

ESTTA Tracking number: **ESTTA858568**

Filing date: **11/15/2017**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Hasbro, Inc.
Granted to Date of previous extension	11/15/2017
Address	1027 Newport Avenue Pawtucket, RI 02862 UNITED STATES

Attorney information	Catherine M.C. Farrelly Frankfurt Kurnit Klein & Selz PC 488 Madison Avenue, 10th Fl. New York, NY 10022 UNITED STATES Email: trademarks@hasbro.com, paul.vanasse@hasbro.com, sara.beccia@hasbro.com, pto@fkks.com Phone: 2129800120
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Applicant Information

Application No	87366877	Publication date	07/18/2017
Opposition Filing Date	11/15/2017	Opposition Period Ends	11/15/2017
Applicant	MEEBII TOY COMPANY, L.L.C. Attn: David A. Howard 1503 Elizardi Blvd. New Orleans, LA 70114 UNITED STATES		

Goods/Services Affected by Opposition

Class 028. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Toy boxes; Collectable toy figures; Plush toys; Stuffed toys; Stuffed and plushtoy

Applicant Information

Application No	87366900	Publication date	07/18/2017
Opposition Filing Date	11/15/2017	Opposition Period Ends	
Applicant	MEEBII TOY COMPANY, L.L.C. Attn: David A. Howard 1503 Elizardi Blvd. New Orleans, LA 70114 UNITED STATES		


Goods/Services Affected by Opposition

Class 028. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Toy boxes; Collectable toy figures; Plush toys; Stuffed toys; Stuffed and plushtoy

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
Deceptiveness	Trademark Act Section 2(a)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	650035	Application Date	09/26/1955
Registration Date	08/13/1957	Foreign Priority Date	NONE
Word Mark	PLAY-DOH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1955/05/26 First Use In Commerce: 1955/09/12 PLASTIC TYPE MODELING COMPOUND FOR CHILDREN'S USE		

U.S. Registration No.	1023855	Application Date	02/20/1975
Registration Date	10/28/1975	Foreign Priority Date	NONE
Word Mark	PLAY-DOH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1957/08/13 First Use In Commerce: 1957/08/13 TOYS-NAMELY, MODELING COMPOUND; MODELING COMPOUND AND APPARATUS TO WORK WITH SAID MODELING COMPOUND SOLD AS A UNIT; ANDEQUIPMENT FOR PLAYING PARLOR-TYPE AMUSEMENT GAMES		

U.S. Registration No.	2878813	Application Date	08/06/2003
Registration Date	08/31/2004	Foreign Priority Date	NONE
Word Mark	PLAY-DOH		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 2003/02/15 First Use In Commerce: 2003/02/15 toys, namely, toy modeling compounds, toy extruders, toy molds and toy apparatus to be used in connection with toy modeling compounds

U.S. Registration No.	4769177	Application Date	04/16/2013
Registration Date	07/07/2015	Foreign Priority Date	NONE
Word Mark	DOHVINCI		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2014/06/01 First Use In Commerce: 2014/06/01 Toy modeling compounds, toy molds, toy extruders for use with toy modeling compounds		

U.S. Registration No.	5082555	Application Date	12/09/2013
Registration Date	11/15/2016	Foreign Priority Date	NONE
Word Mark	DOHVINCI		

Design Mark	
Description of Mark	The mark consists of the term "DOHVINCI" in stylized lettering.
Goods/Services	Class 016. First use: First Use: 2014/06/01 First Use In Commerce: 2014/06/01 Arts and craft modeling compound kits Class 028. First use: First Use: 2014/06/01 First Use In Commerce: 2014/06/01 Toy modelling and design compounds and toy accessories for use therewith

U.S. Application No.	86548051	Application Date	02/27/2015
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	PLAY-DOH
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, the production and distribution of motion pictures, ongoing television programs in the field of children's entertainment, and animated television series in the field of children's entertainment; entertainment and educational services, namely, ongoing programs in the field of children's entertainment accessible by television, satellites, radio, audio, video, electronic media and computer networks; providing news and information in the field of education and entertainment; entertainment services, namely, providing online computer games and interactive multiplayer online games via global networks; fan club services; entertainment services in the nature of competitions in the field of entertainment; providing online computer databases, information and websites featuring audio, visual and audiovisual entertainment in the field of education and entertainment via global computer networks; entertainment services, namely, the production of pre-recorded dvds featuring animated cartoons; providing industry information online via a global network, namely, online publications in the nature of articles and magazines on toys and games
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U.S. Application No.	87643199	Application Date	10/12/2017
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Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	PLAY-DOH TOUCH		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2016/09/19 First Use In Commerce: 2016/09/19 Downloadable computer software for creating digital content including audiovisual, audio and special effects; stands for handheld digital electronic devices, namely, mobile phones, specially adapted for use in connection with creating digital content including audiovisual, audio and special effects</p> <p>Class 028. First use: First Use: 2016/09/19 First Use In Commerce: 2016/09/19 Toys, games, and playthings, namely, toy modeling and design compounds; toy molds, toy extruders and toy accessories for use with toy modeling and design compounds; equipment sold as a unit for creating digital content through play</p>		

