ESTTA Tracking number: **ESTTA937176**

Filing date: **11/26/2018**

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	Screen Actors Guild-American Federation of Television and Radio
Granted to Date of previous extension	11/25/2018
Address	Legal Department 5757 Wilshire Blvd, 7th Floor Los Angeles, CA 90036 UNITED STATES

Attorney information	Stephen J Strauss Buchalter, A Professional Corporation 1000 Wilshire Boulevard, Suite 1500 Los Angeles, CA 90017-1730 UNITED STATES ipdocket@buchalter.com, sstrauss@buchalter.com, aharvey@buchalter.com (213) 891-0700

Applicant Information

Application No	87720603	Publication date	05/29/2018
Opposition Filing Date	11/26/2018	Opposition Period Ends	11/25/2018
Applicant	The Storay Advocacy Group, P.A. 330 Pauls Drive, STE 100-9 Brandon, FL 33511 UNITED STATES		

Goods/Services Affected by Opposition

Class 045. First Use: 2016/12/07 First Use In Commerce: 2016/12/07
All goods and services in the class are opposed, namely: Legal services; Legal advisory services; Legal consultation services; Legal information services; Legal research; Legalsupport services; Mediation; On-site legal services

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or brings them into contempt, or disrepute	Trademark Act Section 2(a)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2410100	Application Date	05/11/1999
Registration Date	12/05/2000	Foreign Priority Date	NONE
Word Mark	SAG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 006. First use: First Use: 1996/10/00 First Use In Commerce: 1996/10/00 [METAL GOODS; NAMELY, KEY RINGS] Class 016. First use: First Use: 1970/11/00 First Use In Commerce: 1970/11/00 PAPER GOODS AND PRINTED MATTER; NAMELY,LEATHER AND NON-LEATHER PERSONAL ORGANIZERS; AND BROCHURES, NEWSLETTERS, PAMPHLETS AND MAGAZINES IN THE FIELD OF ISSUESRELATING TO ACTORS AND PERFORMERS Class 018. First use: First Use: 1996/10/00 First Use In Commerce: 1996/10/00 LEATHER ATTACHE BAGS Class 021. First use: First Use: 1996/10/00 First Use In Commerce: 1996/10/00 HOUSEWARES-- NAMELY, COFFEE MUGS Class 025. First use: First Use: 1996/10/00 First Use In Commerce: 1996/10/00 CLOTHING; NAMELY T-SHIRTS, BASEBALL CAPS, JACKETS Class 041. First use: First Use: 1995/02/00 First Use In Commerce: 1995/02/00 ENTERTAINMENT SERVICES; NAMELY, ANNUAL TELEVISION PROGRAM IN CONNECTION WITH THE RECOGNITION OF DISTINGUISHED ACHIEVE-MENT IN ACTING IN THEATRICAL MOTION PICTURES AND ON PRIME TIME TELEVISION AND CABLE PROGRAMS Class 042. First use: First Use: 1933/00/00 First Use In Commerce: 1933/00/00 LABOR UNION SERVICES; NAMELY, UNION REPRESENTATION FOR ACT-ORS PERFORMING IN THEATRICAL MOTION PICTURES, PRIME TIME TELEVISION, AND CABLE PROGRAMS		

U.S. Registration No.	3365204	Application Date	04/27/2007
Registration Date	01/08/2008	Foreign Priority Date	NONE
Word Mark	SAG AWARDS		

Design Mark	SAG Awards
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1995/02/25 First Use In Commerce: 1995/02/25 Entertainment in the nature of annual television program in connection with therecognition of distinguished achievement in acting

U.S. Registration No.	4327043	Application Date	04/03/2012
Registration Date	04/30/2013	Foreign Priority Date	NONE
Word Mark	SAG-AFTRA		
Design Mark	SAG-AFTRA		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2012/01/29 First Use In Commerce: 2012/03/30 Labor unions		

U.S. Registration No.	4467105	Application Date	04/16/2012
Registration Date	01/14/2014	Foreign Priority Date	NONE
Word Mark	SAG-AFTRA		

