

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86745640
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/86745640/large
LITERAL ELEMENT	GND
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
ARGUMENT(S)	
The Examiner has refused registration of the subject mark based on a likelihood of confusion with U.S. Registration Nos. 4749039, and 4782818. For the reasons detailed below, Applicant (“PLAYBOY”) respectfully requests that the refusal be withdrawn. As referenced in Applicant’s first response to the Examiner, the factors to be considered when analyzing likelihood of confusion between two trademarks are found in <i>In re E.I. DuPont de Nemours & Co.</i>, 476 F.2d 1357 (C.C.P.A. 1973). The <i>DuPont</i> factors cited at issue here by the Examiner are the similarity of the marks, and the similarity of the trade channels of the services – an analysis of both factors indicate there is no likelihood of confusion present in this case. For a likelihood of confusion to be found under the Trademark Act, the possibility of confusion cannot be remote, or a mere possibility. Instead, a probability, or likelihood of confusion among the marks must be demonstrated. <i>See Elec. Design & Sales Inc. v. Elec. Data Sys. Corp.</i>, 954 F.2d 713, 717, 21 U.S.P.Q.2d 1388, 1391 (Fed. Cir. 1992) (quoting <i>Witco Chem. Co. v. Whitfield Chem. Co.</i>, 418 F.2d 1403, 1405, 164 U.S.P.Q. 43 (C.C.P.A. 1969) (“We are not concerned with mere theoretical possibilities of confusion, deception, or mistake or with de minimis situations but with the practicalities of the commercial world, with which the trademark laws deal.”)); <i>see also Triumph Mach. Co. v. Kentmaster Mfg. Co.</i>, 1 U.S.P.Q.2d 1826 (T.T.A.B. 1987). The “issue is not whether the goods and/or services will be confused with each other, but rather whether the public will be confused as to their source.” <i>See</i> TMEP § 1207(a)(ii) (citing <i>Recot Inc. v. M.C. Becton</i>, 214 F.3d 1322, 1329 (Fed. Cir. 2000)). Here, due to the visual differences in the marks at issue, and the dissimilarity of their services, the public is not likely to be confused as to their source. 1. PLAYBOY’s Mark and the Cited Registrations are Visually Distinctive, and Invoke Vastly Difference Images in the Average Consumer’s Mind PLAYBOY’s mark is visually distinctive to the general consumer. PLAYBOY’s mark is a design mark consisting of its world famous RABBIT HEAD DESIGN logo, and the letters “G,” “N,” and “D.” The design of PLAYBOY’s mark consists of the four characters arranged in a cross formation with four pentagon shaped arrows pointing towards the center which form an x shape. The visual differences between PLAYBOY’s design mark and cited word marks are stark. Registrant’s mark No. 4749039 merely consists of the letters “G,” “N,” and “D,” while Registrant’s mark No. 4782818 consists of the letters “G,” “N,” and “D,” followed by the word “News.” Merely containing the letters “G,” “N,” and “D” is not enough to cause confusion among the Applicant’s mark and the cited registrations. A search of the Trademark Office database shows active “GND” marks co-existing in various Classes. For example: • GND in Class 35 • GND in Class 42 • GND JEWELRY SUPER CENTER in Class 35 Accordingly, since the term “GND” is quite common, consumers have been conditioned to look to the rest of the mark for differentiation. <i>In re Broadway Chicken Inc.</i>, 38 U.S.P.Q.2d 1565-66 (T.T.A.B. 1996). Citing <i>In re Bed & Breakfast Registry</i>, 791 F.2d 157, 229 U.S.P.Q. 818 (Fed. Cir. 1986), the Board in <i>Broadway Chicken</i> stated: Evidence of widespread third-party use, in a particular field, of marks containing a certain shared term is competent to suggest	

that purchasers have been conditioned to look to other elements of the marks as a means of distinguishing the source of goods or services in the field.

In these cases, buyers differentiate between the various “GND” marks by looking at the mark as a whole, the price of the product and/or services, the type of product and/or services (high end vs. low end), the demographic and the channels of trade.

Viewed in their entirety, PLAYBOY’s mark and the cited registrations are distinctive to the average purchaser. As the Federal Circuit has stated, “[t]he basic principle in determining confusion between marks is that the marks must be compared in their entities and must be considered in connection with the particular goods or services for which they are used.” See TMEP § 1207.01(b) (citing *In re Nat’l Data Corp.*, 753 F.2d 1056, 1058 (Fed. Cir. 1985)). Analyzing the marks as a whole, the average consumer would not find them similar.

The design features present in PLAYBOY’s mark suggest and invoke different images in mind of the general consumer than the cited registrations. These design features are unique. See, e.g., U.S. Serial Number 86745629 (publishing PLAYBOY’s GND mark in the Official Gazette in class 9) (screenshot attached). Even where marks are placed within the same class, it is possible to avoid likelihood of confusion where the goods and/or services vary. See, e.g., *Taj Mahal Enters., Ltd. v. Trump*, 16 U.S.P.Q.2d 1577 (D.N.J. 1990). In *Taj Mahal*, the marks under scrutiny were TAJ MAHAL for an Indian restaurant and TAJ MAHAL for a casino-hotel resort. The court held that the mark TAJ MAHAL for restaurants is suggestive of Indian food, while TAJ MAHAL for casino-hotel evokes images of grandeur, opulence and extravagance. Therefore, despite both falling under the same class of services for the purposes of registration, the *Taj Mahal* court found that there was no likelihood of any confusion. Here, unlike the cited registrations, PLAYBOY’s mark invokes the unique image of video gaming in conjunction with its world famous RABBIT HEAD DESIGN. The arrangement of the pentagon shaped arrows to form an x shape in PLAYBOY’s mark calls video gaming to the mind of a reasonable consumer since the directional pads of various video game controllers have overwhelmingly had similar “x shapes.” See, e.g., Nintendo, Nintendo Store, <https://store.nintendo.com/ng3/us/po/browse/productDetailColorSizePicker.jsp?productId=prod10396> (Accessible July 26, 2017) (screenshot attached) (depicting an “x shape” similar to that of Playboy’s mark on the directional pad of its Nintendo Wii U Pro Controller); Nintendo, Nintendo Store, <https://store.nintendo.com/ng3/us/po/browse/productDetailColorSizePicker.jsp?productId=prod300018> (Accessible July 26, 2017) (screenshot attached) (depicting an “x shape” similar to that of Playboy’s mark on the directional pad of its Wii Remote Plus Controller); Amazon.com, https://www.amazon.com/PlayStation-Dualshock-Wireless-Controller-Black/dp/B0015AARJI/ref=lp_14210721_1_3?s=videogames&ie=UTF8&qid=1483459134&sr=1-3 (Accessible July 26, 2017) (screenshot attached) (depicting an “x shape” similar to that of Playboy’s mark on the directional pad of a PlayStation 3 video game controller); Xbox Design Lab, <https://xboxdesignlab.xbox.com/> (Accessible July 26, 2017) (screenshot attached) (depicting an “x shape” similar to that of Playboy’s mark on the directional pad of an Xbox Wireless Controllers); Amazon.com, <https://www.amazon.com/Classic-6-Button-Controller-Not-Machine-Specific/dp/B002HP18IO> (Accessible July 26, 2017) (screenshot attached) (depicting an “x shape” similar to that of Playboy’s mark on the directional pad of a Sega Genesis video game controller). Similar to the holding in *Taj Mahal Enterprises*, the cited registrations do not invoke an image of video gaming in the mind of the average consumer, and as a result they are not confusingly similar to PLAYBOY’s mark.

Moreover, PLAYBOY’s other registered marks, and association with the phrase “Girls Next Door” allows the letters “G,” “N,” and “D,” when paired with the iconic PLAYBOY RABBIT HEAD DESIGN to call to mind a vastly different meaning than the cited registrations. The acronym “GND” is common slang for “girl next door.” See, e.g., Urban Dictionary, “GND,” <http://www.urbandictionary.com/define.php?term=gnd> (screenshot attached) (defining “gnd” as “guy slang for a cute, sweet, innocent, young looking female,” “[m]uch like the neighborhood girl (“next door”) you grew up with when you were a kid). PLAYBOY and its iconic RABBIT HEAD DESIGN have been associated with the phrase “girl next door” since PLAYBOY’s inception in 1953. See, e.g., Joan Acocella, *The Girls Next Door: Life in the Centerfold*, *The New Yorker* (Mar. 20, 2006), <http://www.newyorker.com/magazine/2006/03/20/the-girls-next-door-2> (describing the association with the phrase “girl next door” and Hugh Hefner’s vision of Playboy throughout the decades since its founding in 1953). The phrase “girl next door” has become so closely associated with PLAYBOY that the Applicant has registered and maintained Registration No. 3704353 (THE GIRLS NEXT DOOR in Class 41), and Registration No. 3332339 (THE GIRLS NEXT DOOR in Class 16) since 2009, and 2007 respectively. As a result, the use of the letter’s “G,” “N,” and “D” by the cited registrations do not invoke similar images in the mind of the average consumer.

For the reasons stated above, the visual differences between the Applicant’s mark and the cited registrations invoke and the vastly different images they invoke demonstrate that any possibility of confusion is merely theoretical.

2. No Likelihood of Confusion Exists between Applicant’s and Registrant’s Services as They are Not Related or Marketed in a Way that Would Confuse Consumer’s as to Their Source

PLAYBOY’s services and those of the cited registrations are not related as to cause confusion. “[I]f the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situation that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely.” See TMEP § 1207(a)(ii) (citing *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1371 (Fed. Cir. 2012)); see, e.g., *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 U.S.P.Q.2d 1350 (Fed. Cir. 2004) (finding cooking classes and kitchen textiles not related); *Local Trademarks, Inc. v. Handy Boys Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and

design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field); *Quartz Radiation Corp. v. Comm/Scope Co.*, 1 U.S.P.Q.2d 1668 (T.T.A.B. 1986) (finding QR for coaxial cable held not confusingly similar to QR for various products (e.g., lamps, tubes) related to the photocopying field); *see also Mushroom Makers, Inc. v. R.G. Barry Corp.*, 580 F.2d 44, 47 (2d Cir. 1978), *cert. denied*, 439 U.S. 1116 (1979). Here, the services associated with PLAYBOY's mark and the cited registrations are not related or marketed in a way that would cause a likelihood of confusion.

Although PLAYBOY's mark and the cited registrations are in class 41, their services vary greatly. PLAYBOY's services focus on video gaming, and events associated with video gaming whereas the service description of the cited registrations make no mention of video games. PLAYBOY's mark is for "Entertainment services, namely, providing online video games; Entertainment services, namely, providing temporary use of non-downloadable video games; Production of video and computer game software; Providing a website through which people locate information about tournaments, events, and competitions in the video game field; Entertainment services, namely, conducting contests; Arranging and conducting nightclub entertainment events; Arranging and conducting special events for social entertainment purposes; Arranging, organizing, conducting and hosting social entertainment events; Entertainment services, namely, a continuing program about the gaming industry accessible by means video, web-based applications, mobile phone applications, and computer networks."

In contrast, the cited registrations are for "Provision of Internet website featuring news and information relating to current affairs, sports and entertainment." As a result, it is unlikely that consumers utilizing PLAYBOY's video gaming services will be confused as to their source and believe that the goods are offered by the cited registrations.

As the Examiner noted, "entertainment as a field of information is incredibly broad," and video games can be viewed as a form of entertainment. However, many other activities, can also be viewed as forms of entertainment. *See, e.g.*, "Entertainment," Merriam-Webster Online, <https://www.merriam-webster.com/dictionary/entertainment> (defining entertainment as any "amusement or diversion") (screenshot attached). As a result, by definition, horseback riding, lawn bowling, waterskiing, getting a manicure, shopping, and an infinite number of activities could also fall under the entertainment category. Likewise, as the Examiner also noted, nightclubs can be considered an entertainment venue, but by definition, so too could nail salons, shopping malls, and many other unrelated locations. Interpreting "entertainment" so broadly could prevent companies from entering the marketplace, and could prohibit competition due to a merely theoretical possibility of confusion with the cited registrations.

Moreover, as the Federal Circuit has held, the proper analysis when reviewing relatedness of the goods for marks in the software and computer services industry is the "relatedness in the fields for which the goods are created, rather than the media format in which they are delivered." *See M2 Software, Inc. v. Commc'ns, Inc.*, 450 F.3d 1378 (Fed. Cir. 2006). "[T]he fact that both parties provide computer programs does not establish a relationship between the goods or services, such that consumers would believe that all computer software programs emanate from the same source simply because they are sold under similar marks." *See M2 Software, Inc.*, 450 F.3d at 1383 (quoting *Elec. Data Sys. Corp. v. Edsa Micro Corp.*, 23 U.S.P.Q.2d 1460, 1463 (T.T.A.B. 1992)). Here, while the marks may be used in connection with computer services, the nature of the marks' subject matter is vastly different. The cited registration exclusively utilizes the mark in connection with the news field, with an emphasis on political news. *See, e.g.*, <http://www.gnd.com/categories/entertainment.php> (depicting the cited registrations' website entertainment webpage consisting of articles involving political scandals). In contrast, PLAYBOY uses its mark in connection with video gaming. In the blog examples that the Examiner has provided, the "entertainment" information that the cited websites describe concern the exact same subject matter as their trademarked counterpart. *See, e.g.*, <http://www.draislv.com/>, and <http://www.draislv.com/blog/> (both focusing on music and concerts); <http://blog.ubi.com/> and <https://www.ubisoft.com/en-US/> (both focusing on video gaming). In this case, the subject matter of PLAYBOY's services, and the cited registrations are not the same and are therefore not similarly comparable as the websites cited by the Examiner. Just as the average consumer can easily differentiate between a video game and political news, the average consumer can easily tell the difference between PLAYBOY's services, and the cited registrations.

Further, in order to access PLAYBOY's services under its GND Mark, they must consumers must access them through www.playboy.com, a different channel of distribution than the cited registrations services. The cited registration's services are not available on www.playboy.com, but instead are available through a totally separate website -<http://www.gnd.com/>. As a result, any likelihood of confusion is de minimis.

3. Applicant's Customers are Likely To Exercise a High Degree of Care and Sophistication when Selecting Video Gaming Content

Consumers are unlikely to be confused between PLAYBOY's services and those of the cited registrations, as the consumer is likely to exercise a high degree of care when selecting Applicant's services. To the extent that a customer is likely to exercise a high degree of care and/or sophistication when selecting goods or services, the less chance that confusion, mistake, or deception will occur between two or more competing marks. *See also TCPIP Holding Co. v. Haar Commc'n, Inc.*, 244 F.3d 88, 102 (2d Cir. 2001) ("The more sophisticated the consumers, the less likely they are to be misled by similarity in marks."); *Cadbury Beverages, Inc. v. Cott Corp.*, 73 F.3d 474, 480 (2d Cir. 1996) ("The sophistication factor recognizes that the likelihood of confusion between the products at issue depends in part on the sophistication of the relevant purchasers."). Furthermore, the degree of care factor plays a significant role in minimizing potential confusion where the subject goods fail to constitute "impulse" goods. *See, e.g.*, *Astra Pharm. Prods. Inc. v. Beckman Instruments, Inc.*, 718 F.2d 1201, 1206 (1st Cir. 1983) (finding that blood analyzers that cost between \$35,000 to \$60,000 require careful consideration likely to result in added consumer scrutiny and examination). Here, the consumers of video gaming content and PLAYBOY's services are more sophisticated than the ordinary consumer. *See, e.g.*, Ashley Rodriguez, *How to Reach Gamers – an Affluent, Young and Fast-Growing Consumer Base*, Advertising Age (Aug. 4, 2015), <http://adage.com/article/cmo-strategy/reach-gamers-affluent-young-fast-growing-consumer-base/299764/> (describing

consumers of video game content as “incredibly different” from sport consumers, “passionate,” and “very smart”). As a result, consumers are unlikely to confuse the cited registrations.

Even using a least knowledgeable general consumer standard, it is unlikely source confusion is likely to take place. Where PLAYBOY’s mark carries no express or implied association with the cited registrations, and identifies a wholly distinct set of goods, consumers should easily be able to differentiate PLAYBOY’s mark as a unique source identifier. Furthermore the lack of association between the marks reinforces the likelihood that the existence of PLAYBOY’s mark is unlikely to cause any negative impact to the prior registrations.

For the foregoing reasons, Applicant asserts that confusion is not likely to result, and therefore, requests that the refusal to register be withdrawn.

EVIDENCE SECTION

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SIGNATORY'S POSITION	Attorney of Record
SIGNATORY'S PHONE NUMBER	2125030559
DATE SIGNED	07/28/2017
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
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OMB No. 0651-0050 (Exp 07/31/2017)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86745640** GND (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/86745640/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

The Examiner has refused registration of the subject mark based on a likelihood of confusion with U.S. Registration Nos. 4749039, and 4782818. For the reasons detailed below, Applicant (“PLAYBOY”) respectfully requests that the refusal be withdrawn.

As referenced in Applicant’s first response to the Examiner, the factors to be considered when analyzing likelihood of confusion between two trademarks are found in *In re E.I. DuPont de Nemours & Co.*, 476 F.2d 1357 (C.C.P.A. 1973). The *DuPont* factors cited at issue here by the Examiner are the similarity of the marks, and the similarity of the trade channels of the services – an analysis of both factors indicate there is no likelihood of confusion present in this case.

For a likelihood of confusion to be found under the Trademark Act, the possibility of confusion cannot be remote, or a mere possibility. Instead, a probability, or likelihood of confusion among the marks must be demonstrated. See *Elec. Design & Sales Inc. v. Elec. Data Sys. Corp.*, 954 F.2d 713, 717, 21 U.S.P.Q.2d 1388, 1391 (Fed. Cir. 1992) (quoting *Witco Chem. Co. v. Whitfield Chem. Co.*, 418 F.2d 1403, 1405, 164 U.S.P.Q. 43 (C.C.P.A. 1969) (“We are not concerned with mere theoretical possibilities of confusion, deception, or mistake or with de minimis situations but with the practicalities of the commercial world, with which the trademark laws deal.”)); see also *Triumph Mach. Co. v. Kentmaster Mfg. Co.*, 1 U.S.P.Q.2d 1826 (T.T.A.B. 1987).

The “issue is not whether the goods and/or services will be confused with each other, but rather whether the public will be confused as to their source.” See TMEP § 1207(a)(ii) (citing *Recot Inc. v. M.C. Becton*, 214 F.3d 1322, 1329 (Fed. Cir. 2000)). Here, due to the visual differences in the marks at issue, and the dissimilarity of their services, the public is not likely to be confused as to their source.