Attachments	<p>71695313#TMSN.png(bytes) 76534953#TMSN.png(bytes) 85905430#TMSN.png(bytes) 86138107#TMSN.png(bytes) 86548051#TMSN.png(bytes) 87643199#TMSN.png(bytes) Hasbro Notice of Opposition for DOH BII.pdf(113413 bytes) DOH BII Exhibit A.pdf(443472 bytes) DOH BII Exhibit B.pdf(1823156 bytes) DOH BII Exhibit C.pdf(718580 bytes)</p>
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Signature	/cmcf/
Name	Catherine M.C. Farrelly
Date	11/15/2017

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

In the Matter of Application Serial Nos. 87/366,877 and 87/366,900
For the Marks: DOH BII & Design and DOHBII

HASBRO, INC.,	X	
	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.
	:	
MEEBII TOY COMPANY, L.L.C.,	:	
	:	
Applicant.	:	
	:	
	X	

NOTICE OF OPPOSITION

Hasbro, Inc. (“Hasbro”), a Rhode Island corporation having a principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862, believes that it will be damaged by registration of the subject marks of Application Serial Nos. 87/366,877 for DOH BII & Design and 87/366,900 for DOHBII (together, the “Challenged Applications”) and hereby opposes those applications. On information and belief, the owner of the Challenged Applications is Meebii Toy Company, L.L.C. (“Applicant”), a Louisiana limited liability company having a principal place of business at 1503 Elizardi Boulevard, New Orleans, Louisiana 70114.




The grounds for opposition are as follows:

1. Hasbro is a leading toy and game manufacturer, and has been engaged for decades in the creation, manufacture and sale of toys and games, television programming, motion pictures, and digital gaming, and runs a comprehensive licensing program.
2. Since 1955, Hasbro and its licensees have used Hasbro’s PLAY-DOH trademark and other marks within its DOH-formative family of marks (together, the “PLAY-DOH Marks”)

for modeling compounds and other goods and services, including but not limited to goods in Class 28, the Class that is covered by the Challenged Applications.

3. Hasbro is the owner of common law rights in its PLAY-DOH Marks for kits containing collectable toy figures, among other items. Representative screen shots showing those products are annexed hereto as **Exhibit A**.

4. In addition to its common law rights, Hasbro owns the following federal trademark registrations for its PLAY-DOH Marks (the “PLAY-DOH Registrations”):

MARK	REG. NO.	GOODS	STATUS AND PRIORITY DATE
	650,035	<u>Class 16</u> : Plastic type modeling compound for children's use	Registered 8/13/1957 Priority as of 9/12/1955
PLAY-DOH	1,023,855	<u>Class 28</u> : Toys-namely, modeling compound; modeling compound and apparatus to work with said modeling compound sold as a unit; and equipment for playing parlor-type amusement games	Registered 10/28/1975 Priority as of 8/13/1957
	2,878,813	<u>Class 28</u> : Toys, namely, toy modeling compounds, toy extruders, toy molds and toy apparatus to be used in connection with toy modeling compounds	Registered 8/31/2004 Priority as of 2/15/2003
DOHVINCI	4,769,177	<u>Class 28</u> : Toy modeling compounds, toy molds, toy extruders for use with toy modeling compounds	Registered 7/07/2015 Priority as of 4/16/2013
	5,082,555	<u>Class 16</u> : Arts and craft modeling compound kits <u>Class 28</u> : Toy modelling and design compounds and toy accessories for use therewith	Registered 11/15/2016 Priority as of 12/09/2013

Printouts of the TSDR Database records for the foregoing registrations are annexed hereto as **Exhibit B**.

5. All of the PLAY-DOH Registrations are valid and subsisting.

6. Registrations Nos. 650,035, 1,023,855 and 2,878,813 are incontestable within the meaning of 15 U.S.C. §§ 1115(b) and 1065. These registrations constitute conclusive evidence of the validity of the subject marks thereof, the registrations therefor, and of Hasbro's exclusive right to use those marks in connection with the goods set forth in these registrations.

