Die, a transmedia comedy content

company; WhoSay, a social media service for high-profile talent and other influencers; Moonshark, a mobile entertainment publisher (acquired by Hitcents); and Empowered, a comprehensive mobile education company (acquired by Qualcomm).

CAA's Digital Talent and Packaging group connects clients with digital media partners and advertisers to create original content and multi-platform initiatives. The group packages digital series, represents digital talent, develops

sponsorship and content integration

opportunities for corporate marketers, and advises clients in the formation of new companies.

CAA Ventures is a venture fund, managed by CAA, that invests third-party capital in consumer technology businesses with high-growth opportunities, and adds value to these companies by providing access to the CAA ecosystem. To date, the fund has invested in more than three dozen companies, including Medium, Hinge, Vulcun, Patreon, August, Whisper, Giphy, Bark + Co., Julep, and Darby Smart.

## GAMES

CAA pioneered and remains the leader in representing many of the world's most respected and successful video game developers. CAA Games clients have created some of the industry's best-

selling franchises, including *Titanfall*, *Resistance: Fall of Man*, *Evolve*, *South Park: The Stick of Truth*, and *Minecraft*. Beyond representing the most established game developers, the

agency also represents premier independent game creators. In addition, CAA packages independently-produced video games, structuring deals between game talent, publishers, financiers, and distributors.

## LIFESTYLE & LICENSING

Our Lifestyle and Licensing experts work across the agency to help extend the “brand” of artists, personalities, fashion talent, and lifestyle properties, developing new creative and commercial opportunities.

## COMMERCIAL ENDORSEMENTS

CAA offers clients opportunities in the world of on-camera celebrity endorsements and voice-over, domestically and internationally.

## FILM FINANCE AND SALES

CAA's Film Finance and Sales Group (FFSG) specializes in the packaging, financing, and distribution of feature film projects. The group also serves as consultants to a wide base of financiers and funded production entities, guiding them in all aspects of business strategy, from project sourcing and packaging to business development and corporate mergers and acquisitions.

CAA is one of the largest suppliers of feature films into the U.S. theatrical film marketplace. The agency brokers approximately 80 films per year, with budgets ranging from \$100K to \$70M, spanning all genres.

Projects include THE REVENANT, BROOKLYN, 12 YEARS A SLAVE, SICARIO, THE IMITATION GAME, BIRDMAN, ZERO DARK THIRTY, WILD, DALLAS BUYERS CLUB, and AMERICAN HUSTLE, among others.

Capitalizing on the agency's vast resources, the FFSG is consistently able to identify material at a very early stage and architect progressive deals that allow talent an unprecedented level of control and financial participation in their projects, while minimizing financiers' exposure.

### CAA'S FILM FINANCE AND SALES GROUP ADVISES THE VAST UNIVERSE OF NON-STUDIO FINANCIERS WHO HAVE BECOME THE LIFEBLOOD OF INDEPENDENTLY FINANCED FILMS

The FFSG also applies their expertise in the realm of alternative and digital distribution, protecting and educating clients in this emerging business.

## EVOLUTION MEDIA CAPITAL

Evolution Media Capital, LLC (EMC), a merchant bank for the media and sports industries, was formed in partnership with CAA.

### EMC HAS ADVISED ON MORE THAN \$44 BILLION IN TRANSACTIONS

EMC provides investment banking and advisory, asset management, industry research, and capital-raising services.

EMC also works in the areas of media rights. Such clients have included the Los Angeles Dodgers, Pittsburgh Penguins, Texas Rangers, Arizona Diamondbacks, the National Hockey League, the Pac-12 Conference, Major League Soccer, and the Big East Conference. Since its founding in 2008, EMC has advised on nearly \$44 billion in transactions.

EMC, in partnership with private equity giant TPG Growth and Participant Media, established Evolution Media Partners to invest in growth companies in industries

where it has deep knowledge and relationships to drive additional value. Evolution Media Partners, with \$500 million under management, makes equity investments in rapidly growing companies with proven business models, strong revenue and earnings growth, and leadership capable of sustaining that growth.