1. PLAYBOY’s Mark and the Cited Registrations are Visually Distinctive, and Invoke Vastly Different Images in the Average Consumer’s Mind

PLAYBOY’s mark is visually distinctive to the general consumer. PLAYBOY’s mark is a design mark consisting of its world famous RABBIT HEAD DESIGN logo, and the letters “G,” “N,” and “D.” The design of PLAYBOY’s mark consists of the four characters arranged in a cross formation with four pentagon shaped arrows pointing towards the center which form an x shape. The visual differences between PLAYBOY’s design mark and cited word marks are stark. Registrant’s mark No. 4749039 merely consists of the letters “G,” “N,” and “D,” while Registrant’s mark No. 4782818 consists of the letters “G,” “N,” and “D,” followed by the word “News.” Merely containing the letters “G,” “N,” and “D” is not enough to cause confusion among the Applicant’s mark and the cited registrations.

A search of the Trademark Office database shows active “GND” marks co-existing in various Classes. For example:

- GND in Class 35
- GND in Class 42
- GND JEWELRY SUPER CENTER in Class 35

Accordingly, since the term “GND” is quite common, consumers have been conditioned to look to the rest of the mark for differentiation. In *re Broadway Chicken Inc.*, 38 U.S.P.Q.2d 1565-66 (T.T.A.B. 1996). Citing *In re Bed & Breakfast Registry*, 791 F.2d 157, 229 U.S.P.Q. 818 (Fed. Cir. 1986), the Board in *Broadway Chicken* stated:

Evidence of widespread third-party use, in a particular field, of marks containing a certain shared term is competent to suggest that purchasers have been conditioned to look to other elements of the marks as a means of distinguishing the source of goods or services in the field.

In these cases, buyers differentiate between the various “GND” marks by looking at the mark as a whole, the price of the product and/or

services, the type of product and/or services (high end vs. low end), the demographic and the channels of trade.

Viewed in their entirety, PLAYBOY's mark and the cited registrations are distinctive to the average purchaser. As the Federal Circuit has stated, "[t]he basic principle in determining confusion between marks is that the marks must be compared in their entities and must be considered in connection with the particular goods or services for which they are used." See TMEP § 1207.01(b) (citing *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058 (Fed. Cir. 1985)). Analyzing the marks as a whole, the average consumer would not find them similar.

The design features present in PLAYBOY's mark suggest and invoke different images in mind of the general consumer than the cited registrations. These design features are unique. See, e.g., U.S. Serial Number 86745629 (publishing PLAYBOY's GND mark in the Official Gazette in class 9) (screenshot attached). Even where marks are placed within the same class, it is possible to avoid likelihood of confusion where the goods and/or services vary. See, e.g., *Taj Mahal Enters., Ltd. v. Trump*, 16 U.S.P.Q.2d 1577 (D.N.J. 1990). In *Taj Mahal*, the marks under scrutiny were TAJ MAHAL for an Indian restaurant and TAJ MAHAL for a casino-hotel resort. The court held that the mark TAJ MAHAL for restaurants is suggestive of Indian food, while TAJ MAHAL for casino-hotel evokes images of grandeur, opulence and extravagance. Therefore, despite both falling under the same class of services for the purposes of registration, the *Taj Mahal* court found that there was no likelihood of any confusion. Here, unlike the cited registrations, PLAYBOY's mark invokes the unique image of video gaming in conjunction with its world famous RABBIT HEAD DESIGN. The arrangement of the pentagon shaped arrows to form an x shape in PLAYBOY's mark calls video gaming to the mind of a reasonable consumer since the directional pads of various video game controllers have overwhelmingly had similar "x shapes." See, e.g., Nintendo, Nintendo Store, <https://store.nintendo.com/ng3/us/po/browse/productDetailColorSizePicker.jsp?productId=prod10396> (Accessible July 26, 2017) (screenshot attached) (depicting an "x shape" similar to that of Playboy's mark on the directional pad of its Nintendo Wii U Pro Controller); Nintendo, Nintendo Store, <https://store.nintendo.com/ng3/us/po/browse/productDetailColorSizePicker.jsp?productId=prod300018> (Accessible July 26, 2017) (screenshot attached) (depicting an "x shape" similar to that of Playboy's mark on the directional pad of its Wii Remote Plus Controller); Amazon.com, https://www.amazon.com/PlayStation-Dualshock-Wireless-Controller-Black/dp/B0015AARJI/ref=lp_14210721_1_3?s=videogames&ie=UTF8&qid=1483459134&sr=1-3 (Accessible July 26, 2017) (screenshot attached) (depicting an "x shape" similar to that of Playboy's mark on the directional pad of a PlayStation 3 video game controller); Xbox Design Lab, <https://xboxdesignlab.xbox.com/> (Accessible July 26, 2017) (screenshot attached) (depicting an "x shape" similar to that of Playboy's mark on the directional pad of an Xbox Wireless Controllers); Amazon.com, <https://www.amazon.com/Classic-6-Button-Controller-Not-Machine-Specific/dp/B002HP18IO> (Accessible July 26, 2017) (screenshot attached) (depicting an "x shape" similar to that of Playboy's mark on the directional pad of a Sega Genesis video game controller). Similar to the holding in *Taj Mahal Enterprises*, the cited registrations do not invoke an image of video gaming in the mind of the average consumer, and as a result they are not confusingly similar to PLAYBOY's mark.

Moreover, PLAYBOY's other registered marks, and association with the phrase "Girls Next Door" allows the letters "G," "N," and "D," when paired with the iconic PLAYBOY RABBIT HEAD DESIGN to call to mind a vastly different meaning than the cited registrations. The acronym "GND" is common slang for "girl next door." See, e.g., Urban Dictionary, "GND," <http://www.urbandictionary.com/define.php?term=gnd> (screenshot attached) (defining "gnd" as "guy slang for a cute, sweet, innocent, young looking female," "[m]uch like the neighborhood girl ("next door") you grew up with when you were a kid). PLAYBOY and its iconic RABBIT HEAD DESIGN have been associated with the phrase "girl next door" since PLAYBOY's inception in 1953. See, e.g., Joan Acocella, *The Girls Next Door: Life in the Centerfold*, *The New Yorker* (Mar. 20, 2006), <http://www.newyorker.com/magazine/2006/03/20/the-girls-next-door-2> (describing the association with the phrase "girl next door" and Hugh Hefner's vision of Playboy throughout the decades since its founding in 1953). The phrase "girl next door" has become so closely associated with PLAYBOY that the Applicant has registered and maintained Registration No. 3704353 (THE GIRLS NEXT DOOR in Class 41), and Registration No. 3332339 (THE GIRLS NEXT DOOR in Class 16) since 2009, and 2007 respectively. As a result, the use of the letter's "G," "N," and "D" by the cited registrations do not invoke similar images in the mind of the average consumer.

For the reasons stated above, the visual differences between the Applicant's mark and the cited registrations invoke and the vastly different images they invoke demonstrate that any possibility of confusion is merely theoretical.

2. No Likelihood of Confusion Exists between Applicant's and Registrant's Services as They are Not Related or Marketed in a Way that Would Confuse Consumer's as to Their Source

PLAYBOY's services and those of the cited registrations are not related as to cause confusion. "[I]f the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situation that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely." See TMEP § 1207(a)(ii) (citing *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1371 (Fed. Cir. 2012)); see, e.g., *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 U.S.P.Q.2d 1350 (Fed. Cir. 2004) (finding cooking classes and kitchen textiles not related); *Local Trademarks, Inc. v. Handy Boys Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field); *Quartz Radiation Corp. v. Comm/Scope Co.*, 1 U.S.P.Q.2d 1668 (T.T.A.B. 1986) (finding QR for coaxial cable held not confusingly similar to QR for various products (e.g., lamps, tubes) related to the photocopying field); see also *Mushroom Makers, Inc. v. R.G. Barry Corp.*, 580 F.2d 44, 47 (2d Cir. 1978), cert. denied, 439 U.S. 1116 (1979). Here, the services associated with PLAYBOY's mark and the cited registrations are not related or

marketed in a way that would cause a likelihood of confusion.

Although PLAYBOY's mark and the cited registrations are in class 41, their services vary greatly. PLAYBOY's services focus on video gaming, and events associated with video gaming whereas the service description of the cited registrations make no mention of video games. PLAYBOY's mark is for "*Entertainment services, namely, providing online video games; Entertainment services, namely, providing temporary use of non-downloadable video games; Production of video and computer game software; Providing a website through which people locate information about tournaments, events, and competitions in the video game field; Entertainment services, namely, conducting contests; Arranging and conducting nightclub entertainment events; Arranging and conducting special events for social entertainment purposes; Arranging, organizing, conducting and hosting social entertainment events; Entertainment services, namely, a continuing program about the gaming industry accessible by means video, web-based applications, mobile phone applications, and computer networks.*" In contrast, the cited registrations are for "*Provision of Internet website featuring news and information relating to current affairs, sports and entertainment.*" As a result, it is unlikely that consumers utilizing PLAYBOY's video gaming services will be confused as to their source and believe that the goods are offered by the cited registrations.

As the Examiner noted, "entertainment as a field of information is incredibly broad," and video games can be viewed as a form of entertainment. However, many other activities, can also be viewed as forms of entertainment. See, e.g., "Entertainment," Merriam-Webster Online, <https://www.merriam-webster.com/dictionary/entertainment> (defining entertainment as any "amusement or diversion") (screenshot attached). As a result, by definition, horseback riding, lawn bowling, waterskiing, getting a manicure, shopping, and an infinite number of activities could also fall under the entertainment category. Likewise, as the Examiner also noted, nightclubs can be considered an entertainment venue, but by definition, so too could nail salons, shopping malls, and many other unrelated locations. Interpreting "entertainment" so broadly could prevent companies from entering the marketplace, and could prohibit competition due to a merely theoretical possibility of confusion with the cited registrations.

Moreover, as the Federal Circuit has held, the proper analysis when reviewing relatedness of the goods for marks in the software and computer services industry is the "relatedness in the fields for which the goods are created, rather than the media format in which they are delivered." See *M2 Software, Inc. v. Commc'ns, Inc.*, 450 F.3d 1378 (Fed. Cir. 2006). "[T]he fact that both parties provide computer programs does not establish a relationship between the goods or services, such that consumers would believe that all computer software programs emanate from the same source simply because they are sold under similar marks." See *M2 Software, Inc.*, 450 F.3d at 1383 (quoting *Elec. Data Sys. Corp. v. Edsa Micro Corp.*, 23 U.S.P.Q.2d 1460, 1463 (T.T.A.B. 1992)). Here, while the marks may be used in connection with computer services, the nature of the marks' subject matter is vastly different. The cited registration exclusively utilizes the mark in connection with the news field, with an emphasis on political news. See, e.g., <http://www.gnd.com/categories/entertainment.php> (depicting the cited registrations' website entertainment webpage consisting of articles involving political scandals). In contrast, PLAYBOY uses its mark in connection with video gaming. In the blog examples that the Examiner has provided, the "entertainment" information that the cited websites describe concern the exact same subject matter as their trademarked counterpart. See, e.g., <http://www.draislv.com/>, and <http://www.draislv.com/blog/> (both focusing on music and concerts); <http://blog.ubi.com/> and <https://www.ubisoft.com/en-US/> (both focusing on video gaming). In this case, the subject matter of PLAYBOY's services, and the cited registrations are not the same and are therefore not similarly comparable as the websites cited by the Examiner. Just as the average consumer can easily differentiate between a video game and political news, the average consumer can easily tell the difference between PLAYBOY's services, and the cited registrations.

Further, in order to access PLAYBOY's services under its GND Mark, they must consumers must access them through www.playboy.com, a different channel of distribution than the cited registrations services. The cited registration's services are not available on www.playboy.com, but instead are available through a totally separate website -<http://www.gnd.com/>. As a result, any likelihood of confusion is de minimis.

3. Applicant's Customers are Likely To Exercise a High Degree of Care and Sophistication when Selecting Video Gaming Content

Consumers are unlikely to be confused between PLAYBOY's services and those of the cited registrations, as the consumer is likely to exercise a high degree of care when selecting Applicant's services. To the extent that a customer is likely to exercise a high degree of care and/or sophistication when selecting goods or services, the less chance that confusion, mistake, or deception will occur between two or more competing marks. See also *TCPIP Holding Co. v. Haar Commc'n, Inc.*, 244 F.3d 88, 102 (2d Cir. 2001) ("The more sophisticated the consumers, the less likely they are to be misled by similarity in marks."); *Cadbury Beverages, Inc. v. Cott Corp.*, 73 F.3d 474, 480 (2d Cir. 1996) ("The sophistication factor recognizes that the likelihood of confusion between the products at issue depends in part on the sophistication of the relevant purchasers."). Furthermore, the degree of care factor plays a significant role in minimizing potential confusion where the subject goods fail to constitute "impulse" goods. See, e.g., *Astra Pharm. Prods. Inc. v. Beckman Instruments, Inc.*, 718 F.2d 1201, 1206 (1st Cir. 1983) (finding that blood analyzers that cost between \$35,000 to \$60,000 require careful consideration likely to result in added consumer scrutiny and examination). Here, the consumers of video gaming content and PLAYBOY's services are more sophisticated than the ordinary consumer. See, e.g., Ashley Rodriguez, *How to Reach Gamers – an Affluent, Young and Fast-Growing Consumer Base*, Advertising Age (Aug. 4, 2015), <http://adage.com/article/cmo-strategy/reach-gamers-affluent-young-fast-growing-consumer-base/299764/> (describing consumers of video game content as "incredibly different" from sport consumers, "passionate," and "very smart"). As a result, consumers are unlikely to confuse the cited registrations.

Even using a least knowledgeable general consumer standard, it is unlikely source confusion is likely to take place. Where PLAYBOY's mark carries no express or implied association with the cited registrations, and identifies a wholly distinct set of goods, consumers should easily

be able to differentiate PLAYBOY's mark as a unique source identifier. Furthermore the lack of association between the marks reinforces the likelihood that the existence of PLAYBOY's mark is unlikely to cause any negative impact to the prior registrations.

For the foregoing reasons, Applicant asserts that confusion is not likely to result, and therefore, requests that the refusal to register be withdrawn.

EVIDENCE

Evidence in the nature of screenshots of websites and certificates has been attached.

Original PDF file:

[evi_19294203252-20170728141245178275 . Evidence.pdf](#)

Converted PDF file(s) (123 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)
[Evidence-4](#)
[Evidence-5](#)
[Evidence-6](#)
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[Evidence-122](#)
[Evidence-123](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /kr/ Date: 07/28/2017

Signatory's Name: Kristen Ruisi

Signatory's Position: Attorney of Record

Signatory's Phone Number: 2125030559

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86745640

Internet Transmission Date: Fri Jul 28 14:17:24 EDT 2017

TEAS Stamp: USPTO/RFR-XXX.XX.XXX.XXX-201707281417248

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4-N/A-N/A-20170728141245178275

United States of America

United States Patent and Trademark Office



Reg. No. 4,858,922

Registered Nov. 24, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

GOLD-N-DIAMONDS, INC. (GEORGIA CORPORATION)
250 SPRING STREET NW SUITE 6E320
ATLANTA, GA 30303

FOR: ON-LINE WHOLESALE STORE SERVICES FEATURING JEWELRY; WHOLESALE
STORE SERVICES FEATURING JEWELRY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-2000; IN COMMERCE 1-1-2000.

OWNER OF U.S. REG. NO. 3,100,652.

THE MARK CONSISTS OF THE INITIALS "GND" IN CAPITAL LETTERS WITH THE "N"
APPEARING TALLER THAN THE "G" AND "D". A CUT DIAMOND IMAGE IS POSITIONED
DIRECTLY ABOUT THE "N".

SER. NO. 86-599,211, FILED 4-16-2015.

RONALD MCMORROW, EXAMINING ATTORNEY



Mitchell K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,100,652

Registered June 6, 2006

SERVICE MARK
PRINCIPAL REGISTER



GOLD-N-DIAMONDS INC. (GEORGIA CORPORATION)

250 SPRING STREET NW, SUITE 6E-320

ATLANTA, GA 30303

FOR: WHOLESALE STORE SERVICES FEATURING JEWELRY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-17-2005; IN COMMERCE 6-17-2005.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE JEWELRY SUPER CENTER, APART FROM THE MARK AS SHOWN.

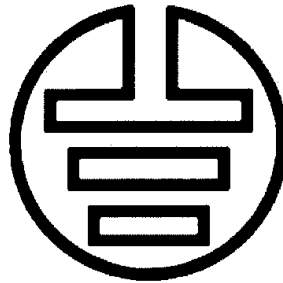
THE MARK CONSISTS OF AN OVAL WITH THE WORDS GND JEWELRY SUPER CENTER INSIDE AND A DESIGN OF A DIAMOND APPEARING AT THE TOP OF THE LETTER N.

SER. NO. 78-654,739, FILED 6-20-2005.

GISELLE AGOSTO, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,052,696
Registered Nov. 8, 2011
Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

GROUND LAB LLC (NEW YORK LIMITED LIABILITY COMPANY)
26-12 BOROUGH PL.
QUEENS, NY 11377

FOR: RESEARCH AND DEVELOPMENT OF TECHNOLOGY IN THE FIELD OF CONSERVATION, SOCIAL CHALLENGES, RENEWABLE ENERGY, HUMANITARIAN TECHNOLOGIES, EMERGENCY RELIEF, TRACKING AND LOGISTICS, INTERACTION DESIGN, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-1-2010; IN COMMERCE 12-1-2010.

THE MARK CONSISTS OF A SINGLE LINE CIRCLE BROKEN BY AN INTERIOR SYMBOL FOR THE "GND" ELECTRICAL SIGN, COMPOSED OF THREE PARALLEL RECTANGLES AND ONE TOP ATTACHED RECTANGLE.

SER. NO. 85-284,646, FILED 4-2-2011.

REGINA DRUMMOND, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, August 23, 2016 00:34 AM
To: nytmddocketing@venable.com
Cc: ksruisi@venable.com ; mballard@venable.com
Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86745629: GND (Stylized/Design): Docket/Reference No. 28468

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86745629
Mark: GND (Stylized/Design)
International Class(es): 009
Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC
Docket/Reference Number: 28468

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Aug 23, 2016.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: <https://tmog.uspto.gov/#issueDate=2016-08-23&serialNumber=86745629>

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at <http://teasroa.uspto.gov/ppa/>. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

- * Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a complete Statement of Use or Extension Request with the required fees within six (6) months after the NOA issues to avoid abandonment of the application.)

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86745629&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=86745629&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

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[Wii U](#)
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Pro Controller

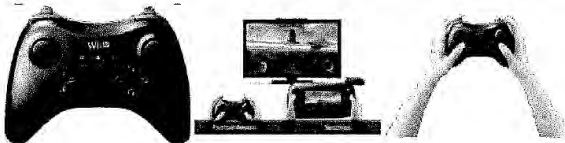
\$49.99

Qty

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Compatible with

Wii U



The Wii U™ Pro Controller can be used for playing a variety of games - from packaged games at retail to downloadable games from the Nintendo eShop™. Use the Wii U Pro Controller to battle it out in Super Smash Bros.™, splat your foe's balloon in Splatoon™, explore Super Mario™ 3D World and much, much more. In Star Fox Zero™, team up with a friend to co-pilot your ship. One player uses the Wii U GamePad controller to fire weapons while the other uses the Wii U Pro Controller to steer the ship.