7. Registrations Nos. 4,769,177 and 5,082,555 constitute prima facie evidence of the validity of the subject marks thereof, the registrations therefor, and of Hasbro's exclusive right to use those marks in connection with the goods set forth in the those registrations.

8. Hasbro also owns the following federal trademark applications for its PLAY-DOH Marks:

MARK	SERIAL NO.	GOODS/SERVICES	STATUS AND PRIORITY DATE
PLAY-DOH	86/548,051	Class 41: Entertainment services, namely, the production and distribution of motion pictures, ongoing television programs in the field of children's entertainment, and animated television series in the field of children's entertainment; entertainment and educational services, namely, ongoing programs in the field of children's entertainment accessible by television, satellites, radio, audio, video, electronic media and computer networks; providing news and information in the field of education and entertainment; entertainment services, namely, providing online computer games and interactive multiplayer online games via global networks; fan club services; entertainment services in the nature of competitions in the field of entertainment; providing online computer databases, information and websites featuring audio, visual and audiovisual entertainment in the field of education and entertainment via global computer networks; entertainment services, namely, the production of pre-recorded dvds featuring animated cartoons; providing industry information online via a global network, namely, online publications in the nature of articles and magazines on toys and games	Allowed 3/01/16 Priority as of 2/27/2015

MARK	SERIAL NO.	GOODS/SERVICES	STATUS AND PRIORITY DATE
PLAY-DOH TOUCH	87/643,199	<p><u>Class 9:</u> Downloadable computer software for creating digital content including audiovisual, audio and special effects; stands for handheld digital electronic devices, namely, mobile phones, specially adapted for use in connection with creating digital content including audiovisual, audio and special effects</p> <p><u>Class 28:</u> Toys, games, and playthings, namely, toy modeling and design compounds; toy molds, toy extruders and toy accessories for use with toy modeling and design compounds; equipment sold as a unit for creating digital content through play</p>	<p>Application filed 10/12/2017</p> <p>Priority as of 9/19/2016</p>

Printouts of the TSDR Database records for those applications are annexed hereto as **Exhibit C**.

9. Since its adoption and first use of the PLAY-DOH trademark in 1955, Hasbro has devoted and continues to devote substantial time, money, and effort in promotion of its PLAY-DOH Marks to identify Hasbro as the source of the goods and services.

10. From 1956 to the present, Hasbro has shipped more than two billion cans of PLAY-DOH modeling compound.

11. From 2005 to the present, Hasbro and its licensees have sold in excess of \$1.5 billion of PLAY-DOH branded products worldwide, and Hasbro's advertising and promotional expenditures for PLAY-DOH branded products exceeded \$175 million.

12. Hasbro's PLAY-DOH modeling compound was inducted into the National Toy Hall of Fame in 1988 (see <http://www.toyhalloffame.org/toys/play-doh>).

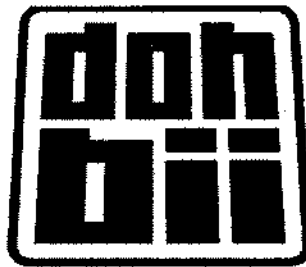
13. By virtue of Hasbro's longstanding use, enormous sales and advertising expenditures, and third party awards, the PLAY-DOH Marks have developed substantial and valuable goodwill that belongs exclusively to Hasbro.

14. Hasbro's PLAY-DOH trademark has become famous and is widely recognized by

the general consuming public of the United States as a designation of the source of the goods and services of Hasbro.

15. Hasbro is entitled to a broad scope of protection for its PLAY-DOH Marks.

16. On March 10, 2017, Applicant filed Application Ser. No. 87/366,877, based on intent to use the trademark DOH BII & Design depicted below for “toy boxes; collectable toy figures; plush toys; stuffed toys; stuffed and plush toys” in Class 28:



17. On March 10, 2017, Applicant filed Application Ser. No. 87/366,900, based on intent to use the trademark DOHBII for “toy boxes; collectable toy figures; plush toys; stuffed toys; stuffed and plush toys” in Class 28.

18. Hasbro’s rights in and to its PLAY-DOH Marks are long prior to the filing date of the Challenged Applications.

19. Hasbro’s rights in and to its PLAY-DOH Marks are long prior to any common law rights Applicant may have in the subject marks of the Challenged Applications (“Applicant’s Marks”).