## SPEAKERS

CAA generates more than 200 offers per month for a wide range of acclaimed speaker clients, whose topics include business, cultural commentary, print and broadcast media, wellness and inspiration, and the arts and entertainment.

CAA provides clients opportunities to share interesting stories and experiences with audiences worldwide. Its relationship with these intriguing storytellers is based on a keen understanding of client goals, interests, and insights. CAA works with clients to develop dynamic presentations that enlighten and inspire.

## CAA FOUNDATION

Created in 1995 by the agency's managing partners, CAA's philanthropic arm has become an integral part of its culture. The CAA Foundation harnesses the power and reach of the entertainment industry to create positive social change by forging strategic partnerships, encouraging volunteerism, stimulating public awareness, granting financial contributions, and providing in-kind donations. Over the years, the Foundation has become a leader in the entertainment community on education, the environment, health, and social issues.

By approaching the business of philanthropy on many levels, the CAA Foundation empowers employees, companies, athletes, and artists

to contribute their time, talent, and resources to make a difference, be of service, and improve conditions worldwide.

Examples of the CAA Foundation's work with clients include: FC Barcelona's support of The Bill & Melinda Gates Foundation on behalf of their polio eradication initiative; Katy Perry serving as an ambassador for UNICEF; and Christina Applegate's founding of Right Action for Women.

Born of the same ideals as the CAA Foundation, the CAA Task Force was established as a way for the agency's assistants to support local charities and become more involved in philanthropic activities.

**CAA FOUNDATION  
EMPOWERS EMPLOYEES,  
COMPANIES, ATHLETES, AND  
ARTISTS TO CONTRIBUTE  
THEIR TIME, TALENT, AND  
RESOURCES TO MAKE A  
DIFFERENCE, BE OF SERVICE,  
AND IMPROVE CONDITIONS  
WORLDWIDE**

The group works on behalf of a wide spectrum of causes from cancer research and AIDS prevention, to education and the environment.

**Exhibit 3**



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**CAA PREMIUM EXPERIENCE**

**Word Mark**      **CAA PREMIUM EXPERIENCE**

**Goods and Services**

IC 034. US 002 008 009 017. G & S: Event planning; event management at sports, cooking, fashion, celebrity and entertainment events; business consulting services in the field of sports, cooking, fashion, celebrity and entertainment events; arranging and conducting special events for business and personal purposes; corporate event management services; management of event ticketing for others. FIRST USE: 20150608. FIRST USE IN COMMERCE: 20150608

IC 035. US 100 101 102. G & S: Providing travel management services. FIRST USE: 20150608. FIRST USE IN COMMERCE: 20150608

IC 041. US 100 101 107. G & S: Marketing and arranging for seat licenses, corporate suites and premium seating in sports and entertainment venues and events; entertainment services, namely, arranging for ticket reservations for sporting events, concerts, theater, entertainment events; ticket brokerage services. FIRST USE: 20150608. FIRST USE IN COMMERCE: 20150608

IC 043. US 100 101. G & S: Consulting services in the field of hospitality; travel agency services; arranging and coordinating travel arrangements for individuals and groups, namely, booking travel tickets, private planes, hotel accommodations, concerts, sporting events, theater, buses, restaurants, boats and yachts, tours; travel planning for corporate employees and individual. FIRST USE: 20150608. FIRST USE IN COMMERCE: 20150608

IC 045. US 100 101. G & S: Corporate and personal concierge services for others comprising making requested personal arrangements and reservations and providing customer-specific information to meet individual needs on behalf of individuals and corporations. FIRST USE: 20150608. FIRST USE IN COMMERCE: 20150608

**Standard Characters Claimed**

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

**Serial Number** 86671574

**Filing Date** June 23, 2015

**Current Basis** 1A

**Original Filing Basis** 1A

**Owner** (APPLICANT) Creative Artists Agency, LLC LIMITED LIABILITY COMPANY DELAWARE 2000 Avenue of the Stars Los Angeles CALIFORNIA 90067

**Attorney of Record** Monica B. Richman

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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