Look on the back of Wii U game packaging to see which games use the Wii U Pro Controller. The Wii U Pro Controller is not compatible with any other Nintendo system.

Warranty

Nintendo systems, including Authentic Refurbished systems, carry a standard 12-month warranty, which is one of the longest standard warranties in the video game industry. Games and accessories sold separately carry a three-month warranty. The warranty covers any manufacturing or workmanship defects and these will be repaired at no charge. [\[Learn More\]](#)

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Parts and Accessories, purchased directly from Nintendo, may be exchanged or returned within 30 days after a delivery of your order. Item must be in its original condition, undamaged, and with all parts. All Authentic Nintendo Refurbished Product sales are final. No refunds or exchanges will be processed on these products. [\[Learn More\]](#)

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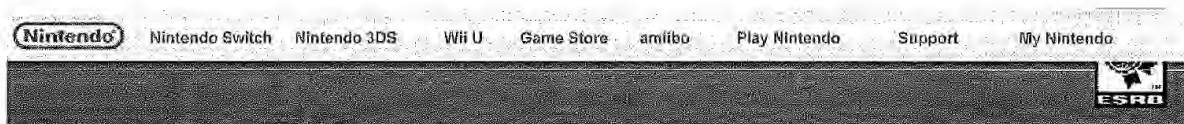
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Simple. Intuitive. Easy to Use.

The Wii Remote™ Plus is a unique controller for the Wii™ and Wii U™ systems that has the increased sensitivity of Wii MotionPlus™ built-in. The button pressing of typical controllers is replaced by the natural, fluid motion of your hand. The Wii Remote Plus senses your every action and makes you feel less like a player and more like you're part of the game.

The Wii Remote Plus also allows for other types of controllers to be used in conjunction with it, including the Nunchuk™ and Classic Controllers™.

If your Wii Remote Plus is not working properly, we recommend following our troubleshooting steps before deciding on a replacement.

Wii Remote Plus - Character Themes (Wii U, Wii mini, Wii)

\$25.00 - \$39.99

Color

Qty

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Compatible with

Wii
mini

Wii

Wii U

Items to Consider



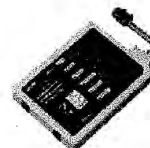
Wii Remote Plus - Standard Colors
(Wii U, Wii mini, Wii)
\$39.99



Wii Party U Horizontal GamePad
Stand
\$3.99



Wii Party U
\$20.00



High Capacity Wii U GamePad
Battery Pack
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condition, undamaged, and with all parts. All Authentic Nintendo Refurbished Product sales are final. No refunds or exchanges will be processed on these products. [\[Learn More\]](#)

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Video Games > PlayStation 3 > Accessories > Controllers

PlayStation 3 Dualshock 3 Wireless Controller (Black) Sony

★★★★★ 4,047 customer reviews | 144 answered questions

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Platform: PlayStation 3
In stock on August 2, 2017.
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☐ Yes, I want FREE Two-Day Shipping with Amazon Prime. Turn on 1-click ordering

Qty: 1

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Ship to: essex, 21221

Other Sellers on Amazon: 12 used & new from \$37.41

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About the product

- The only Bluetooth controller for the PS3 system;
- Hours of comfortable game play with ergonomically designed grips;
- Feel every hit, crash, and explosion with hand-vibrating DUALSHOCK response
- Truly intuitive game play through the motion sensing SIXAXIS technology;
- Play wirelessly with up to seven friends;

Frequently bought together



Total price: \$73.96

Add all three to Cart

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☒ This item: PlayStation 3 Dualshock 3 Wireless Controller (Black) by Sony PlayStation 3 \$59.99

☒ Insten Dual Charging Back Stand Docking Station with LED light Indicator Compatible with Sony... by INSTEN PlayStation 3 \$12.99



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☒ ACD1 Charge Cable for PS3 Controller, Black \$0.98

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Sony
★★★★☆ 1,084
PlayStation 3
49 offers from \$93.97



HDE Play and Charge USB Charging Cable Cord for Sony Playstation PS3...
HDE
★★★★☆ 355
PlayStation 3
\$8.99 ✓prime



Insten Dual Charging Back Stand Docking Station with LED light Indicator...
INSTEN
★★★★☆ 1,278
PlayStation 3
\$12.99 ✓prime



HDE Play and Charge USB Charging Cable Cord for Sony Playstation PS3...
HDE
★★★★☆ 355
No Operating System
\$8.99 ✓prime



ACD1 Charge Cable for PS3 Controller, Black
★★★★☆ 517
\$0.98



PS3 Controller Charger Cable (2-Pack) 16 Feet Long - 60% Thicker Charges at Super Speeds...
★★★★☆ 183
\$9.99 ✓prime

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



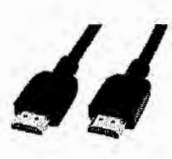
Six Axis Double Vibrating PS3 Controller Wireless for PS3 Playstation3 (Jet Black)
★★★★☆ 10
\$16.99



AmazonBasics Heavy-Duty Vault Case for PlayStation Vita and Vita Slim (Officially...)
★★★★☆ 542
\$14.47 ✓prime



AmazonBasics Portable Power Bank - 10,000 mAh
★★★★☆ 2,693
\$21.99 ✓prime



AmazonBasics High-Speed HDMI Cable - 6 Feet (Latest Standard)
★★★★☆ 11,953
\$6.99 ✓prime



Gaming Headset for PS4, PC, Xbox One, Laptop with Mic Sound Clarity Noise Isolation...
★★★★☆ 29
\$25.99 ✓prime



Dual Charging Station for Sony PlayStation Console Charger w LED Charging Indicators
\$9.99 ✓prime

Ad feedback

Special offers and product promotions

- **Save Big On Open-Box & Used Products:** Buy "PlayStation 3 Dualshock 3 Wireless Controller (Black)" from Amazon Open-Box & Used and save 31% off the \$54.99 list price. Product is eligible for Amazon's 30-day returns policy and Prime or FREE Shipping. See all offers from Amazon Open-Box & Used.
- **Your cost could be \$9.99 instead of \$59.99!** Get a \$50 Amazon.com Gift Card instantly upon approval for the Amazon Rewards Visa Card. Apply now.

Product description

Amazon.com

The Dualshock 3 wireless controller for the PlayStation 3 system provides the most intuitive game play experience with pressure sensors in each action button and the inclusion of the highly sensitive SIXAXIS™ motion sensing technology. Each hit, crash and explosion is more realistic when the user feels the rumble right in the palm of their hand. It can even detect natural movements for real-time and high precision interactive play, acting as a natural extension of the user's body. Dualshock 3 wireless controller utilizes Bluetooth technology for wireless game play and the controller's USB cable to seamlessly and automatically charge the controller through the PlayStation 3 system at anytime.



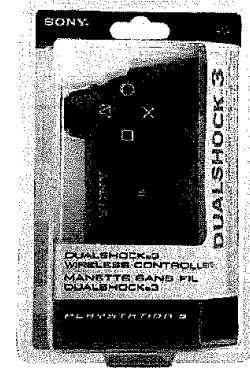
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Key Features:

Pressure sensors that rumble with each action making every impact feel like you're right in the game.
SIXAXIS™ highly sensitive motion control system senses your every move
Features Bluetooth technology for wireless game play; the PlayStation 3 system can support up to seven wireless controllers at one time.
Can be charged at any time through the PlayStation 3 system using the controller's USB cable



View larger.



[View larger.](#)

Product information

ASIN	B0015AARJI
Release date	April 4, 2006
Customer Reviews	★ ★ ★ ★ ★ 4,047 customer reviews 4.1 out of 5 stars
Best Sellers Rank	#542 In Video Games (See Top 100 in Video Games) #4 In Video Games > PlayStation 3 > Accessories > Controllers #359 In Video Games > Accessories
Pricing	The strikethrough price is the List Price. Savings represents a discount off the List Price.
Product Dimensions	5.3 x 2.4 x 3.9 inches; 11.2 ounces
Media:	Accessory
Domestic Shipping	Currently, item can be shipped only within the U.S. and to APO/FPO addresses. For APO/FPO shipments, please check with the manufacturer regarding warranty and support issues.
International Shipping	This item is not eligible for international shipping. Learn More

Warranty & Support

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

Feedback

If you are a seller for this product, would you like to [suggest updates through seller support?](#)

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Related Video Shorts

 1:09 How to Reset a PS3 Controller	 5:28 Classic Game Room - PS3 DUALSHOCK 3	 1:31 How to Clean Your PS3 Controller	 5:35 CGR Undertow - SC-1 WIRELESS SPORTS	 1:07 Does the PlayStation 4 Support the
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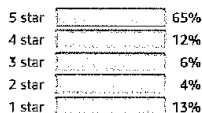
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★★★★☆ 4,047
4.1 out of 5 stars



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Top customer reviews

★★★★☆ Be wary of fakes!!

By Elizabeth Casillas on January 7, 2015
Verified Purchase

I purchased this from the seller GP&Associates. It is not an official Sony controller. It looks almost identical to the real thing, but the product sticker on the back is not the correct label, and the model number is not correct either. I've taken apart both this controller and a genuine Dualshock 3 controller, and the innards are vastly different as well. I've been severely dissapointed, so please be careful which company you purchase this controller from. The model number should be CECHZC2U, whereas this one is CECHZC2H



Wsky T21 LED LCD Portable Projector, Multimed
★★★★☆ 105
\$112.97 ✓Prime

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Customer images



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13 comments | 494 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ I don't like being played with

By Oliver Zamora on March 4, 2015

Verified Purchase

This is not the product I received, instead I received some generic thing that cost 11 bucks. I feel ripped off. I paid a price for a official Sony Controller, so no, I don't like being played with. Be careful of what you see on the picture and advertisement. I though the price was a bit low at \$33, but though It was on discount or something, I checked and it was advertised as a Sony controller.



1 comment | 71 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ FAKE CONTROLLER. Worth 5 bucks.

By Laura Benedid on March 7, 2017

Verified Purchase

The reviews here seemed pretty back and forth about whether or not it is real, and I've came to the conclusion that most of these sold are fake. It really is impressive how well they hid it though, since they look genuine from the logo to the overall quality of the controller. The only big thing that stuck out was that they were using the Japanese packaging when the dualshock 3 first launched, instead of the newer 2013+ packaging that looks fairly similar to the Dualshock 4's packaging. That, and the label on the back is not the same kind of sticker material the genuine controllers use, they also contain different info. Other than that it looks almost identical (with some very minor things different). The controller wont charge, even after been connected for hours t the PS3. aste of money , dont buy.

Final verdict is that if you're looking for a dualshock 3, your best bet is probably going through an actual store, since all the ones here on amazon seem to be either 3rd party controllers or most likely a chinese ripoff, which I find really weird odd the PS3 is still alive and well. Of course, these controllers should work, but if you're already paying 45-60 dollars on one, then get a genuine one instead of this.

1 comment | 11 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ I don't know why there are so many 5-stars. ...

By Timmah120 on February 1, 2015

Verified Purchase

I don't know why there are so many 5-stars...I ordered this controller, IT IS FAKE. The battery only lasts for about 3 hours of play and the analog sticks are very, very stiff. The controller that came with my system will last for about 20 hours of play and the analog sticks feel very loose, as they should be for careful aiming.

Ordering directly from the SONY store, DO NOT BUY THIS CONTROLLER.

1 comment | 23 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ thanks, china. it worked 31 days. too long to return, not long enough to enjoy my favorite games. money gone.

By DH on April 13, 2015

Verified Purchase

well, good job, china. you have now taken the confidence out of anything remotely electronic. this thing worked for just a bit longer than the return policy, has to be a fake because if sony themselves flooded the world with unreliable crap like this we would all be buying xboxes. so. \$35 gone down the toilet. ill have to go to a brick and mortar store and hope that they get theirs from sony. don't do it unless you have money extra, to burn, in which case ill give you my address and you can mail me a check and ill send you the same crap youll get from this order.

Comment | 11 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ Knock off!!

By Amazon Customer on December 20, 2015

Verified Purchase

Thoroughly pissed. See pics. Considered 3rd party controllers, but figured that I'd spend extra for the real deal- ha! BS!! Came in a Spanish box, with an odd model number (cechzc2m), and just for yucks tried in and it doesn't work!! Send the piece of sh't back.

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☆☆☆☆☆ Over Sony products

All of the Sony controllers I have had have all been garbage. The left thumb stick always breaks! If Sony wants to make something that routinely brakes, they should make it... Read more ›

Published 16 hours ago by Cory Speer

☆☆☆☆☆ HOW2 USE PS4 CNTRL WITH BLUTTH TO PS3 GUIDE... GET A PS4 CONTROLLER INSTEAD! (though vibrate and PS Button don't work)
HOW2 USE PS4 CNTRL WITH BLUTTH TO PS3 GUIDE... GET A PS4 CONTROLLER INSTEAD! (though vibrate and PS Button don't work)

YEAH... GET A PS4 CONTROLLER INSTEAD! Read more ›
Published 17 hours ago by JOHNAVATARcom

☆☆☆☆☆ Four Stars

Received successfully

Published 4 days ago by Autoparts4America

☆☆☆☆☆ Five Stars

I love it!!

Published 5 days ago by Willian Oliveira

☆☆☆☆☆ 2 boys

Really! A review on an original controller. Cost more...but can handle abuse.

Published 5 days ago by Kevin

☆☆☆☆☆ Five Stars

Excellent product

Published 5 days ago by Pierre Mago

☆☆☆☆☆ Sony what else can you

Sony what else can you say

Published 7 days ago by Robert W Floyd

☆☆☆☆☆ Just OK

The X button is already becoming less responsive which is why I got it in the first place. These don't seem to be built to last.

Published 9 days ago by Jeff

☆☆☆☆☆ Five Stars

Happy with Controller

Published 11 days ago by S. Warren

☆☆☆☆☆ Five Stars

This was just what I expected I will buy from them again.

Published 13 days ago by Amazon Customer

Search customer reviews



2 comments 53 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ **Fake. Do not buy this!**

By Mark on February 20, 2016

Verified Purchase

Fake! The packaging looks official, even the controller looks official, but I assure you it's not. Any PS3 controller with the model number CECHZ2H is a fake. Do not buy controllers online. If you want a REAL control, cough up the extra bucks and go get a real one.



1 comment 20 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ **Worst customer experience I have ever had**

By L. J. Platt on August 11, 2016

Verified Purchase

Sony customer service is the worst I have ever experienced. I had to pay to return a defective product. They exchanged it for the wrong item and then refused to provide the appropriate replacement even if the wrong one was returned. The story is longer but I am now stuck with a PS4 controller that I can't use on my PS3.

Comment 5 people found this helpful. Was this review helpful to you? Report abuse

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Dualshock 3 Wireless Controller for Ps3 Charcoal Black
Sony
☆☆☆☆☆ 63
PlayStation 3
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FTHSA Wireless Bluetooth Dualshock Game Controller for PS3 with 6.35mm USB cable
FTHSA
☆☆☆☆☆ 1
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\$19.99 ✓prime



PlayStation 3 Black Dualshock Controller - Spanish/Portuguese...
Sony
☆☆☆☆☆ 93
PlayStation 3
\$49.99 ✓prime



PlayStation 3 Dualshock 3 Wireless Controller (Black) (Certified Refurbished)
☆☆☆☆☆ 21
\$35.95 ✓prime



PS3 Wireless DualShock P53 Wireless Joystick Gamepad for PlayStation 3 (Black)
☆☆☆☆☆ 9
4 offers from \$29.99



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Controller | Red
Sony
★★★★☆ 64
PlayStation 3
15 offers from \$25.52

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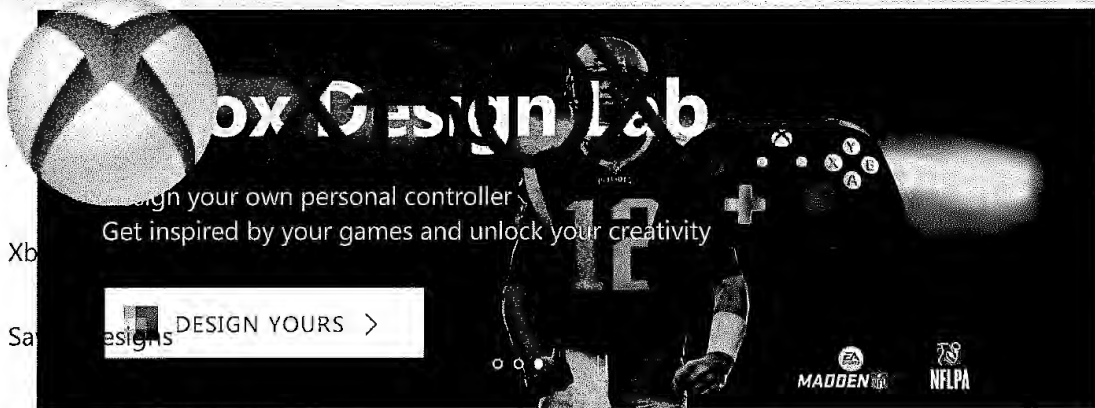
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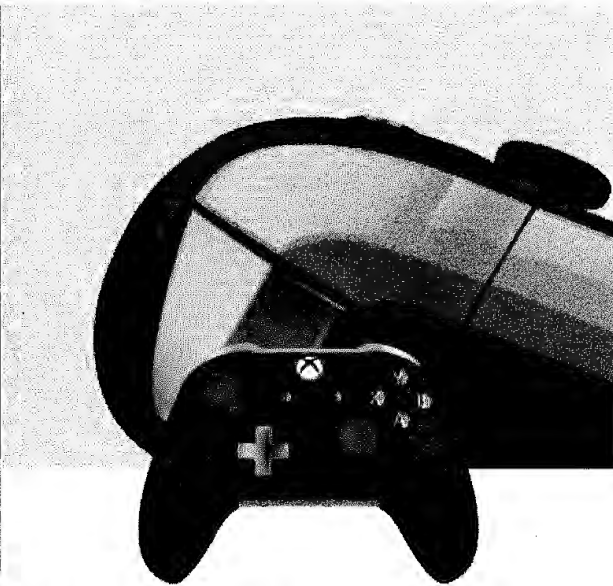


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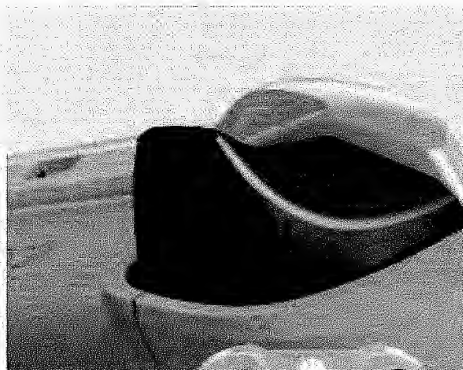
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Orange Zest