20. Applicant’s Marks so resemble Hasbro’s PLAY-DOH Marks as to be likely, when used in connection with Applicant’s goods, to cause confusion, to cause mistake, or to deceive as to the affiliation, connection, or association of Applicant and its goods with Hasbro, or as to the origin, sponsorship, or approval of Applicant and its goods by Hasbro.

21. Applicant’s Marks create the same, or essentially the same, commercial

impression as Hasbro's PLAY-DOH Marks and are similar thereto in sight, sound and meaning.

22. Applicant's Marks will be used in connection with goods that are the same or substantially similar to goods and services offered by Hasbro and/or its licensees under the PLAY-DOH Marks.

23. On information and belief, goods branded with Applicant's Marks would be offered through some of the same channels of trade and to the same general class of purchasers as those through and to which Hasbro's goods and services sold under its PLAY-DOH Marks are offered. Such use is also within Hasbro's natural zone of expansion.

24. Hasbro believes that it will be damaged by the registration of Applicant's Marks because such registration would support and assist Applicant in the confusing and misleading use of the designations it seeks to register, and would give color of exclusive statutory rights to Applicant, in violation and derogation of the prior and superior rights of Hasbro.

COUNT I
Likelihood of Confusion
15 U.S.C. § 1052(d)

25. Paragraphs 1-24, above, are realleged and incorporated herein by reference as if set forth in full.

26. Applicant's Marks so resemble Hasbro's PLAY-DOH Marks as to be likely, when used in connection with the goods set forth in the Challenged Applications, to cause confusion, or to cause mistake, or to deceive under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

COUNT II
Likelihood of Dilution
15 U.S.C. § 1125(c)

27. Paragraphs 1-26, above, are realleged and incorporated herein by reference as if set forth in full.

28. Hasbro's PLAY-DOH trademark was famous within the meaning of 15 U.S.C. § 1125(c) prior to the filing date of the Challenged Applications, which are based on intent-to-use.

29. Hasbro's PLAY-DOH trademark was famous within the meaning of 15 U.S.C. § 1125(c) long prior to any rights Applicant may have in the United States with respect to Applicant's Marks.

30. Applicant's registration and use of Applicant's Marks in connection with the goods set forth in the Challenged Applications is likely to cause dilution of Hasbro's PLAY-DOH trademark in violation of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

WHEREFORE, Hasbro requests that the Challenged Applications be refused registration on the basis of priority, likelihood of confusion and dilution, and that the Trademark Trial and Appeal Board grant such other relief as it deems just and proper.

Please recognize as attorneys for Hasbro in this proceeding Catherine M.C. Farrelly and Kimberly M. Maynard (members of the Bar of the State of New York), and the law firm of Frankfurt Kurnit Klein & Selz, P.C., 488 Madison Avenue, 10th Floor, New York, NY 10022.

Kindly direct all correspondence to the attention of Catherine M.C. Farrelly at the following address.

Dated: November 15, 2017

Respectfully Submitted,

FRANKFURT KURNIT KLEIN & SELZ P.C.

By: 

Catherine M.C. Farrelly

Kimberly M. Maynard

488 Madison Avenue

10th Floor

New York, NY 10022

Tel: 212.826.5579

E: cfarrelly@fkks.com

kmaynard@fkks.com

Attorneys for Opposer, Hasbro, Inc.

EXHIBIT A



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PLAY-DOH MY LITTLE PONY PRINCESS TWILIGHT SPARKLE AND RARITY FASHION FUN

Ages: AGES 3+
Item: B9717AS00

\$14.99



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PRODUCT DESCRIPTION:

Hey, everypony - get ready for a fabulous fashion frenzy with Rarity and Princess Twilight Sparkle! Dress the 2 ponies for any occasion with these dress-making tools and 6 cans of Play-Doh compound. Stamp dresses with the 2 cutters, then customize them with accessories like gems, bows, and butterflies with the molds on the princess's favorite book! Roll strings of pearls with Spike the Dragon, and fill in the princess's removable wings with color for even more creativity.

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PLAY-DOH DREAMWORKS TROLLS PRESS 'N STYLE SALON

Ages: AGES 3+
Item: B9027AS00

\$14.99



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In-Stock

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PRODUCT DESCRIPTION:

Hair, hair everywhere! Create your own colortastic Play-Doh hairstyles for superstars Poppy and Branch from the Dreamworks Trolls movie. To get started, place Branch or Poppy in the chair, then press down to grow silly hair! Shape and style your hairdo with the book-mold, and create colorful accessories with the half-molds. Use the scissors to cut it all off and start over again!

