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

Proceeding	91165072
Party	Defendant Innovidia, Inc. Innovidia, Inc. P.O. Box 7178 Bellevue, WA 980087178
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Date	03/06/2006
Attachments	INNOVIDIA42.pdf ( 2 pages )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Innovidia, Inc.	AMENDMENT TO RECITATION OF SERVICES
Serial No.:	78/379,001	
Filed:	March 4, 2004	
Mark:	INNOVIDIA	
Class:	42	

**AMENDMENT TO RECITATION OF SERVICES**

Applicant amends its identification of recitation of services to read as follows:


Application service provider services (ASP), namely, hosting computer software applications in connection with the following: analysis of consumer purchasing patterns; marketing campaign management; tracking, analyzing, monitoring, measuring, reporting, and automating the execution, measurement, placement and optimization of media content including marketing variables such as images, pricing, placement, promotion, and inventory levels; optimization and targeting of advertising and promotional content delivered over digital media devices and computers; all of the foregoing excluding services relating to graphics and digital media processors, such as graphics processing units, media and communications processors, and wireless media processors

**CONCLUSION**

The foregoing amendment complies with the requirements of a Settlement Agreement and Mutual Consent between NVIDIA Corporation ("Opposer") and Innovidia, Inc. ("Applicant"). If any questions remain, please contact Applicant's attorney at the telephone number listed below.

DATED: March 6, 2006.

INNOVIDIA, INC.

By   
\_\_\_\_\_  
James L. Vana  
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