Mineral Bronze



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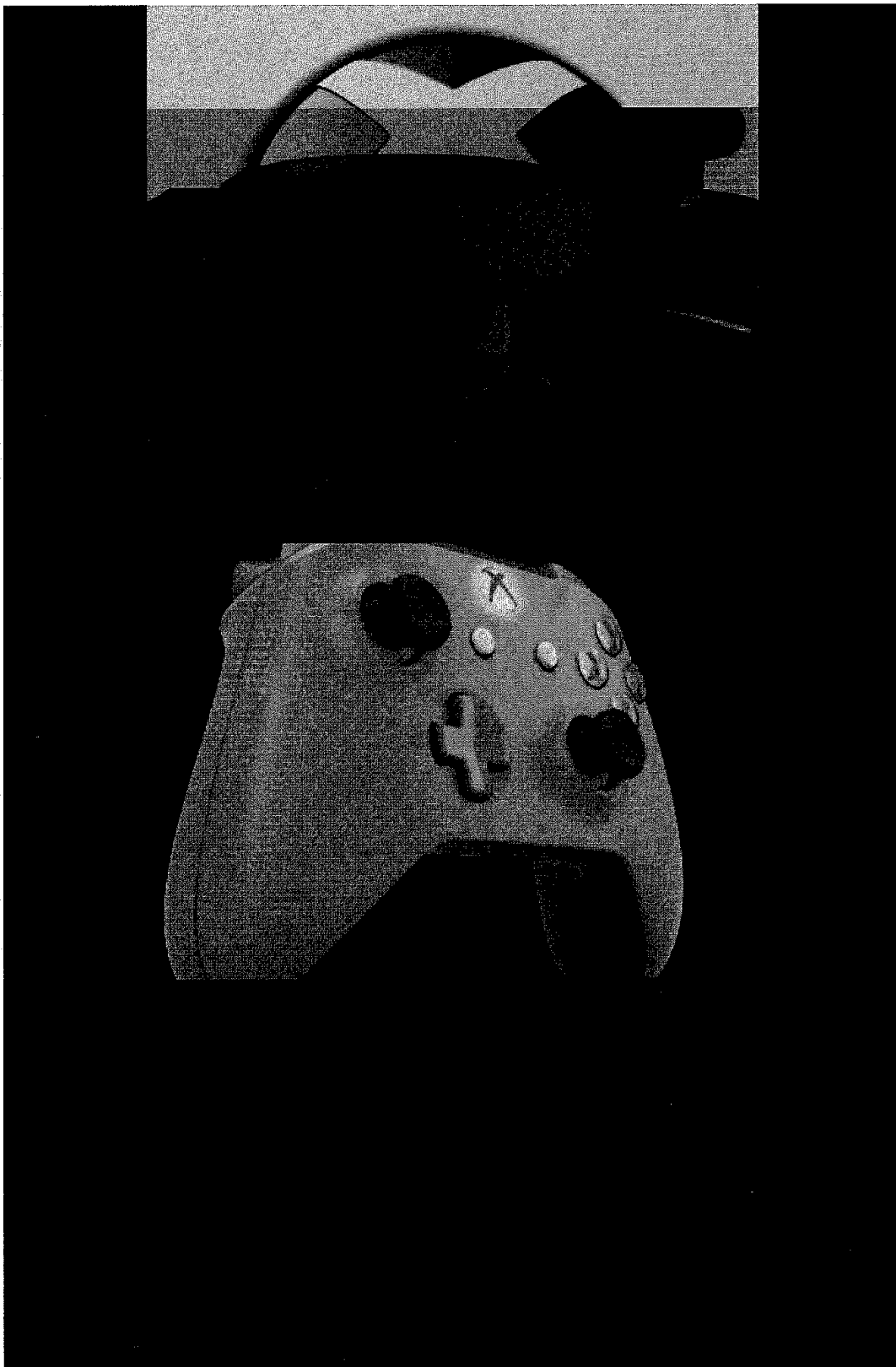
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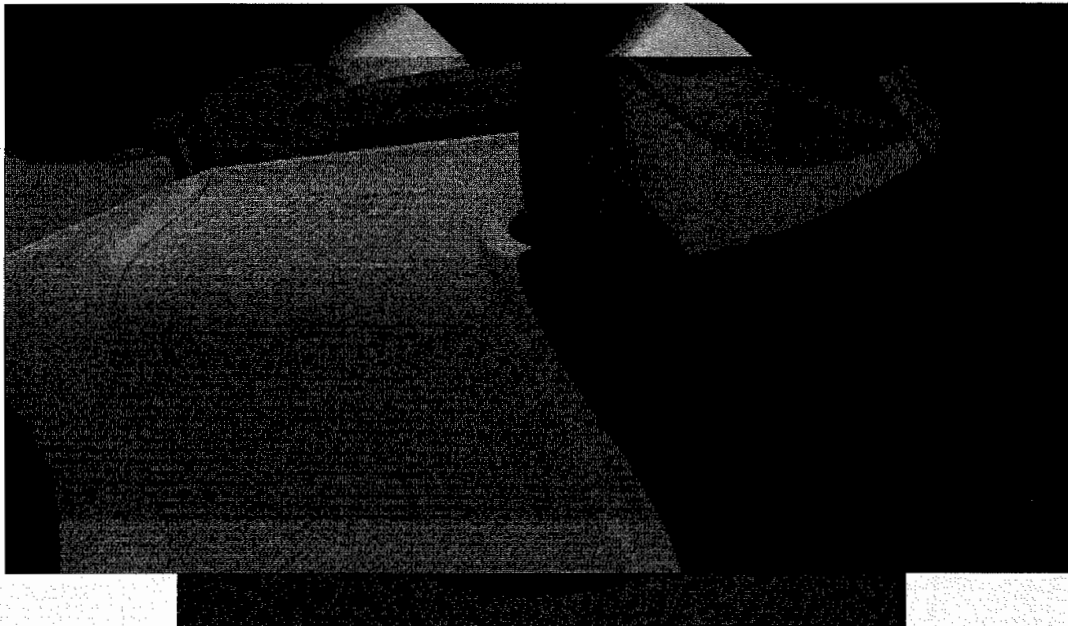
Community gallery

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[VIEW GALLERY >](#)







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Features and specifications

- For Xbox One and Windows 7/8.1/10
- Up to 40-foot range with Xbox One S
- Features Bluetooth® for easy wireless gaming on Windows 10 devices
- Remap buttons through the Xbox Accessories app

Bluetooth® use requires Windows 10. For use without Bluetooth® on Windows 7, 8.1, or 10, a USB cable or Xbox Wireless Adapter is required (each sold separately). Go to xbox.com/xboxone/controller-OS for more information about using this controller and other accessories on each platform. Windows drivers available at xbox.com/xboxone/PC-controller; storage required. ISP fees apply.

- Compatible with Xbox One Play & Charge Kit, Chat Headset, Stereo Headset, Chatpad and more
 - Includes 3.5mm stereo headset jack and (2) AA batteries
 - Textured grip for more control
- For use with controller compatible games. See game requirements for compatibility. Warranty at xbox.com/xboxone/warranty.
- Due to the customized nature of the controller, please note that non-defective product returns are not accepted. See warranty information

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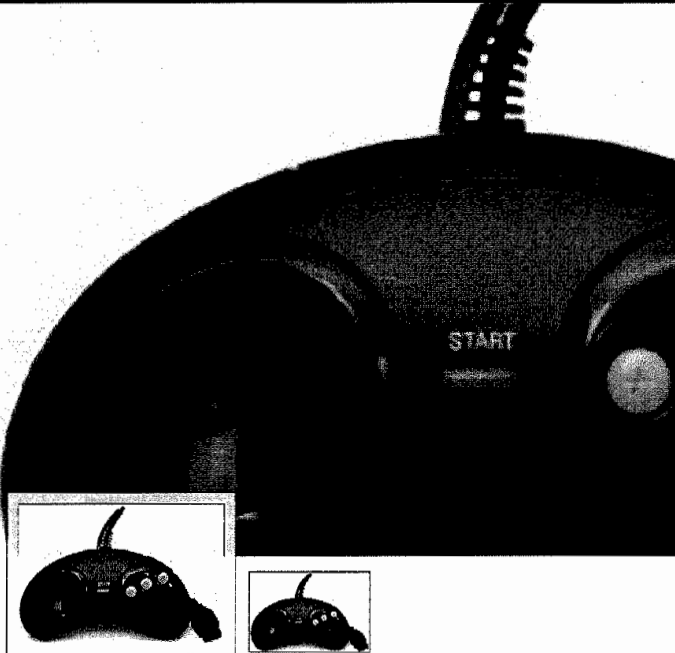
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- Use it to play your classic games from the comfort of your own living room
- Compatible with all Sega Genesis systems



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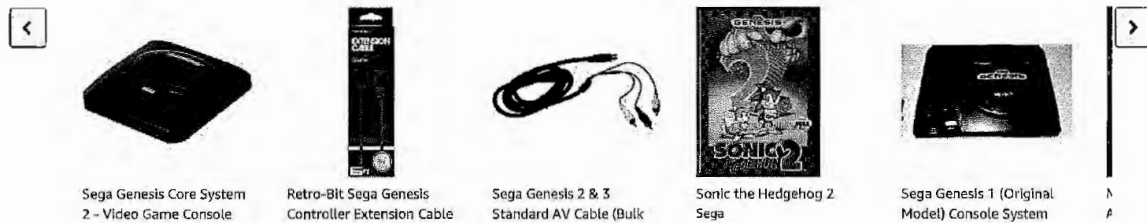
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Product description

Ready to take your Sega Genesis games to the next level? These easy plug and play Sega Genesis controllers are extremely easy to use.

Product information

ASIN	B002HP1B1O
Customer Reviews	★★★★★ 264 customer reviews 3.0 out of 5 stars
Best Sellers Rank	#9,309 in Video Games (See Top 100 in Video Games) #14 in Video Games > More Systems > Sega Genesis > Accessories #414 in Video Games > Accessories > More Systems
Pricing	The strikethrough price is the List Price. Savings represents a discount off the List Price.
Product Dimensions	4.9 x 4.8 x 2 inches; 3.2 ounces
Media:	Video Game
Domestic Shipping	Item can be shipped within U.S.
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Joystick, N64 Bit USB
★★★★☆ 113
\$10.99



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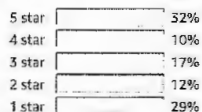
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★★★★★ Awful piece of electronics

By Richard Erb on August 1, 2013

Verified Purchase

First off, construction is super shoddy. The X button was not seated properly in it's well, rendering it non-functional. This required taking the controller apart to adjust the button. Second, the controller is poorly designed. I suppose it's small size might be nice for smaller hands but the controller is comically tiny compared to the original. The buttons move and rattle far too much and the d-pad is simply terrible. This controller isn't appropriate for any game that requires precision.

Finally, I have 4 games for my genesis: Shadowrun, Shining Force 1, Shining Force 2 and Streets of Rage 2. The controller



Classic Nintendo 64 Controller, INNEXT N64 Wired
★★★★☆ 113
\$10.99

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was functional for all them except Shining Force 2. I would press start at the title screen and the controller would suddenly start sending random inputs for a few seconds before becoming completely non-functional. I ended up purchasing a pre-owned original pad that worked fine for the game. I can't imagine how many other games are incompatible with this awful controller. Don't buy it for any price.

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☆☆☆☆☆ You get what you pay for!

By Christopher Stokley on January 1, 2017

Verified Purchase

Remember the adage: "You get what you pay for." That is true for this controller. For the price you pay, you get the following:

- A controller that connects snug to the Genesis port.
- A controller that is effective in playing the games. Responsiveness is decent.

You also get a controller that also has the following characteristics:

- A controller that feels cheap price you pay. Lightweight plastic and loose buttons. It is a bit odd to barely feel the weight of the controller in your hand.
- Short wire. You'll need the Genesis beside you.

3-star rating because quality expectation met the price point of \$6.

I would buy again. I got what I expected. I can play my old Genesis again or let my kids discover it for the first time. Happy playing!

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☆☆☆☆☆ I just went to the local resale shop and found a good controller for the same price

By Amazon Customer on October 29, 2016

Verified Purchase

Just junk... I purchased this thinking it was going to be an actual functioning controller and the buttons were all sticking right away (which makes most games near impossible to play). After a week or so the directional pad stopped working too. When you tried to go up or down it would go side to side instead. I just threw it out as it wasn't worth the time trying to get another junk controller. I just went to the local resale shop and found a good controller for the same price. Don't waste your money or time on this.

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

☆☆☆☆☆ not reliable - had to return straight out of box.

By CLTGUY on January 30, 2015

Verified Purchase

Did not work - only 1 button worked out of six. The controller felt cheap, thought the D-Pad worked fine, but without buttons it doesn't matter. Even after reading the reviews of other customers stating the same, I still went cheap and paid for it. For another \$5, get the option below and know you'll have a working controller.

http://www.amazon.com/Hyperkin-Genesis-GN6-Wired-Controller-Sega/dp/B00HM3QAWK/ref=sr_1_1?s=videogames&ie=UTF8&qid=1422628095&sr=1-1&keywords=Hyperkin+Genesis+%22GN6%22+Wired+Controller&pebp=1422628096908&peasin=B00HM3QAWK

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☆☆☆☆☆ A 24" Cord? Are you kidding!?

By Aza on February 1, 2016

Verified Purchase

This is going to be short:

The controller may be modeled after the classic genesis controller, however, it is NOT the original. It is actually significantly smaller. All of the buttons are extremely loose in the controller. This thing rattles like it's dying. The BIGGEST problem with this thing (it's almost ironic to say that) is the cord. It's literally 24 inches long, two feet. I ordered this because I purchased a Sega Genesis Classic console made by At Games. It came with a pair of wireless controllers that were OK, but I wanted something wired. It works, ok. You just have to use the menu button on the console.

Again, the cord is two feet long. You might want to consider an alternative if you're looking for an inexpensive, off-brand Genesis compatible controller.

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☆☆☆☆☆ It works

By Steve on January 9, 2016

Verified Purchase

I was a bit disappointed to find out that the cord is literally 1 1/2' as opposed to the 4' cable that my original controller has. In other words, you pretty much have to have the console unit in your lap in order for the controller to reach your hands.

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☆☆☆☆☆ STAY AWAY!!!

Almost worthless, NEVER EVER get this. Just stick with the actual controllers.

Published 17 days ago by AFellowRetroGamer

☆☆☆☆☆ works good, thank

okay condition. works good. thank you

Published 1 month ago by paul reynolds

☆☆☆☆☆ Three Stars

The cords are short you have to sit close to the game system

Published 3 months ago by Candace Bowman

☆☆☆☆☆ One Star

Very cheap.

Published 3 months ago by Cee Bee

☆☆☆☆☆ Not fit for purpose.

Returned poor quality, didn't work and the cable was only 1 ft.

Quick and polite and refunded in a reasonable time though

Published 4 months ago by Chris Abbott

☆☆☆☆☆ Five Stars

controller works fine

Published 4 months ago by lisettecordero

☆☆☆☆☆ WORST controller I have ever bought

WORST controller I have ever bought!!! Wont even work 2 days out of the box!

Stay clear of this cheap knockoff!!

Published 5 months ago by Amazon Customer

☆☆☆☆☆ Five Stars

Received on time works great

Published 5 months ago by Jeff light

☆☆☆☆☆ Five Stars

It works great

Published 5 months ago by Toniel Peoples

☆☆☆☆☆ but they work great..

very small controls...but they work great...no problems

Published 6 months ago by wesbryn

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Also the directional button keeps falling off after just the first use. You have to slip it back on to the small fixture. But honestly, I'm probably the only one buying, and still using my original sega console. just glad to have another controller.

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

☆☆☆☆☆ Noisy Cricket

By R. P. Jesus on June 22, 2011

Verified Purchase

This controller is miniature. I feel like I'm gonna break this damn thing. Even the controller plug almost feels too small to fit inside the Genesis (it sort of sticks out). All the buttons wobble around on it too. It makes a loud rattling noise when you shake it, like something is trapped inside.

2 comments | 18 people found this helpful. Was this review helpful to you? Report abuse

☆☆☆☆☆ Light weight, seem flimsy but they WORK!!!!

By Alex W on December 12, 2013

Verified Purchase

The controller itself is light weight and seems cheap, but I've bought four altogether and only one has broken. I play NBA Jam among other games, but I'm 260lbs and mash the buttons hard, so for 5 bucks and some change I didn't really expect to get gold that would never break. The other 3 controllers seems to be working fine and so I'm thinking it could have just been an rare event (gotta realize you can buy a Ferrari and still have problems) so I like these a lot. They are cheap in cost and they allow me to play my Sega once again. So overall I'm happy with these. (NOTE: I did NOT try and return the item or contact the seller, I figured that only one broke and it was probably my fault, so I place no blame on them, the controllers came fast and in working condition.) I would buy more controllers from this seller and suggest it to other people looking for a cheap controller that will allow to you enjoy the games that will always be awesome. So its very light weight but works for what its made for, and priced nicely for what you get.

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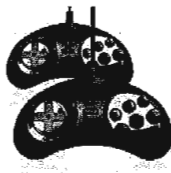
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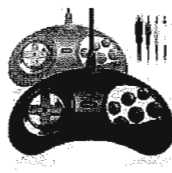
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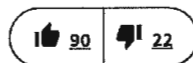
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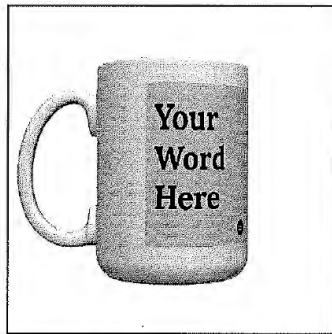
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by **Berrington (/author.php?author=Berrington)** October 10, 2006



The Urban Dictionary Mug

One side has the word, one side has the definition. Microwave and dishwasher safe. Lotsa space for your liquids.



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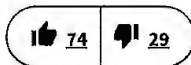
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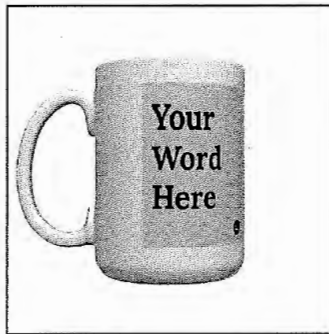
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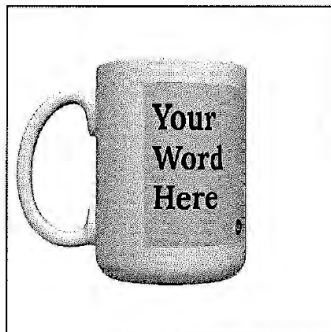
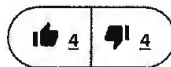
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"I think she went to get some GND."

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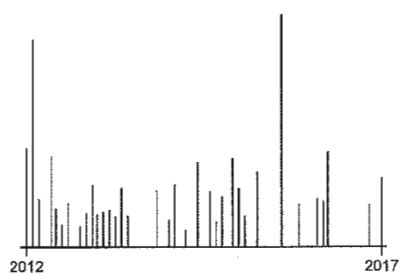
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BOOKS MARCH 20, 2006 ISSUE

THE GIRLS NEXT DOOR

Life in the centerfold.