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PLAY-DOH TOWN FIREHOUSE

Ages: AGES 3+

Item: B3415

\$19.99

APPROX RETAIL



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PRODUCT DESCRIPTION:

Hey, chief – there's a fire in Play-Doh Town! Luckily the Firehouse is right nearby, and this can-do firefighter is ready to squish out the Play-Doh flames. Create an emergency scene by stacking the Play-Doh cans and putting the roof on top. Use the fire stamper to add colorful flames, and squeeze a silly escape pole. The half-molds shape other rescue essentials, like a radio or an alarm bell. Get the firefighter ready by creating a wild hairstyle and putting on his hat. Use the stamps on his feet to make his radio and a pretend treat for his pup. Help him battle the flames with the water cannon extruder, make a hose with the fire hydrant, or chop the flames out with the axe, which also fits in the firefighter's hand. And make sure to take the dog for a walk, or it might

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PLAY-DOH CUTIE MARK CREATORS FEATURING MY LITTLE PONY

Ages: 3+
Item: B0009AS20

\$9.99



Be the first to review this product

[Write a review](#)

In-Stock

[ADD TO CART](#)

PRODUCT DESCRIPTION:

Make your own Ponyville world at home! With a rainbow of 9 Play-Doh colors, you can create all kinds of My Little Pony friends including Earth ponies, Pegasus ponies, Unicorns and Princess ponies. Create favorite characters from the hit cartoon including Princess Twilight Sparkle, Rarity, Rainbow Dash, and more! Use the 4 pony bases and book-molds to shape your ponies, then give them beautiful rainbow manes with the extruder. Make your ponies uniquely you with cutie marks and other accessories.

EXHIBIT B

TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

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Mark: PLAY-DOH



US Serial Number: 71695313

Application Filing Date: Sep. 26, 1955

US Registration Number: 650035

Registration Date: Aug. 13, 1957

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 15, 2017

Mark Information

Mark Literal Elements: PLAY-DOH

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: PLASTIC TYPE MODELING COMPOUND FOR CHILDREN'S USE

International Class(es): 016

U.S Class(es): 022 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: May 26, 1955

Use in Commerce: Sep. 12, 1955

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: HASBRO, INC.
Owner Address: 1027 NEWPORT AVENUE
 PAWTUCKET, RHODE ISLAND UNITED STATES 02862
Legal Entity Type: CORPORATION
State or Country Where Organized: RHODE ISLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Sara Beccia
Attorney Primary Email Address: sara.beccia@hasbro.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Sara Beccia
 Hasbro, Inc.
 1027 Newport Avenue
 PAWTUCKET, RHODE ISLAND UNITED STATES 02862
Phone: 401-727-5185
Fax: 401-727-5089
Correspondent e-mail: sara.beccia@hasbro.com
tracy.valenti@hasbro.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 15, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 15, 2017	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	68502
Sep. 15, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Sep. 15, 2017	AMENDMENT UNDER SECTION 7 - ISSUED	68502
Sep. 05, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jul. 26, 2017	TEAS SECTION 8 & 9 RECEIVED	
Jul. 26, 2017	TEAS SECTION 7 REQUEST RECEIVED	
Feb. 13, 2008	CASE FILE IN TICRS	
Apr. 28, 2007	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	59136
Apr. 28, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 03, 2007	ASSIGNED TO PARALEGAL	59136
Mar. 08, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 08, 2007	PAPER RECEIVED	
Aug. 26, 1997	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Jul. 18, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Aug. 13, 1977	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Aug. 13, 2017

Change in Registration: Yes

Amendment to a The drawing is amended to appear as follows: PUBLISH NEW CUT
Registration/Renewal
Certificate:

[TM Staff and Location Information](#)

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 15, 2017

[Assignment Abstract Of Title Information - Click to Load](#)

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Mark: PLAY-DOH

No Image exists for this case.

US Serial Number: 73044688

Application Filing Date: Feb. 20, 1975

US Registration Number: 1023855

Registration Date: Oct. 28, 1975

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Oct. 31, 2015

Mark Information

Mark Literal Elements: PLAY-DOH

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US [0605035](#), [0907117](#) and others
Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *,* identify additional (new) wording in the goods/services.

For: TOYS-NAMELY, MODELING COMPOUND; MODELING COMPOUND AND APPARATUS TO WORK WITH SAID MODELING COMPOUND SOLD AS A UNIT; AND EQUIPMENT FOR PLAYING PARLOR-TYPE AMUSEMENT GAMES

International Class(es): 028 - Primary Class

U.S Class(es): 022

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 13, 1957

Use in Commerce: Aug. 13, 1957

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: HASBRO, INC.

Owner Address: 1027 NEWPORT AVENUE
PAWTUCKET, RHODE ISLAND UNITED STATES 02862

Legal Entity Type: CORPORATION

State or Country Where Organized: RHODE ISLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name: PAUL N. VANASSE

Correspondent

Correspondent HASBRO, INC.

Name/Address: 1027 NEWPORT AVENUE
PAWTUCKET, RHODE ISLAND UNITED STATES 02862

Phone: 401-727-5530

Fax: 401-709-6448

Correspondent e-mail: paul.vanasse@hasbro.com
tracy.valenti@hasbro.comCorrespondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 31, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 31, 2015	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	75184
Oct. 31, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Oct. 31, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Sep. 22, 2015	TEAS SECTION 8 & 9 RECEIVED	
Sep. 22, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 29, 2005	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Jul. 29, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 25, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 25, 2005	PAPER RECEIVED	
Dec. 21, 1995	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Oct. 18, 1995	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Jul. 19, 1982	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 28, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Oct. 31, 2015

Assignment Abstract Of Title Information

Proceedings

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Mark: PLAY-DOH



US Serial Number: 76534953

Application Filing Date: Aug. 06, 2003

US Registration Number: 2878813

Registration Date: Aug. 31, 2004

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 29, 2014

Publication Date: Jun. 08, 2004

Mark Information

Mark Literal Elements: PLAY-DOH

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.11.02 - Plain single line rectangles; Rectangles (single line)
26.11.20 - Rectangles inside one another
26.11.25 - Rectangles with one or more curved sides

Related Properties Information

Claimed Ownership of US [0650035](#), [1023855](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: toys, namely, toy modeling compounds, toy extruders, toy molds and toy apparatus to be used in connection with toy modeling compounds

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)**First Use:** Feb. 15, 2003**Use in Commerce:** Feb. 15, 2003**Basis Information (Case Level)**

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: HASBRO, INC.

Owner Address: 1027 Newport Avenue
Pawtucket, RHODE ISLAND UNITED STATES 02862

Legal Entity Type: CORPORATION

State or Country Where Organized: RHODE ISLAND

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: PAUL N. VANASSE

Attorney Primary Email: pvanasse@hasbro.com

Address:

Attorney Email Authorized: No

Correspondent

Correspondent: HASBRO, INC.

Name/Address: 1027 Newport Avenue
PAWTUCKET, RHODE ISLAND UNITED STATES 02862

Phone: 401-727-5530

Fax: 401-709-6448

Correspondent e-mail: paul.vanasse@hasbro.com
tracy.valenti@hasbro.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Jul. 29, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 29, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Jul. 29, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Jul. 29, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jul. 14, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jul. 14, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 12, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Sep. 23, 2009	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	76293
Mar. 10, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Sep. 23, 2009	PAPER RECEIVED	
Aug. 31, 2004	REGISTERED-PRINCIPAL REGISTER	

Jun. 08, 2004	PUBLISHED FOR OPPOSITION	
May 19, 2004	NOTICE OF PUBLICATION	
Apr. 01, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 22, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 05, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 05, 2004	PAPER RECEIVED	
Feb. 23, 2004	NON-FINAL ACTION MAILED	
Feb. 17, 2004	ASSIGNED TO EXAMINER	74309

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 31, 2014

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 29, 2014

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Mark: DOHVINCI

DOHVINCI

US Serial Number: 85905430

Application Filing Date: Apr. 16, 2013

US Registration Number: 4769177

Registration Date: Jul. 07, 2015

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 07, 2015

Publication Date: Sep. 30, 2014

Notice of Allowance Date: Nov. 25, 2014

Mark Information

Mark Literal Elements: DOHVINCI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "*" identify additional (new) wording in the goods/services.

For: Toy modeling compounds, toy molds, toy extruders for use with toy modeling compounds

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2014

Use in Commerce: Jun. 01, 2014

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Hasbro, Inc.