By Joan Acocella





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Hugh Hefner working at his mansion in Chicago, Illinois, 1966. Photograph by Burt Glinn / Magnum

Hugh Hefner, the founder and editor-in-chief of *Playboy*, always said that his ideal for the magazine's famous Playmate of the Month, the woman in the centerfold photo, was "the girl next door with her clothes off." In other words, he was trying to take his readers back to a time before their first sexual experience, a time when they still liked their stuffed bear and thought that a naked woman might be something like that. Taschen has just published "The Playmate Book: Six Decades of Centerfolds" (\$39.99), by Gretchen Edgren, a contributing editor to *Playboy*, and the book is a testament to Hefner's fidelity to his vision. Six hundred and thirteen women are represented, but there is one basic model. On top is the face of Shirley Temple; below is the body of Jayne Mansfield. *Playboy* was launched in 1953, and this female image managed to draw, simultaneously, on two opposing trends that have since come to dominate American mass culture: on the one hand, our country's idea of its Huck Finn innocence; on the other, the enthusiastic lewdness of our advertising and entertainment. We are now accustomed to seeing the two tendencies combined—witness Britney Spears—but when Hefner was a young man they still seemed like opposites. Hence the surprise and the popularity of *Playboy*. The magazine proposed that wanton sex, sex for sex's sake, was wholesome, good for you: a novel idea in the nineteen-fifties.

When Hefner started out, he couldn't afford to commission centerfold photos, nor did he know any women who would take their clothes off at his bidding. So he bought girlie pictures from a local calendar company, and he chose well. In his first issue, he ran a nude photograph that Marilyn Monroe, famous by 1953, had posed for in 1949, when she was not famous, and needed money. It made the first issue a hit. Within a year, *Playboy* was able to afford its own photography, at which point the calendar girls were swept aside in favor of the

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photographer as they are climbing out of the bath or getting dressed. Several have on regulation-issue white underpants, up to the waist; one wears Mary Janes.

A decade later, the innocence has become less innocent, more self-aware—in a word, sixties. Now we get racial equality. (The first African-American Playmate appeared in 1965.) We get the great outdoors: Playmates taking sunbaths, unpacking picnics, hoisting their innocent bottoms into hammocks. Above all, we get youth. In January of 1958, the magazine had published a centerfold of a sixteen-year-old girl, with the result that Hefner was hauled into court for contributing to the delinquency of a minor. (The case was dismissed. Miss January had written permission from her mother.) After that, he made a rule that *Playboy* would never again publish a photograph of an unclothed woman under eighteen, but in the following years he did everything in his power to make the centerfold models look like jailbait. Two of the sixties Playmates have pigtails, tied with bows. One is reading the funny papers. Most of them have chubby cheeks, and flash us sweet smiles. At the same time, many of these nice little girls are fantastically large-breasted. Strange to say, this top-loading often makes them appear more childlike. The breasts are smooth and round and pink; they look like balloons or beach balls. The girl seems delighted to have them, as if they had just been delivered by Santa Claus.

Now and then over the years, Hefner experimented with small- or smallish-breasted Playmates. In late 1960, he had a serious fit of restraint: Joni Mattis, Miss November of that year, is posed in such a way as to cover not just her chest but most of her bottom. According to “The Playmate Book,” this centerfold was the least popular that the magazine ever published. Mattis received exactly one letter, from a clergyman advising her to find another line of work. By contrast, DeDe Lind, Miss August 1967, who looks to be about thirteen, and who displays, together with a big yellow hair ribbon, a pair of



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"The Playmate Book," we are given the average measurements of the Playmates from the sixties to the present: a modest 35-23-35. I don't believe this. Or, if it's true, there's more to photography than I understand. In response to the *Playboy* centerfolds, *Esquire* eliminated its own pinups, the celebrated George Petty and Alberto Vargas drawings. In the words of Clay Felker, an editor at *Esquire* at that time, "*Playboy* out-titted us." Hefner then had the field to himself. By the end of the sixties, one-fourth of all American college men were buying his magazine every month.

In the nineteen-seventies, because of competition from the new and raunchier *Penthouse*, *Playboy* made the decision to show pubic hair, and with this upping of the sexual ante a certain coldness set in. Now the makeup becomes very heavy, causing the women, who already looked alike, to seem as if they were clones. (If the book's text didn't tell us that Miss June 1971 was Japanese-American, we would never guess it.) The setting also becomes sleeker. Hefner said from the beginning that he was not producing a girlie magazine; *Playboy* was a "life style" magazine, of which sex was only a part. He was put off by the men's magazines of his youth, with their emphasis on riding the rapids and fighting bears. Why did virility have to be proved outdoors? Why couldn't its kingdom be indoors? "We like our apartment," he wrote in his editorial for the first issue of *Playboy*. "We enjoy mixing up cocktails and an hors d'oeuvre or two, putting a little mood music on the phonograph and inviting in a female for a quiet discussion on Picasso, Nietzsche, jazz, sex." Whatever one may think of DeDe Lind's interest in Nietzsche—or Hefner's, for that matter—this was the scenario he had in mind. He grew up in a comfortless Chicago family. His father was an accountant, his mother a Methodist disciplinarian. He has said that there was never any show of affection in his house. One suspects that there was likewise little evidence of jazz or hors d'oeuvres—pleasure for its own sake. This is what he set out to



In 1956, looking to raise the tone, Hefner hired Auguste Comte Spector, an East Coast sophisticate, as his editorial director, and Spector brought in fiction by Vladimir Nabokov, James Baldwin, and the like. But to the history of journalism, and probably to the readers, too, *Playboy's* fiction was far less important than its interviews, inaugurated in 1962. Among the subjects were Miles Davis, Peter Sellers, Bertrand Russell, Malcolm X, Billy Wilder, Richard Burton, Jawaharlal Nehru, Jimmy Hoffa, Albert Schweitzer, Nabokov, Jean Genet, Ingmar Bergman, Dick Gregory, Henry Miller, Cassius Clay, and George Wallace, and that's just for the first three years. The questioning was long (seven to ten hours) and confrontational. Presumably for that reason—and maybe, too, because this was a skin magazine and what the hell—the subjects often said what they did not say elsewhere. As a result, their words are still being quoted.

In 1959, with the money rolling in, Hefner bought a palatial house in Chicago and spent four hundred thousand dollars, a fabulous sum in those days, on its renovation. The magazine repeatedly ran photo features on this seventy-room “Playboy Mansion”: the vast ballroom, presided over by two burnished suits of medieval armor; the indoor swimming pool with a glass side, so that from downstairs, on party nights (Friday and Sunday, without fail), you could watch the other guests skinny-dipping; and, most important, Hefner's bedroom, with a round bed that could accommodate twelve. (He liked group sex.) The house also had a girls' dormitory, and after 1960, when Hefner's corporation opened the first of its Playboy clubs, in Chicago—there were eventually forty Playboy clubs, casinos, and resort hotels in the United States and abroad—many of the waitresses, the highly publicized Bunnies, lived there. Most of the women who were being photographed for the centerfold also stayed at the Mansion. Hefner says that during some years he was “involved” with maybe eleven out of twelve months' worth of Playmates.

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with Oriental carpets and brocade upholstery. It's very clear that the woman in the photograph does not live there; she's just staying the night. By this time, the centerfold was flanked by a lot of auxiliary material. There was a bio of the Playmate, its information no doubt heavily airbrushed. There was also a "Playmate Data Sheet," where the woman, in a sort of Catholic-schoolgirl handwriting (which, curiously, was the same from month to month), listed her goals in life, her favorite movies, and so on. There were also side photos, in which, released from the master's library, the Playmate is shown in more natural situations—taking a shower, walking on the beach—and finally she looks sexy. But in the centerfold she is stuck in the Ralph Lauren world of Hefner's imagining, and she looks as though she were thinking about how much she's going to be paid and whether, in consequence, she can get brocade like that for her couch.

In the nineteen-eighties and thereafter, the artificiality only increased, as did that of all American mass media. The most obvious change is in the body, which has now been to the gym. Before, you could often see the Playmates sucking in their stomachs. Now they don't have to. The waist is nipped, the bottom tidy, and the breasts are a thing of wonder. The first mention of a "boob job" in "The Playmate Book" has to do with Miss April 1965, but, like hair coloring, breast enlargement underwent a change of meaning, and hence of design, in the seventies and eighties. At first, its purpose was to correct nature, and fool people into thinking that this was what nature made. But over time the augmented bosom became confessedly an artifice—a *Ding an sich*, and proud of it. By the eighties, the Playmates' breasts are not just huge. Many are independent of the law of gravity; they point straight outward. One pair seems to point upward. Other features look equally doctored. The pubic hair becomes elegantly barbered—the women favor a Vandyke—or, in a few cases, is removed altogether. This was part of an increased explicitness. With the shrinking of the pubic hair, the labia majora become visible. From the

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whiff of lesbianism. In Mirjam and Karin van Breeschooten's centerfold, Mirjam is casually unlacing her twin's teddy.

Much of the costuming is standard erotic wear: lace and leather. The poses, too, are often traditional. Again and again, we see the full-frontal stance with the *déhanchement*—said to have been discovered by the sculptor Polyclitus in the fifth century B.C.—in which the body's weight is shifted onto one leg, thus creating two different, beautiful curves at the two sides of the waist. But, not infrequently, the magazine—or Hefner, for he is said to have carefully controlled all the centerfold shots—gets bored with these time-honored arrangements and puts the women in poses that no one else ever dreamed of. Isn't it hurting Miss December 1966's bottom, you think, to have it propped on the edge of those piano keys? That stereo turntable that Miss January 2004 is played over: Is it a B. & O.? How much is the repairman going to charge? Strangest of all are the scenarios in which the women are presented to us. Miss December 1992 is our waitress at the diner. She wears a collar and cuffs, a sporty little hat, red pumps, and nothing else. The magazine, in other words, has ceased trying to imagine a situation in which a woman might conceivably be naked; it has just come up with any situation—the girl might be receiving the Nobel Prize—and then removed the clothes. How much irony is operating here? I don't know. Maybe none. In the introduction to "The Playmate Book," Hefner says that looking through these pages should be "not unlike visiting your high school reunion."

The models don't seem to have shared his view. In a 2002 article in *The New York Review of Books*, Janet Malcolm remarked on Irving Penn's tendency to crop the heads of his nudes: "There does not seem to be any way that a naked person in front of a camera can fail to betray his or her sense of the . . . inherent silliness or pathos of the situation. Whether the object of the exercise is art photography or pornography, the model does not know what to do with her face." If Penn's subjects were stymied, so were the Playmates, but of course

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snarled (“Come and get me, big boy”). Both seem equally fake.

What did these women think of the job they were doing? For “The Playmate Book,” Gretchen Edgren and her staff put a lot of questions to the centerfold alumnae, and the women’s answers, though no doubt edited with care, tell us a lot—above all, that for many of the models the centerfold was simply a career move. “I didn’t come from money,” Kerri Kendall, Miss September 1990, points out, and many of her sister Playmates would probably say amen to that. When they were offered the centerfold, some were posing for calendars; others were waitressing at Hooters or working in hair salons. Several were single mothers. And though a few tell of having to change their names so as not to embarrass the folks back home, others report that their families urged them to seize this opportunity. Miss March 1968 got into *Playboy* because her grandmother wrote to the magazine, “My granddaughter is much better looking and much bustier than any of the girls you’ve been shooting.”

The fee for a centerfold shoot was five hundred dollars in the fifties. Today, it is twenty-five thousand dollars. That’s a lot of money. Miss December 1973 used her earnings to make the down payment on her parents’ house. But the fee was only a start. What these women wanted, and hoped the centerfold would get them, was a career in modelling or acting. Many went on to such work, though not at the high end. The blond bombshell Anna Nicole Smith, Miss May 1992, modelled for Guess jeans, but others are more likely to speak of swimsuit or lingerie ads, and, especially, of beer ads. As for the Playmates’ acting history, the statement on Miss October 1999’s page—“On screen, Jodi’s best known as Ramdar, the ‘Super Hot Giant Alien Chick’ from ‘Dude, Where’s My Car’”—more or less sums it up. But film jobs seem to have been gravy. Miss July 1973 reports having appeared, presumably as a hostess, on “every game show ever created by man.” Another says that she did “about a hundred rock videos.” The lucky ones got roles in soap operas or sitcoms. Miss

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Marriage, of course, was another thing the Playmates had in mind, and several of them landed rock musicians or professional athletes. Anna Nicole Smith bagged an eighty-nine-year-old oil billionaire, J. Howard Marshall, and after his death, the following year, became entangled in a long series of lawsuits with his family over the estate—a joy to the tabloids. The case finally went to the Supreme Court earlier this month. For her appearance, Smith wore a little black dress and a big silver cross. The court's decision will be rendered by the end of June.

Not surprisingly, however, many of the Playmates, once they passed their twenties, fell back into regular life. One is a dental hygienist for dogs and cats, two are cops, one taught creative writing at the City University of New York. Several have become artists. Miss September 1998 is a “traditional Aztec dancer”; Judy Tyler, Miss January 1966, creates “Fronds by Judea—original art from palm trees.” Miss July 1999 is making “hip-hop action sports videos” with her boyfriend. “I want to be taken seriously,” she says, “because I intend to be a good producer one day.” Quite a few of the ex-Playmates, in keeping with the book's insistent claim of normality, list their families as their sole and beloved project. At the same time, the text is very forthcoming about how many divorces these women have had, and how a number of them are no longer eager to have a man in the house. Several Playmates have found God. Debra Jo Fondren, the gorgeous Miss September 1977, who now does temporary secretarial work, reports that she finally stopped participating in Playboy promotions. There was “too much emphasis on sex,” she explains.

Today—or, actually, by the eighties—one wonders whether sex, as it is experienced by human beings, is still the point. The current centerfolds, buck naked though they may be, communicate almost no suggestion of anything. In *Playboy* pinups, one is not looking for the note of the divine that one finds in the Venuses of ancient statuary, let alone for the pathos of

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Degas's) can refute. But what is so bewildering about the later *Playboy* centerfolds is their utter texturelessness: their lack of any question, any traction, any grain of sand from which the sexual imagination could make a pearl. Kenneth Clark, in his classic book "The Nude" (1956), repeatedly compares a period's nudes to its architecture. The Playmates of the past few decades look to me like the "cereal box" buildings that went up on Sixth Avenue in the sixties, those cold, shiny structures, with no niches, no insets—no doors, it seemed. Likewise, the current Playmates seem to have no point of entry. And wasn't entry the idea?

Perhaps, despite the continuing girl-next-door protestations, the very remoteness of these women is their attraction. Clark, in his book, speaks of the "smoothed-out form and waxen surface" of the academic nudes of the nineteenth century. Hefner's latter-day nudes have the same look: the skin like polished armor (and it is polished—a side photo of Miss June 1981 shows her getting her hip sprayed with Formula 409); the golden light; the velvet thickness of the paper. This is not so much sex, or a woman, as something more like a well-buffed Maserati.

It is clearly appealing. *Playboy* sells about three million copies a month in the United States. But three million is less than half of what the magazine's circulation was in the early seventies. Hefner has repeatedly portrayed himself as a major force in the sexual revolution—he seems to think that he and Alfred Kinsey were its prime movers—but eventually the revolution left him behind. After "Debbie Does Dallas" or "1 Night in Paris"—indeed, after Internet pornography—who needs Miss December 2004, flashing her little heinie at us from aboard a yacht? One might answer that some people prefer their sexual materials soft-core. If so, they can turn to the new "lad" magazines, such as *Maxim* and *FHM*, which show the women clothed (if barely) and, at the same time, look more up-to-date than *Playboy*.

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brandy snifters and the attractive guest arriving for the night: did it ever exist? Yes, as a fantasy. Now, however, it is the property of homosexuals. (A more modern-looking avatar of the Playmates' pneumatic breasts is Robert Mapplethorpe's Mr. 10 ½.) Today, if you try to present yourself as a suave middle-aged bachelor, people will assume you're gay. But though times have changed, Hefner hasn't. He has described *Playboy* as a projection of "the wonderful world I dig," and he has gone on innocently digging it no matter what. In 1967, he moved the corporation's offices into a thirty-seven-story skyscraper—which, to the grief of the city fathers, beamed the name Playboy, in bright lights, over Chicago's skyline—but he almost never went to the office. He stayed in the Mansion, and sent his employees memos. When a face-to-face meeting was absolutely necessary, it was held at the Mansion. In Russell Miller's thorough and unadmiring book "Bunny: The Real Story of Playboy" (1984), Robert Gutwillig, a vice-president of the corporation, says that the purpose of these gatherings, as far as Hefner was concerned, was just to let the editorial staff blow off steam, after which, he hoped, they'd go away and leave him alone for another few months. According to Art Paul, the magazine's longtime art director, one of Hefner's girlfriends would sometimes call in the middle of the meeting, and then the boss excused himself: "We'd sit there waiting for him while he got laid." Frequently, however, what he wanted was just to get back to the Mansion's game room. Hefner is addicted to games: pinball machines, electronic games, board games. He likes to do forty-hour Monopoly marathons, fuelled by Pepsi (of which, it has been said, he used to consume three dozen bottles a day) and Dexedrine. Often, the meetings cut short by these exigencies had to do with the competition, but Hefner, unlike his staff, doesn't seem to have cared much about the competition. When *Penthouse* went "pink"—that is, began photographing what was between the labia majora—*Playboy* refused to do so. As for the insurgents on the other side, he hired the former executive editor of *Maxim* to

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Over the years, he has become a kind of Howard Hughes recluse, if less eccentric. In 1971, he bought a second mansion, in Los Angeles, and, indifferent to the fact that the magazine's headquarters were half a continent away, he enclosed himself there more or less permanently. He wasn't hiding, though; he welcomed camera crews. In the magazine, and in *Playboy's* books and on its Web site, we see him tooling around the manor, in his trademark silk pajamas, with a posse of blondes in tow. And he wants us to know that though he is seventy-nine, he is not just playing Monopoly with these women. In his most recent publishing venture, "Hef's Little Black Book" (2004, coauthored with Bill Zehme), we are offered a chapter on "making love like the master." He recommends Viagra: "There's always a time when you're looking for wood." Another tip: "It is a good idea not to fall asleep while you're actually having intercourse."