Owner Address: 1027 Newport Avenue

Pawtucket, RHODE ISLAND UNITED STATES 02862

Legal Entity Type: CORPORATION

State or Country Where
Organized: RHODE ISLAND**Attorney/Correspondence Information**

Attorney of Record - None

Correspondent

Correspondent HASBRO, INC.
 Name/Address: HASBRO, INC.
 1027 NEWPORT AVE
 PAWTUCKET, RHODE ISLAND UNITED STATES 02861-2500

Phone: 401-727-5530

Fax: 401-709-6448

Correspondent e-mail: pvanasse@hasbro.com tracy.valenti@hasbro.com

Correspondent e-mail Yes
 Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 07, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 03, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 02, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 02, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 01, 2015	STATEMENT OF USE PROCESSING COMPLETE	61813
Apr. 29, 2015	USE AMENDMENT FILED	61813
Jun. 01, 2015	EXTENSION 1 GRANTED	61813
Apr. 29, 2015	EXTENSION 1 FILED	61813
May 29, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
May 28, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	74193
Apr. 29, 2015	TEAS EXTENSION RECEIVED	
Apr. 29, 2015	TEAS STATEMENT OF USE RECEIVED	
Nov. 25, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 30, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 30, 2014	PUBLISHED FOR OPPOSITION	
Sep. 10, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 28, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Aug. 27, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 12, 2014	LIE CHECKED SUSP - TO ATTY FOR ACTION	66121
Feb. 11, 2014	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	66121
Feb. 11, 2014	ASSIGNED TO LIE	66121
Jul. 30, 2013	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jul. 30, 2013	LETTER OF SUSPENSION E-MAILED	6332
Jul. 30, 2013	SUSPENSION LETTER WRITTEN	76419
Jul. 26, 2013	ASSIGNED TO EXAMINER	76419
Apr. 22, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 19, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 02, 2015

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Mark: DOHVINCI

DohVinci

US Serial Number: 86138107

Application Filing Date: Dec. 09, 2013

US Registration Number: 5082555

Registration Date: Nov. 15, 2016

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 15, 2016

Publication Date: Oct. 28, 2014

Notice of Allowance Date: Aug. 04, 2015

Mark Information

Mark Literal Elements: DOHVINCI

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the term "DOHVINCI" in stylized lettering.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Related Properties Information

Claimed Ownership of US [0650035](#), [1023855](#), [1780254](#) and others Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Toy modelling and design compounds and toy accessories for use therewith

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2014

Use in Commerce: Jun. 01, 2014

For: Arts and craft modeling compound kits

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2014

Use in Commerce: Jun. 01, 2014

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Hasbro, Inc.

Owner Address: 1027 Newport Avenue
Pawtucket, RHODE ISLAND UNITED STATES 02862

Legal Entity Type: CORPORATION

State or Country Where Organized: RHODE ISLAND

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: Paul N. Vanasse
Hasbro, Inc.
1027 Newport Avenue
Pawtucket, RHODE ISLAND UNITED STATES 02862

Phone: (401) 727-5530

Fax: (401) 709-6448

Correspondent e-mail: pvanasse@hasbro.com tracy.valenti@hasbro.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 28, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 15, 2016	REGISTERED-PRINCIPAL REGISTER	
Oct. 13, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 12, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 03, 2016	STATEMENT OF USE PROCESSING COMPLETE	66530
Jan. 08, 2016	USE AMENDMENT FILED	66530
Mar. 08, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 05, 2016	EXTENSION 1 GRANTED	66530
Feb. 01, 2016	EXTENSION 1 FILED	66530
Mar. 03, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Feb. 01, 2016	TEAS EXTENSION RECEIVED	
Jan. 08, 2016	TEAS STATEMENT OF USE RECEIVED	
Aug. 04, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 23, 2015	TTAB RELEASE CASE TO TRADEMARKS	220383
Jun. 23, 2015	OPPOSITION TERMINATED NO. 999999	220383
Jun. 23, 2015	OPPOSITION DISMISSED NO. 999999	220383
Jan. 28, 2015	OPPOSITION INSTITUTED NO. 999999	220383
Nov. 12, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Nov. 07, 2014	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 07, 2014	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 28, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 28, 2014	PUBLISHED FOR OPPOSITION	

Oct. 08, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 19, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Sep. 19, 2014	ASSIGNED TO LIE	66213
Sep. 05, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 29, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 29, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 29, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 01, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 01, 2014	NON-FINAL ACTION E-MAILED	6325
Mar. 01, 2014	NON-FINAL ACTION WRITTEN	81855
Feb. 21, 2014	ASSIGNED TO EXAMINER	81855
Dec. 20, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 12, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 12, 2016

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EXHIBIT C

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Mark: PLAY-DOH

PLAY-DOH

US Serial Number: 86548051

Application Filing Date: Feb. 27, 2015

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/APPLICATION/Under Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Status: A third request for extension of time to file a Statement of Use has been granted.