How long can this story go on being told? Maybe for a long time, on the electronic media. By the mid-eighties, Hefner's corporation had closed down its Playboy clubs and resort hotels, but it has since spawned an ambitious "entertainment" division, consisting of Internet programming, pay-per-view and subscription TV, radio, DVDs and home videos. This division now supplies sixty per cent of the corporation's revenues. As for the magazine, the surprise is not that it has lost fifty per cent of its readers but that, outdated as it is, it has lost only that many, and that the faithful are not all in nursing homes. (According to a 2005 market study, the readers' median age is thirty-three.) A good comparison, made recently in *Time*, is with *Mad*, which was launched a year before *Playboy* and was as much a product of the fifties as Hefner's publication. *Mad* is still in print, but with one-tenth the circulation it had in the early seventies. Next to that, Hefner's half a loaf looks pretty good. It looks even better when you consider that, while all print media are suffering in the face of electronic competition, no sector of old-style journalism has been more vulnerable than men's magazines. Unlike, say, book reviews, sex

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only lately emerged from bankruptcy hearings. Meanwhile, *Playboy* is still the best-selling men's magazine in the United States. ♦

Joan Acocella has written for The New Yorker, mostly on books and dance, since 1992, and became the magazine's dance critic in 1998. She is the author of, most recently, "Twenty-eight Artists and Two Saints." [Read more »](#)

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entertainment

noun | en·ter·tain·ment | \,en-tər-'tān-mənt\

Popularity: Bottom 50% of words

Examples: ENTERTAINMENT in a Sentence



Definition of ENTERTAINMENT

- 1 :
the act of entertaining
- 2 *a archaic*
:
MAINTENANCE, PROVISION
b obsolete
:
EMPLOYMENT
- 3 *a*
:
amusement or diversion provided es
a band to provide *entertainment*
b
:
something c

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Words of the Year:
1066

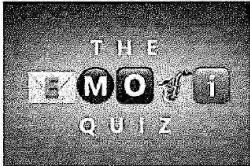
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:
a usually light comic or adventure novel

First Known Use: 15th century
SEE WORDS FROM THE SAME YEAR >

See *entertainment* defined for English-language learners
See *entertainment* defined for kids

People Are Reading



The Emoji Quiz



Trending: Trump Tweets, We Define: 'Beleaguered'



Words of the Year: 1066



Words of the Year: 1066

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Examples of ENTERTAINMENT in a Sentence

Entertainment was



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They played games in the evening for *entertainment*.

plays, movies, and other *entertainments*



Recent Examples of ENTERTAINMENT from the Web

The *entertainment* tent at Frankfort's Fall Festival will be revamped this year.

— Susan Demar Lafferty, *Daily Southtown*, "Frankfort revamps tent at Fall Fest", 3 July 2017

The lengthy list includes alcohol, tobacco, pork products and media or *entertainment* considered immoral, such as pornography.

— Tom Verde, *New York Times*, "Retirement Savings, the Muslim Way", 30 June 2017

The announcement on Wednesday that Wahlburgers will be opening at the OWA *entertainment* complex is expected to be just the first of several coming in the next two months before the complex's mid-July opening.

— John Sharp, *AL.com*, "OWA announcement means Alabama's newest amusement park rollin' next month", 30 June 2017



These example sentences are selected automatically from various sources of usage of the word 'entertainment'. Views expressed in the examples do not represent the views of Merriam-Webster or its editors. [Send us feedback.](#)

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Words of the Year:
1066

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th century

ENTERTAINMENT Synonyms

Synonyms
amusement, diversion, recreation

▼

Other Performing Arts Terms

diva, dramaturgy, loge, prestidigitation, proscenium, supernumerary, zany

Phrases Related to ENTERTAINMENT

Related Phrases
entertainment va

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1066

Words of the Year:
1066



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ENTERTAINMENT Defined for English Language Learners

entertainment

noun

Definition of ENTERTAINMENT for English Language Learners

:
amusement or pleasure that comes from watching a performer, playing a game, etc.

:
the act of amusing or entertaining people

ENTERTAINMENT Defined for Kids

entertainment

noun | en-ter-tain-ment | \,en-tər-'tān-mənt\

Definition of ENTERTAINMENT for Students

- 1 : the act of amusing or entertaining
- 2 : something (as a show) that is a form of amusement or recreation

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1066

Learn More about ENTERTAINMENT

See words that rhyme with entertainment

Thesaurus: All synonyms



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Britannica English: Translation of *entertainment* for Arabic speakersBritannica.com: Encyclopedia article about *entertainment*

Seen and Heard

What made you want to look up *entertainment*? Please tell us where you read or heard it (including the quote, if possible).

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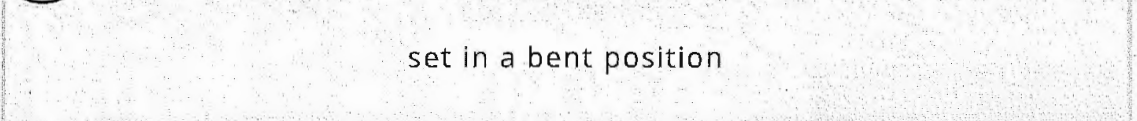


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WORD OF THE


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set in a bent position

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TRENDING NOW

- beleaguer**
'Being subjected to constant or repeated trouble or harassment'
- scaramouch**
A new White House communications director
- non sequitur**
"It does not follow"
- admiral's mast**
A massive search ends with an 'admiral's mast'.
- calumny**
'An untrue statement that is made to damage someone's reputation'

SEE ALL >

BROWSE DICTIONARY

entertaining

entertainingly

entertainment

entertainment value

enter the lists

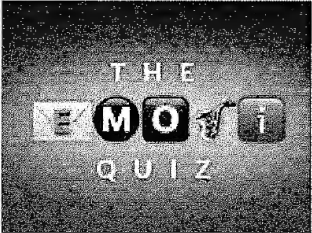
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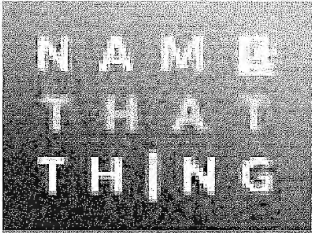
What phase of the moon is this: ☾ ?

waxing crescent

waxing gibbous

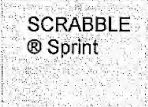
waning gibbous

waning crescent



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WORDS AT PLAY



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Don't dump out the bean water just yet...

image1358596246



Words About Word Play

Don't just eat your words—play with them!

alt-596f95fe451e7



'Drought' & 'Drouth' Take Us Back In Time

A variant spelling with a long history

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ASK THE EDIT

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Words of the Year: 1066

Or, Why Pig Meat is Called 'Pork'
and Cow Meat is Called 'Beef'

payday

How Often Is 'Biweekly'?

Don't get us started on
'bimonthly'

video-Irregardless-grammar-peeve-blend-of-the-synonyms-Irrespective-and-regardless

Irregardless

It is in fact a real word
doesn't mean you should

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emoji-the-quiz

The Emoji Quiz

Think you're an emoji expert?

Let's see

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Image941935269

A Game of Thrones Word Quiz

In the Game of Thrones quiz, you learn some new vocabulary. (I ...

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Name That Thing

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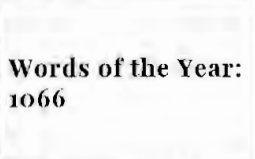
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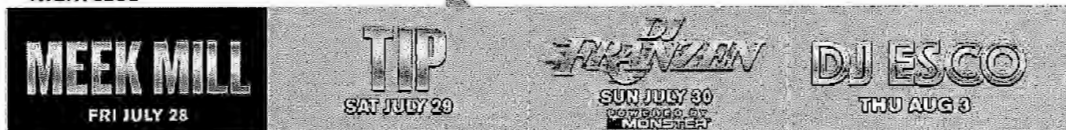
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NIGHTCLUB



BEACHCLUB



(<http://www.draislv.com/article/320380> mill-at-drai-in-las-vegas-2017) (<http://www.draislv.com/article/320380> harden-chris-paul-von-miller-)

dogg-at-drais-beachclub-
nightclub-in-las-vegas)

SNOOP DOGG AT DRAI'S BEACHCLUB & NIGHTCLUB IN LAS VEGAS

(<http://www.draislv.com/article/3203834795/snoop>)

dogg-at-drais-beachclub-
nightclub-in-las-vegas)

July 25, 2017

Snoop Dogg Hosts Swim
Night at Drai's Beachclub &
Nightclub in Las Vegas
Swim Night at Drai's
Beachclub & Nightclub will
be hosted by the legend,
Snoop Dogg. As the "Gin
and Juice...

MEEK MILL AT DRAI'S IN LAS VEGAS 2017

(<http://www.draislv.com/article/3203826303/meek>)
mill-at-drais-in-las-vegas-2017)
July 21, 2017

Meek Mill's Official Album

at Drai's
Nightclub in Las
Vegas. Friday, July 28,
2017 NIGHTCLUB Drai's
Nightclub kicks off the
weekend with the official
album release party...

and-others-spotted-at-drais-
nightclub-for-chris-brown-
concert-july-8)

JAMES HARDEN, CHRIS PAUL, VON MILLER AND OTHERS SPOTTED AT DRAI'S NIGHTCLUB FOR CHRIS BROWN CONCERT, JULY 8

(<http://www.draislv.com/article/3203809003/james>)
harden-chris-paul-von-miller-
and-others-spotted-at-drais-
nightclub-for-chris-brown-
concert-july-8)
July 9, 2017

Last night (July 8, 2017),
several names were
spotted at Drai's Nightclub
atop The Cromwell in Las
Vegas during a thrilling full-
concert per...

boys-take-over-drais-beachclub-
atop-the-cromwell-july-2)

BACKSTREET BOYS TAKE OVER DRAI'S BEACHCLUB ATOP THE CROMWELL, JULY 2

(<http://www.draislv.com/article/3203809003/james>)
boys-take-over-drais-beachclub-
atop-the-cromwell-july-2)
July 3, 2017

Yesterday (July 2, 2017), the
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time, Backstreet Boys took
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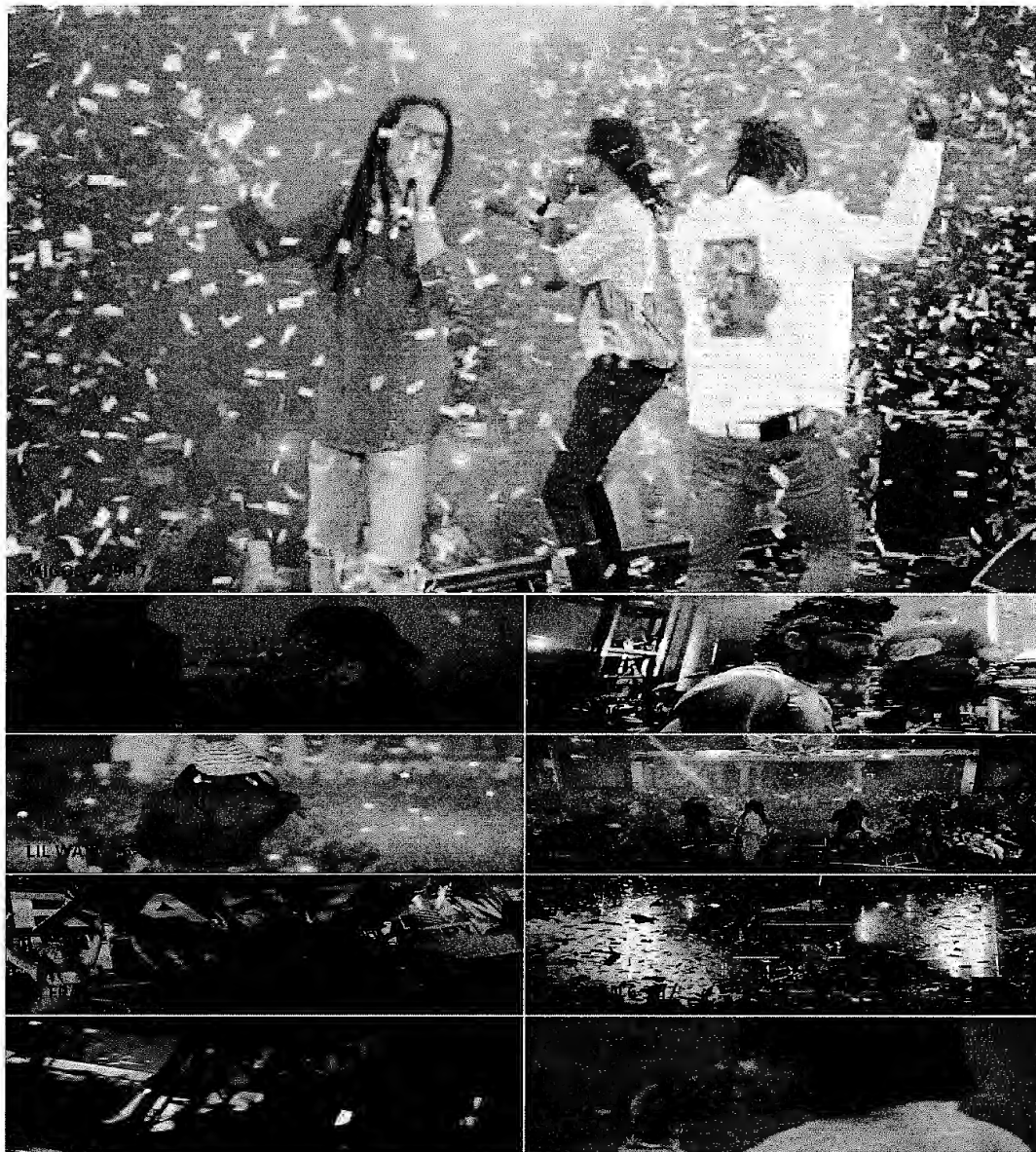


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(http://www.urvenue.com)

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Phone: (702) 777-3800



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Nightclub | Thursday - Sunday
10:30pm - 4:00am

Drai's Beach Paradise | Monday - Thursday
10:00am - 6:00pm

Drai's Beachclub | Friday - Sunday
11:00am - 6:00pm

Drai's Swim Night | Tuesday
10:00pm - 4:00am

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(<http://www.draisbeachclub.com>)

Nightclub

(<http://www.draisnightlife.com>)

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(<http://www.draisafterhourslv.com/>)



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BLOG



(<http://www.draislv.com/article/3203834795/snoop-dogg-at-drais-beachclub-nightclub-in-las-vegas>)

SNOOP DOGG AT DRAI'S BEACHCLUB & NIGHTCLUB IN LAS VEGAS

(<http://www.draislv.com/article/3203834795/snoop-dogg-at-drais-beachclub-nightclub-in-las-vegas>)
July 25, 2017

Snoop Dogg Hosts Swim Night at Drai's Beachclub & Nightclub in Las Vegas
 Swim Night at Drai's Beachclub & Nightclub will be hosted by the legend, Snoop Dogg. As the "Gin and Juice..."



(<http://www.draislv.com/article/3203809003/james-harden-chris-paul-von-miller-and-others-spotted-at-drais-nightclub-for-chris-brown-concert-july-8>)



(<http://www.draislv.com/article/3203826303/meek-mill-at-drais-in-las-vegas-2017>)

MEEK MILL AT DRAI'S IN LAS VEGAS 2017

(<http://www.draislv.com/article/3203826303/meek-mill-at-drais-in-las-vegas-2017>)
July 21, 2017

Meek Mill's Official Album Release Party at Drai's Nightclub in Las Vegas. Friday, July 28, 2017
 NIGHTCLUB Drai's Nightclub kicks off the weekend with the official album release party...



(<http://www.draislv.com/article/3203809250/backstreet-boys-take-over-drais-beachclub-atop-the-cromwell-july-2>)

BACKSTREET BOYS TAKE OVER DRAI'S

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July 9, 2017

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BACKSTREET BOYS TAKE OVER DRAI'S BEACHCLUB ATOP THE CROMWELL, JULY 2
July 3, 2017

(<http://www.draislv.com/article/3203809250/backstreet-boys-take-over-drais-beachclub-atop-the-cromwell-july-2>)



FUTURE, MIGOS TAKE OVER DRAI'S NIGHTCLUB FOR 'NOBODY SAFE TOUR' OFFICIAL AFTER-PARTY, JUNE 30
July 1, 2017

(<http://www.draislv.com/article/3203809261/future-migos-take-over-drais-nightclub-for-nobody-safe-tour-official-after-party-june-30>)



R&B CROONER MIGUEL RETURNS TO THE DRAI'S LIVE STAGE AT DRAI'S NIGHTCLUB, JUNE 24
June 25, 2017

(<http://www.draislv.com/article/3203809311/r-crooner-miguel-returns-to-the-drais-live-stage-at-drais-nightclub-june-24>)



JAMES HARDEN, CHRIS PAUL, VON MILLER AND OTHERS SPOTTED AT DRAI'S NIGHTCLUB FOR CHRIS BROWN CONCERT, JULY 8

(<http://www.draislv.com/article/3203809003/james-harden-chris-paul-von-miller-and-others-spotted-at-drais-nightclub-for-chris-brown-concert-july-8>)

July 9, 2017

Last night (July 8, 2017), several names were spotted at Drai's Nightclub atop The Cromwell in Las Vegas during a thrilling full-concert per...

BEACHCLUB ATOP THE CROMWELL, JULY 2

(<http://www.draislv.com/article/3203809250/backstreet-boys-take-over-drais-beachclub-atop-the-cromwell-july-2>)

July 3, 2017

Yesterday (July 2, 2017), the best-selling boy band of all-time, Backstreet Boys took over Drai's Beachc...

SEVERAL NFL STANDOUTS SPOTTED AT MIGOS' DRAI'S LIVE PERFORMANCE AT DRAI'S NIGHTCLUB IN LAS VEGAS, JUNE 23

June 24, 2017

(<http://www.draislv.com/article/3203809333/s-nfl-standouts-spotted-at-migos-drais-live-performance-at-drais-nightclub-in-las-vegas-june-23>)



(<http://www.draislv.com/article/3203809261/future-migos-take-over-drais-nightclub-for-nobody-safe-tour-official-after-party-june-30>)

FUTURE, MIGOS TAKE OVER DRAI'S NIGHTCLUB FOR 'NOBODY SAFE TOUR' OFFICIAL AFTER-PARTY, JUNE 30

(<http://www.draislv.com/article/3203809261/future-migos-take-over-drais-nightclub-for-nobody-safe-tour-official-after-party-june-30>)

July 1, 2017

Last night (June 30, 2017), Drai's LIVE resident artist Future and chart-topping hip-hop trio Migos took over Drai's Nightclub atop The Cromwell...



(<http://www.draislv.com/article/3203809311/r-b-crooner-miguel-returns-to-the-drais-live-stage-at-drais-nightclub-june-24>)

R&B CROONER MIGUEL RETURNS TO THE DRAI'S LIVE STAGE AT DRAI'S NIGHTCLUB, JUNE 24

(<http://www.draislv.com/article/3203809311/r-b-crooner-miguel-returns-to-the-drais-live-stage-at-drais-nightclub-june-24>)

June 25, 2017

Last night (June 24, 2017), celebrated R&B singer and producer, Miguel made a highly-anticipated return to Drai's Nightclub atop T...



(<http://www.draislv.com/article/3203809333/several-nfl-standouts-spotted-at-migos-drais-live-performance-at-drais-nightclub-in-las-vegas-june-23>)

SEVERAL NFL STANDOUTS SPOTTED AT MIGOS' DRAI'S LIVE PERFORMANCE AT DRAI'S NIGHTCLUB IN LAS VEGAS, JUNE 23

(<http://www.draislv.com/article/3203809333/several-nfl-standouts-spotted-at-migos-drais-live-performance-at-drais-nightclub-in-las-vegas-june-23>)

June 24, 2017

Last night (June 23, 2017), several NFL standouts were spotted at Drai's Nightclub atop The Cromwell in Las Vegas during an unforgettable full-concert performance by char...



(<http://www.draislv.com/article/3203749962/edc-weekend-2017-at-drais-beachclub-nightclub-in-las-vegas>)

EDC WEEKEND 2017 AT DRAI'S BEACHCLUB & NIGHTCLUB IN LAS VEGAS

(<http://www.draislv.com/article/3203749962/edc-weekend-2017-at-drais-beachclub-nightclub-in-las-vegas>)

June 14, 2017

EDC Weekend 2017 at Drai's Beachclub & Nightclub in Las Vegas EDC Las Vegas 2017 is right around the corner, and Sin City's hottest place to be -- Drai's Beachclub & Nigh...



(<http://www.draislv.com/article/3203706212/mdw-in-las-vegas-2017>)

MDW IN LAS VEGAS 2017

(<http://www.draislv.com/article/3203706212/mdw-in-las-vegas-2017>)

May 26, 2017

(<http://www.draislv.com/article/3203809346/jeazy-makes-an-unforgettable-drais-live-debut-at-drais-nightclub-may-5>)

MDW 2017 at Drai's Beachclub & Nightclub in Las Vegas Drai's Beachclub & Nightclub is set to bring in the eventful Memorial Day Weekend with a jam-packed artist lineup. The...

JEEZY MAKES AN UNFORGETTABLE DRAI'S LIVE DEBUT AT DRAI'S NIGHTCLUB, MAY 5

(<http://www.draislv.com/article/3203809346/jeezy-makes-an-unforgettable-drais-live-debut-at-drais-nightclub-may-5>)

May 6, 2017

Last night (May 5, 2017), celebrated rapper Jeezy made a highly-anticipated Drai's LIVE debut at Drai's Nightclub atop The Cromwell in Las Vegas. The trap gen...



(<http://www.draislv.com/article/3203659904/migos-makes-an-explosive-return-to-drais-nightclub-with-a-sold-out-concert-performance-april-29>)

MIGOS MAKES AN EXPLOSIVE RETURN TO DRAI'S NIGHTCLUB WITH A SOLD-OUT CONCERT PERFORMANCE, APRIL 29

(<http://www.draislv.com/article/3203659904/migos-makes-an-explosive-return-to-drais-nightclub-with-a-sold-out-concert-performance-april-29>)

April 30, 2017

On Saturday (April 29, 2017), chart-topping hip-hop trio, Migos made their long-awaited return to the Drai's LIVE stage at Drai's Nightclub atop T...

(<http://www.draislv.com/article/3203659068/method-man-redman-take-over-the-drais-live-stage-at-drais-nightclub-las-vegas-april-23>)

METHOD MAN & REDMAN TAKE OVER THE DRAI'S LIVE STAGE AT DRAI'S NIGHTCLUB LAS VEGAS, APRIL 23

(<http://www.draislv.com/article/3203659068/method-man-redman-take-over-the-drais-live-stage-at-drais-nightclub-las-vegas-april-23>)

April 24, 2017

Last night (April 23, 2017), celebrated East Coast hip hop duo, Method Man & Redman took over the stage at Drai's Nightclub atop The Cromwell in Las Vegas to de...

12 13 14 15 6 7 8 9 10 11

(http://www.draisl.com/blog/12/13/14/15/6/7/8/9/10/11/)



The OFFICIAL SITE of Drai's Las Vegas BeachClub, Nightclub and After Hours.
Located in The Cromwell Las Vegas. Site Credit: Urvenue
(http://www.urvenue.com)

Drai's Beachclub and Nightclub
3595 Las Vegas Blvd South Las Vegas, NV 89109
Phone: (702) 777-3800



Hours

After Hours | Thursday - Sunday
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Nightclub | Thursday - Sunday
10:30pm - 4:00am

Drai's Beach Paradise | Monday - Thursday
10:00am - 6:00pm

Drai's Beachclub | Friday - Sunday
11:00am - 6:00pm

Drai's Swim Night | Tuesday
10:00pm - 4:00am

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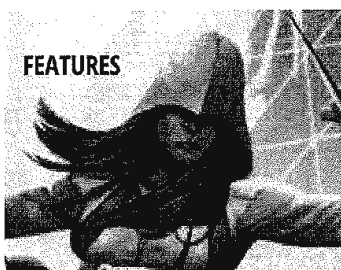


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Mikel Reparaz | Editor (<http://blog.ubi.com/author/mreparaz/>) | July 25, 2017

The cover of the third book in the Assassin's Creed Last Descendants series has been unveiled. Last Descendants: An Assassin's Creed Novel Series #3 – Fate of the Gods will be on sale on December 26 in the US, Canada, and UK, bringing the story of Owen, Javier, and the race for the Trident of ... Continued (<http://blog.ubi.com/assassins-creed-last-descendants-fate-gods-cover-story-details-unveiled/>)



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RAYMAN LEGENDS DEFINITIVE EDITION COMING TO NINTENDO SWITCH SEPTEMBER 12 ([HTTP://BLOG.UBI.COM/RAYMAN-LEGENDS-DEFINITIVE-EDITION-COMING-NINTENDO-SWITCH-SEPTEMBER-12/](http://blog.ubi.com/rayman-legends-definitive-edition-coming-nintendo-switch-september-12/))



Chris Watters | Communications Specialist (<http://blog.ubi.com/author/cwatters/>) | July 25, 2017

Ubisoft's exuberant platforming hero is coming to Nintendo Switch on September 12 in Rayman Legends Definitive Edition. This colorful adventure sees Rayman and friends romping through gorgeous worlds within a series of enchanting paintings. The Definitive Edition takes advantage of the capabilities of the Nintendo Switch, enabling up to four players to play together over ... Continued (<http://blog.ubi.com/rayman-legends-definitive-edition-coming-nintendo-switch-september-12/>)



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GHOST RECON WILDLANDS' HELICOPTERS GET A TUNE-UP IN TITLE UPDATE 6 ([HTTP://BLOG.UBI.COM/GHOST-RECON-WILDLANDS-HELICOPTERS-GET-TUNE-TITLE-UPDATE-6/](http://blog.ubi.com/ghost-recon-wildlands-helicopters-get-tune-title-update-6/))



Chris Watters | Communications Specialist (<http://blog.ubi.com/author/cwatters/>) | July 21, 2017

Taking flight in a helicopter over the cartel-controlled countryside in Ghost Recon Wildlands can be a risky proposition, but Title Update 6 is bringing changes to helicopter controls and handling that make flying both easier to control and more authentic. In addition to the control tweaks (detailed below), each type of helicopter now flies differently, ... Continued (<http://blog.ubi.com/ghost-recon-wildlands-helicopters-get-tune-title-update-6/>)



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Chris Watters | Communications Specialist (<http://blog.ubi.com/author/cwatters/>) | July 21, 2017

Get ready to return to Bolivia, because Ghost War – the new PvP mode for Ghost Recon Wildlands – is coming in a free update this fall, with a 4v4 team deathmatch open beta on all platforms later this summer. In the new Ghost War mode, teams will fight to get a foothold in the ... Continued (<http://blog.ubi.com/ghost-recon-wildlands-pvp-open-beta-coming-soon/>)

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Giancarlo Varanini | Senior Manager, Communications (<http://blog.ubi.com/author/gvaranini/>) | July 13, 2017

It's nearly that time again – time to lace up your dancing shoes and prepare for the ultimate Just Dance competitive challenge. Ubisoft has announced that the online qualifiers for the 2017 Just Dance World Cup will open July 16 via the World Dance Floor online multiplayer mode in Just Dance 2017 for PS4, Xbox ... Continued (<http://blog.ubi.com/just-dance-world-cup-online-qualifiers-start-july-16/>)



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Madison Ryckman | Brand Content Coordinator, Int'l Communications (<http://blog.ubi.com/author/mryckman/>) | July 11, 2017

Ubisoft team members come from around the world, but they all share at least one thing in common – a passion for video games. That passion led them to choose a career in the gaming industry across a wide variety of departments, ranging from development and communications to direction and support. We asked some Ubisoft ... Continued (<http://blog.ubi.com/choosing-career-gaming-industry/>)

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Mikel Reparaz | Editor (<http://blog.ubi.com/author/mreparaz/>) | July 10, 2017

A small but important patch will arrive for Rainbow Six Siege across all platforms today July 11, bringing a number of mid-season fixes and tweaks as part of Operation Health. Also on the near horizon are Alpha Packs, a new chance-based system for earning free cosmetic items just by playing the game. The 2.1.1 update ... Continued (<http://blog.ubi.com/rainbow-six-siege-title-update-2-1-1-incoming-via-operation-health/>)



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Mikel Reparaz | Editor (<http://blog.ubi.com/author/mreparaz/>) | July 6, 2017

When it launches on October 27, Assassin's Creed Origins will offer you a chance to dive deep into the world of Ancient Egypt as Bayek of Siwa, one of the first of the Brotherhood – but if you want to go even deeper, you'll also be able to explore that world through a novel, a ... Continued (<http://blog.ubi.com/assassins-creed-origins-novel-comics-planned-fall/>)

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Chris Watters | Communications Specialist (<http://blog.ubi.com/author/cwatters/>) | July 6, 2017

Sharpen your blades and practice your emote timing, warriors, because this summer marks the kick-off of the For Honor Hero Series, a Duel tournament organized by Ubisoft in partnership with ESL. The first Hero Series is open to For Honor players on PS4, PC, and Xbox One, and will start on July 8 with weekly ... Continued (<http://blog.ubi.com/honor-hero-series-duel-tournament-starts-summer/>)



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Ubisoft (<http://blog.ubi.com/author/ubisoftnewswirl/>) | July 5, 2017

E3 2017 was a memorable one for the UbiBlog as we cheered big announcements, interviewed passionate developers, and played great games from Ubisoft's E3 line-up. Now that we've had some time to reflect on the big event, we put together a list of some of our favorite moments. The Irresistible Joy of Mario + Rabbids ... Continued (<http://blog.ubi.com/best-ubisoft-e3-2017-favorite-moments/>)

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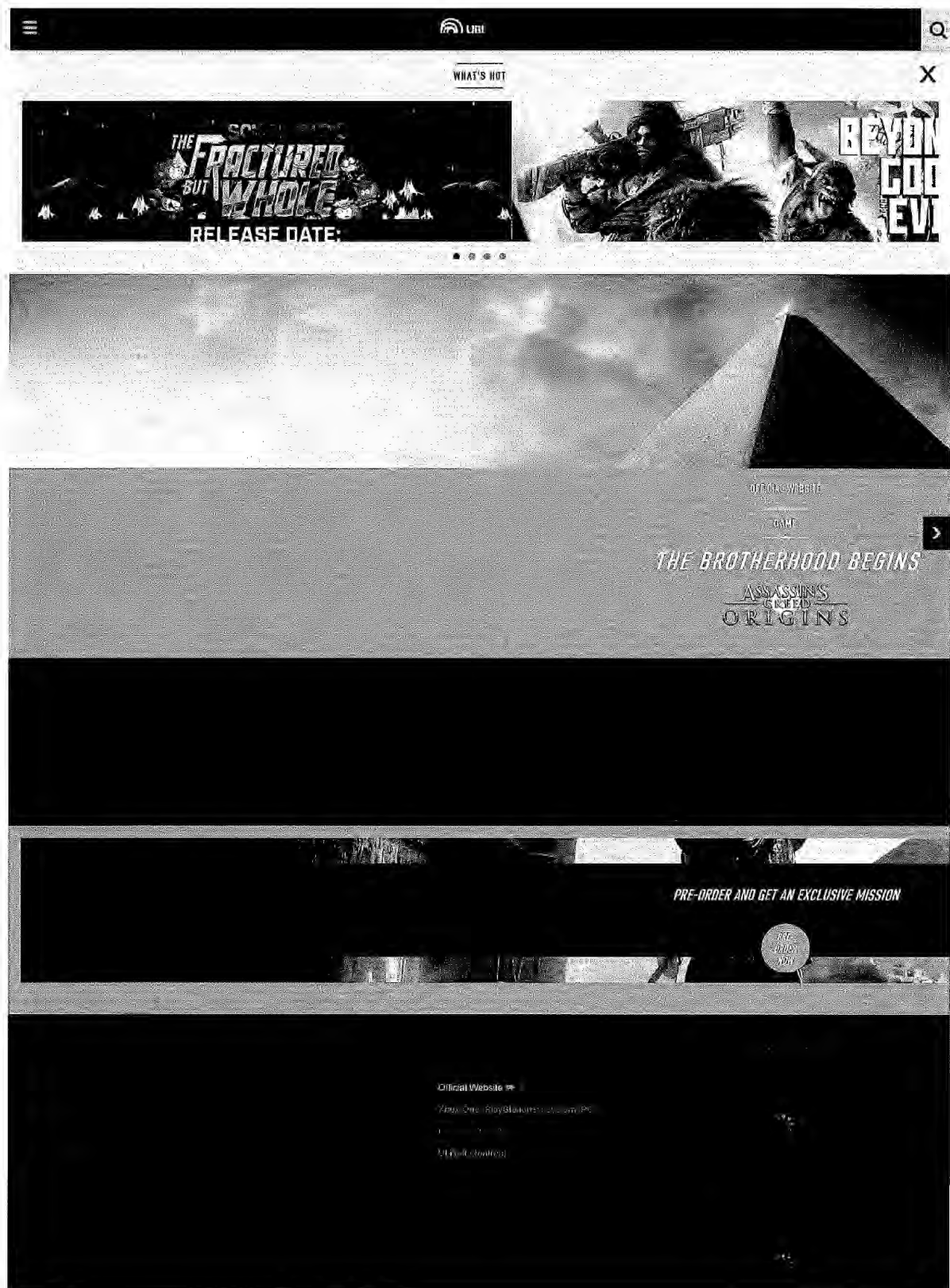
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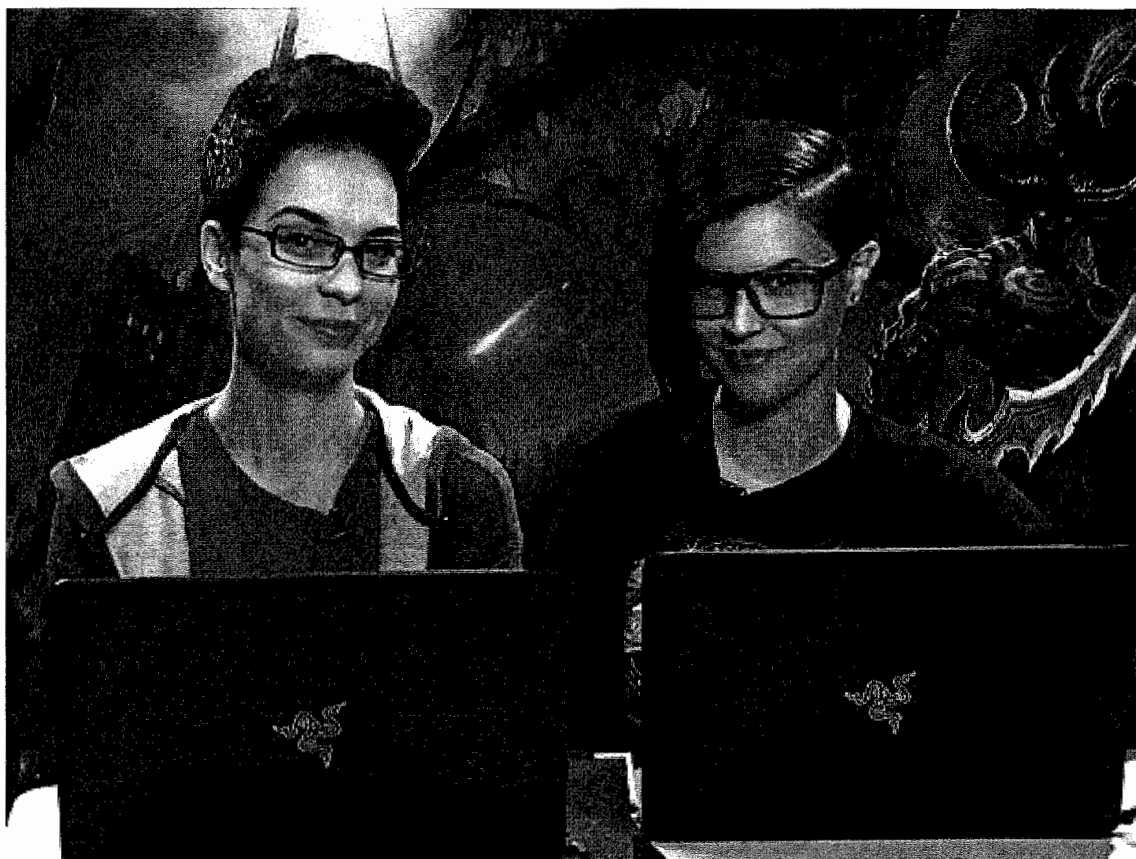
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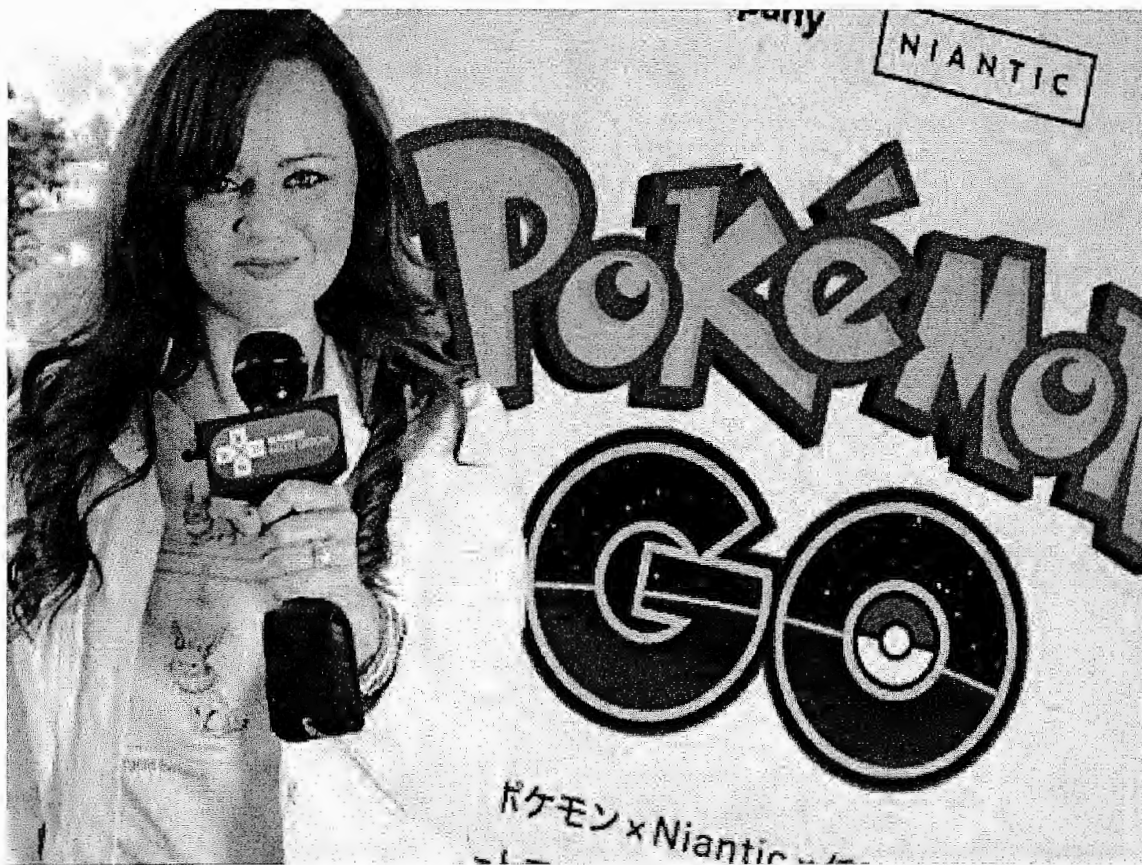
Watch Pam and Smosh Games' Matt Sohinki Go Derp Level on 'Overwatch'

In this installment of Gamer Next Door, Pam Horton goes head to head with Matt Sohinki of Smosh Games to discover the most effective tactic for the Blizzard title Overwatch. Will Sohinki's "pro level" (also known as the "try hard technique") carry the day, or will Pam prevail with her "derp level"? Watch the video and find...