Status Date: Jul. 31, 2017

Publication Date: Jan. 05, 2016

Notice of Allowance Date: Mar. 01, 2016

Mark Information

Mark Literal Elements: PLAY-DOH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US [0650035](#), [1023855](#), [2878813](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Entertainment services, namely, the production and distribution of motion pictures, ongoing television programs in the field of children's entertainment, and animated television series in the field of children's entertainment; entertainment and educational services, namely, ongoing programs in the field of children's entertainment accessible by television, satellites, radio, audio, video, electronic media and computer networks; providing news and information in the field of education and entertainment; entertainment services, namely, providing online computer games and interactive multiplayer online games via global networks; fan club services; entertainment services in the nature of competitions in the field of entertainment; providing online computer databases, information and websites featuring audio, visual and audiovisual entertainment in the field of education and entertainment via global computer networks; entertainment services, namely, the production of pre-recorded dvds featuring animated cartoons; providing industry information online via a global network, namely, online publications in the nature of articles and magazines on toys and games

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Hasbro, Inc.

Owner Address: 1027 Newport Avenue
Pawtucket, RHODE ISLAND UNITED STATES 02862

Legal Entity Type: CORPORATION State or Country Where Organized: RHODE ISLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Sara Beccia

Attorney Primary Email trademarks@hasbro.com Attorney Email Authorized: Yes

Address:

Correspondent

Correspondent Name/Address: Sara Beccia
Hasbro, Inc.
1027 Newport Avenue
Pawtucket, RHODE ISLAND UNITED STATES 02862

Phone: 401-727-5185 Fax: 401-727-5089

Correspondent e-mail: trademarks@hasbro.com Correspondent e-mail Yes
tracy.valenti@hasbro.com Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 02, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 31, 2017	EXTENSION 3 GRANTED	98765
Jul. 31, 2017	EXTENSION 3 FILED	98765
Jul. 31, 2017	TEAS EXTENSION RECEIVED	
Feb. 02, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 31, 2017	EXTENSION 2 GRANTED	98765
Jan. 31, 2017	EXTENSION 2 FILED	98765
Jan. 31, 2017	TEAS EXTENSION RECEIVED	
Jul. 29, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 27, 2016	EXTENSION 1 GRANTED	98765
Jul. 27, 2016	EXTENSION 1 FILED	98765
Jul. 27, 2016	TEAS EXTENSION RECEIVED	
Mar. 01, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 05, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 05, 2016	PUBLISHED FOR OPPOSITION	
Dec. 17, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Dec. 17, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 16, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Nov. 21, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 21, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 20, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 20, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 30, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 30, 2015	NON-FINAL ACTION E-MAILED	6325
May 30, 2015	NON-FINAL ACTION WRITTEN	85323
May 27, 2015	ASSIGNED TO EXAMINER	85323
Mar. 12, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 03, 2015	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: REINHART, MEGHAN M

Law Office Assigned: LAW OFFICE 108

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Mar. 01, 2016

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Mark: PLAY-DOH TOUCH

PLAY-DOH TOUCH

US Serial Number: 87643199

Application Filing Date: Oct. 12, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Status Date: Oct. 20, 2017

Mark Information

Mark Literal Elements: PLAY-DOH TOUCH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US [0650035](#), [1023855](#), [2878813](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Toys, games, and playthings, namely, toy modeling and design compounds; toy molds, toy extruders and toy accessories for use with toy modeling and design compounds; equipment sold as a unit for creating digital content through play

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 19, 2016

Use in Commerce: Sep. 19, 2016

For: Downloadable computer software for creating digital content including audiovisual, audio and special effects; stands for handheld digital electronic devices, namely, mobile phones, specially adapted for use in connection with creating digital content including audiovisual, audio and special effects

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 19, 2016

Use in Commerce: Sep. 19, 2016

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Hasbro, Inc.

Owner Address: 1027 Newport Avenue
Pawtucket, RHODE ISLAND UNITED STATES 02862

Legal Entity Type: CORPORATION **State or Country Where Organized:** RHODE ISLAND

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Sara Beccia

Attorney Primary Email: trademarks@hasbro.com **Attorney Email Authorized:** Yes

Address:

Correspondent

Correspondent Name/Address: SARA BECCIA
HASBRO, INC.
1027 NEWPORT AVENUE
PAWTUCKET, RHODE ISLAND UNITED STATES 02862

Phone: 401-727-5185 **Fax:** 401-727-5089

Correspondent e-mail: trademarks@hasbro.com **Correspondent e-mail Authorized:** Yes
tracy.valenti@hasbro.com

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Oct. 20, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 16, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information**TM Staff Information - None****File Location**

Current Location: NEW APPLICATION PROCESSING **Date in Location:** Oct. 20, 2017

Assignment Abstract Of Title Information - Click to Load**Proceedings - Click to Load**