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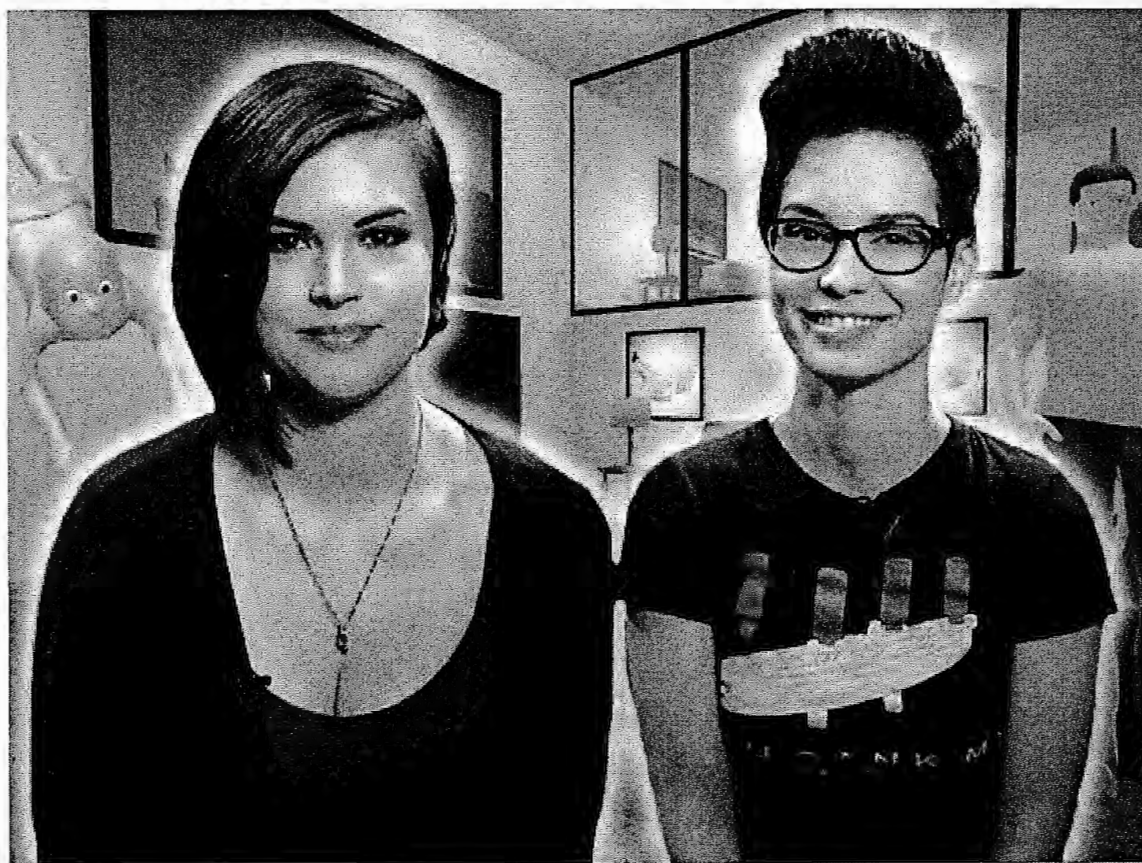
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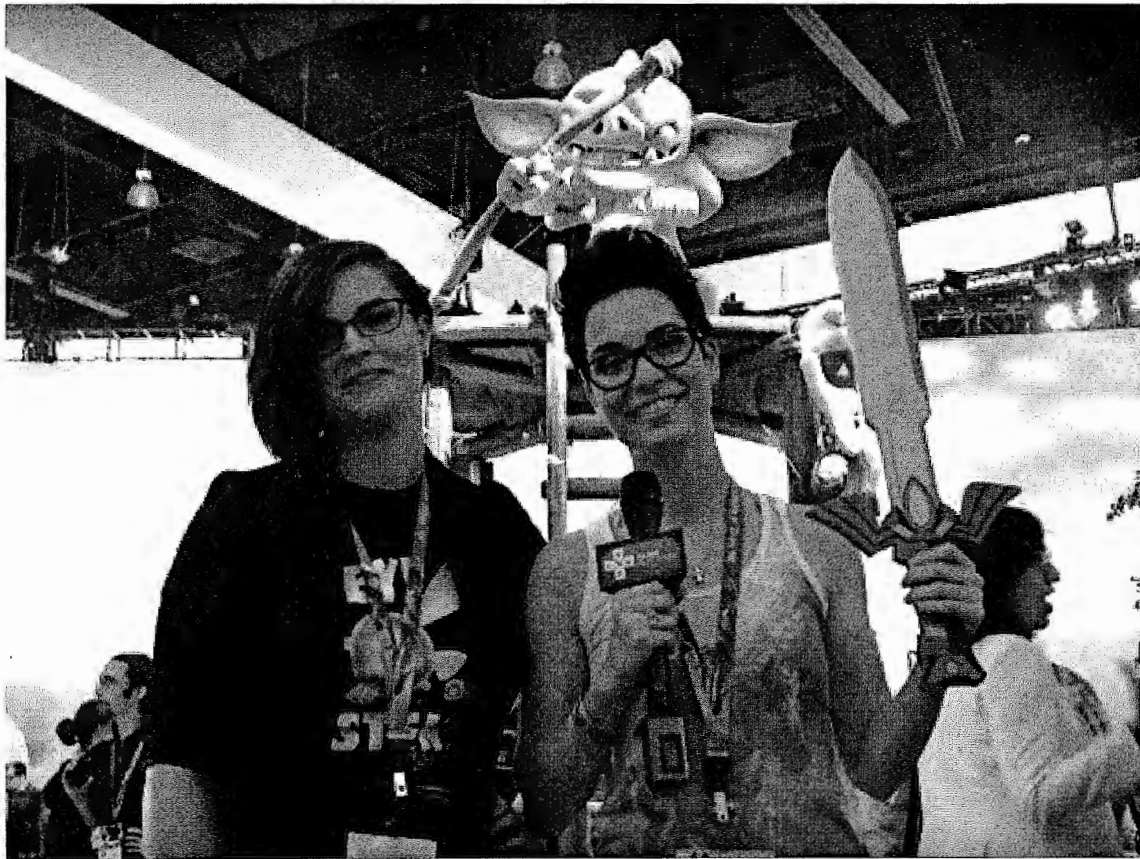
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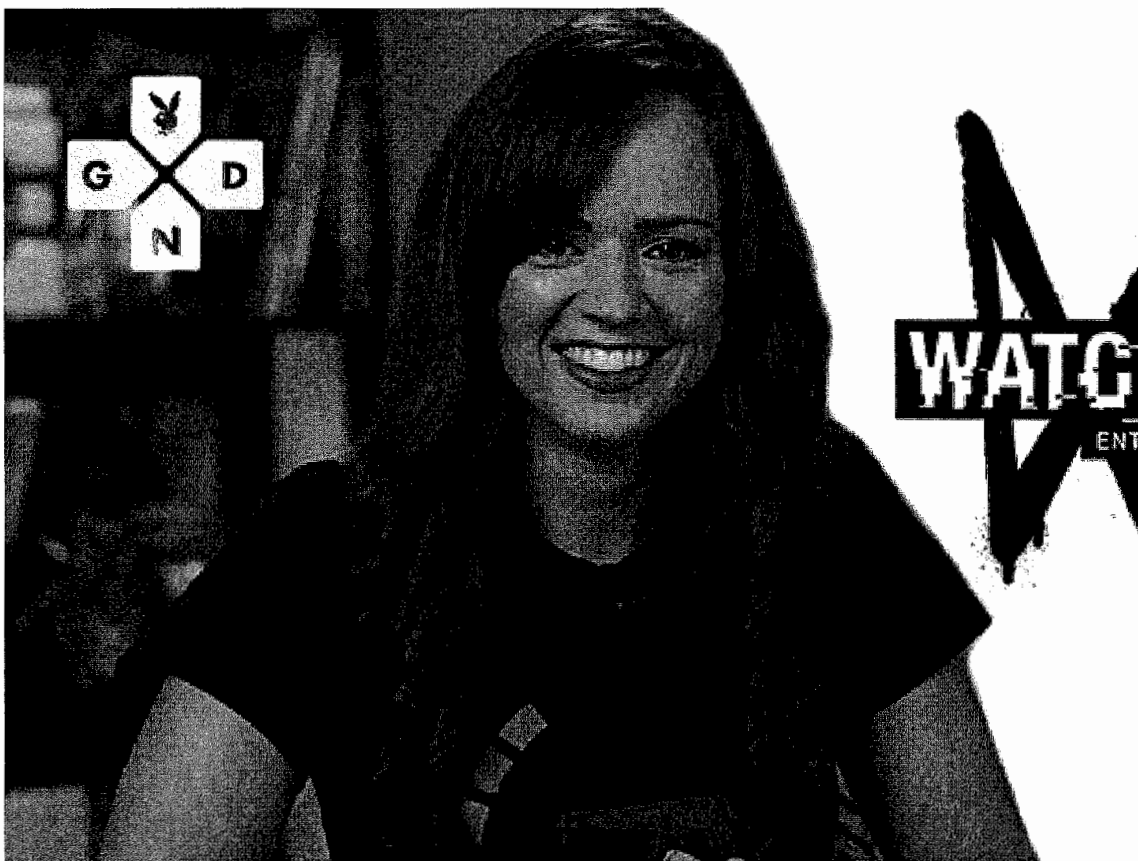
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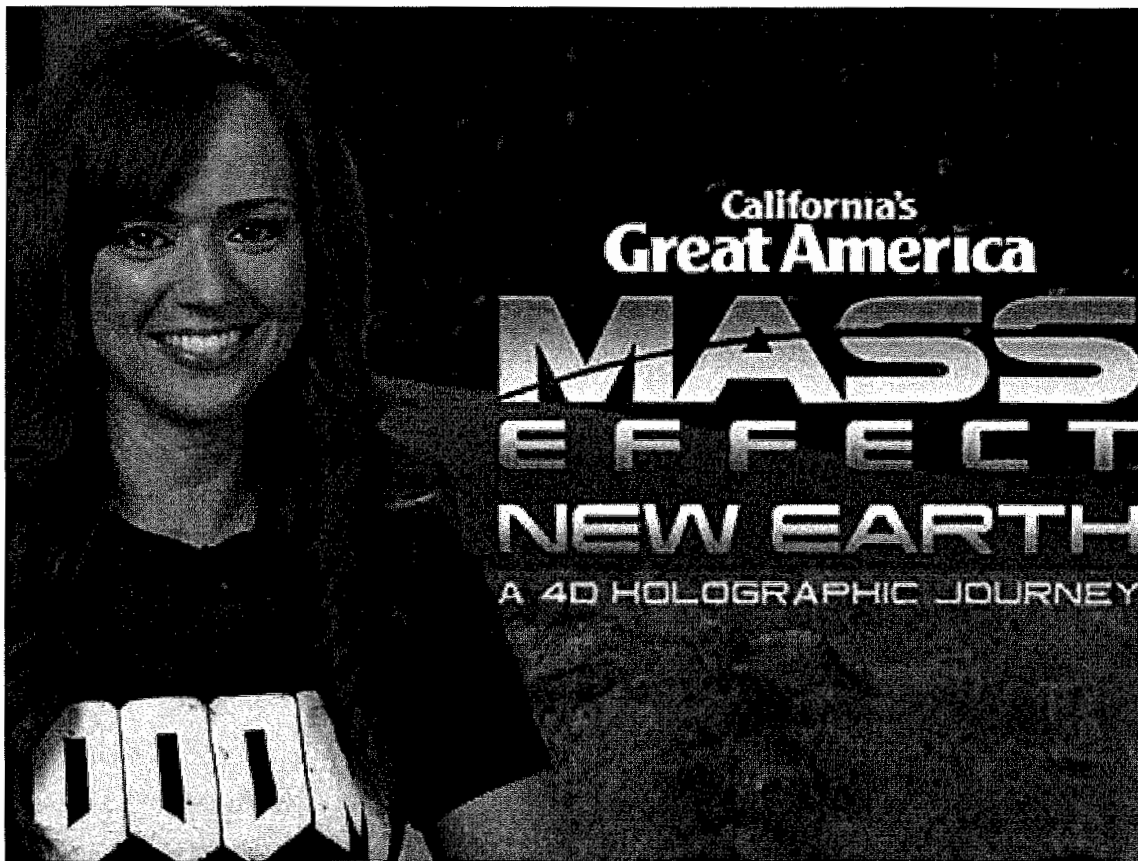


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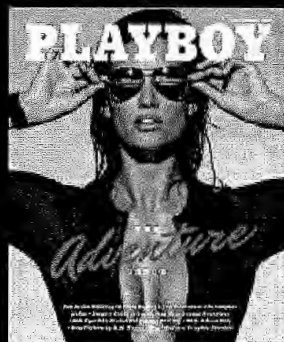
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How to Reach Gamers -- an Affluent, Young and Fast-Growing Consumer Base

Major Nonendemic Brands Are Tapping the Now-Mainstream Audience

By Ashley Rodriguez. Published on August 04, 2015.



The decades-old stereotypes of gaming as an environment for antisocial teenage boys and young men living in their parents' basements is vanishing. More than half of Americans, 59%, play video games and the average player is 31 years old, according to 2014 research by the Entertainment Software Association. To reach this coveted affluent millennial audience, more nonendemic brands like phone providers, food companies and consumer packaged goods, are looking to tap the now-mainstream gaming space.

Here are five tips for connecting with gamers.

Don't just slap on a logo

Gaming may be the Wild West for marketers, but simply showing up at an event won't earn points with players. Brands that really want to connect with consumers need to show they understand them.



Credit: Courtesy Curse

When Nestlé sought to leverage this year's PAX East convention, the company parked a food truck outside the Boston venue and gave away more than 3,000 Hot Pockets to attendees waiting in line during the three-day event. The effort built buzz for the brand -- Hot Pockets gained nearly 2,000 Twitter followers and nearly 1,300

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YouTube subscribers as fans shared videos and pictures of their warm sandwiches during the cold March weekend.

"It worked out really well because they came with a very authentic plan," said Nathan Lindberg, VP-global sales at Curse, a gaming network that worked with Nestlé on the push. "Anybody can buy a banner ad."

Publishers like Riot Games, which produces the popular League of Legends game, are also very selective about the brands they work with. "Our audience is very smart and the partners struggle to understand how to activate in this industry," said Dustin Beck, VP of e-sports at Riot Games. "It's not going to be a simple media buy."

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P&G, HTC and More Set Sights on Millennial Gamers

The developer works with Coca-Cola, which made a calculated bet on the gaming realm last year by sponsoring a semiprofessional League of Legends league. The beverage brand saw a gap in the game's league structure, which was only for

professionals, and the Challenger Series gave gamers an opportunity to mature into the professional arena. Coca-Cola also matured in the space: It is now a major sponsor of League of Legends' professional league.

Look inside and outside your ranks for gaming talent

More and more brands, like HTC, which sponsors three U.S. e-sports teams, are looking to gamers within their organizations to step up and help navigate the complex gaming landscape. HTC's e-sports project manager Walter Wang is a longtime gamer who helped introduce the company to the gaming space, along with a small group of fellow gamers who run the brand's e-sports initiatives with support from a global team.

"It did take a little bit of coaxing to tell upper management that e-sports was becoming really big," said Mr. Wang. "Happily, I convinced them. ... The demographic is also perfect for HTC because they're all tech-savvy millennials."

Coca-Cola also hired a global head of gaming, Matt Wolf, to lead the company's e-sports efforts.

Be choosy and establish boundaries

There are thousands of games for brands to tap into, from PC, console and mobile games to role-playing games and multiplayer online battlefields. Brands need to be as choosy about the games they associate their brands with as they are with TV shows and films.

"Understanding the gaming environment and knowing if your brand is willing to be associated with an M-rated game, those conversations are very key," said Andy Swanson, VP of e-sports and events at the gaming platform Twitch.



When Geico broke into e-sports this summer by



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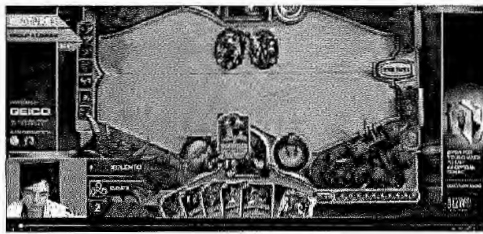
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Credit: Courtesy Geico

sponsoring a Hearthstone tournament, the insurer was very selective, according to Deric Ortiz, a gaming consultant who works with Geico. A dark, violent game would have sent the wrong message for a company that stands for

safety. Blizzard's Hearthstone digital card game was a safe bet because it's fun and kid-friendly, he said.

Keep an eye on message boards

Gamers are passionate and have strong online communities. They might share ideas that marketers wouldn't think of. For example, online fans have called on Coca-Cola to make a Coke bearskin, or player look, during the holidays for League of Legends character Volibear, who resembles a polar bear. (The brand hasn't fulfilled the request yet.)

Throw out the traditional sports-marketing playbook

Professional gaming and traditional sports are similar in terms of their league, team and player structures, but their audiences are incredibly different. Sports marketers entering the gaming space should take what they know about traditional sports and build a new e-sports strategy from the ground up.

"[Brands] can bring a ton of cool activations they've done in traditional sports," said Mr. Beck at Riot Games. "But this is a new audience. ... It's not rinse-and-repeating."

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