Design Mark	SAG-AFTRA
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2012/01/29 First Use In Commerce: 2012/03/30 Entertainment in the nature of annual television program in connection with therecognition of distinguished achievement in acting; Providing online newsletters in the field of issues relating to actors, broadcasters, dancers, journalists,singers and other performers and media professionals via e-mail; Providing on-line newsletters in the field of issues relating to actors, broadcasters, dancers, journalists, singers and other performers and media professionals; educationalservices, namely, conducting conferences and seminars in the field of motion picture film, television, radio, emerging media, acting and performing; educational services, namely, conducting programs in the field of issues relating to actors, broadcasters, dancers, journalists, singers and other performers and media professionals; providing information via an online network in the field of issues related to production of and acting and performing in motion picture film, television, radio, and emerging media, namely, online, mobile, digital and interactive media ; Entertainment services, namely, providing webcasts in the field of issues relating to motion picture film, television, radio, emerging media, acting and performing; entertainment information

Attachments	75702403#TMSN.png(bytes) 77167524#TMSN.png(bytes) 85588245#TMSN.png(bytes) 85598720#TMSN.png(bytes) sag opposition.pdf(483485 bytes)

Signature	/Stephen J. Strauss/
Name	Stephen J Strauss
Date	11/26/2018

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of:
Serial No.: 87/720,603
Filed: December 14, 2017
Mark:
Published: May 29, 2018
Applicant: The Storay Advocacy Group, P.A.

SCREEN ACTORS GUILD-AMERICAN FEDERATIONOF TELEVISION AND RADIO ARTISTS a/k/a SAG-AFTRA, Opposer, v. THE STORAY ADVOCACY GROUP, P.A., Applicant.	Opposition No.

NOTICE OF OPPOSITION

Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Attn: Commission of Trademarks

Screen Actors Guild-American Federationof Television And Radio Artists a/k/a SAG-AFTRA, a corporation organized and existing under the laws of Delaware and having its business address at 5757 Wilshire Blvd, 7th Floor, Los Angeles, California 90036, ("OPPOSER"), believes that it will be damaged by the registration of the mark shown in Application Serial No. 87/720,603 and hereby opposes same.

As grounds for this Notice, it is alleged upon information and belief that:

1. Opposer is the pre-eminent labor union representing over 160,000 actors, announcers, broadcasters journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists and other media professionals. Opposer is widely known to the general public as "SAG-AFTRA" for short.

2. Opposer derives its members from two prior entertainment labor unions: Screen Actors Guild, Inc. (Guild) and The American Federation of Television and Radio Artists (Federation). From their inceptions (1933 for the Guild and 1952 for the Federation), Guild and Federation continuously used SAG and AFTRA, respectively and independently, as trademarks and service marks in connection with labor union services, entertainment award shows and other entertainment and educational services throughout the United States and the world.

3. On March 30, 2012, Guild and Federation merged into a single and new union named Screen Actors Guild-American Federation Of Television And Radio Artists.

4. Since March 30, 2012, Opposer has used, and continues to use, SAG-AFTRA as a trademark and service mark in connection with its labor union and educational services throughout the United States and the world. OPPOSER also provides free and discount legal consultation and advisory services to its union members under the SAG-AFTRA mark.

5. For the last 20 years, OPPOSER has produced the annual SAG Awards, one the most watched year-end entertainment award shows recognizing outstanding performances in film and prime time television. Broadcast through the TBS and TNT cable networks, the SAG Awards scored a combined audience of over 5.2 million viewers in 2017 and 4.6 million viewers in 2018.

6. In addition to its far-reaching common law rights, OPPOSER is the owner of the following United States Trademark and Service Mark registrations covering marks incorporating "SAG" (hereinafter collectively referred to as the "SAG Marks"):

MARK	REGIS. NO.	REGIS. DATE	GOODS/SERVICES
SAG	2410100	December 5, 2000	"Paper goods and printed matter; namely, leather and non-leather personal organizers; and brochures, newsletters, pamphlets and magazines in the field of issues relating to actors and performers" in International Class 16; "leather attache bags" in International Class 18; "housewares-- namely, coffee mugs" in International Class 21; "clothing; namely t-shirts, baseball caps, jackets" in International Class 25; "entertainment services; namely, annual television program in connection with the recognition of distinguished achievement in acting in theatrical motion pictures and on prime time television and cable programs" in International Class 41; "labor union services; namely, union representation for actors performing in theatrical motion pictures, prime time television, and cable programs" in International Class 42
SAG AWARDS	3365204	January 8, 2008	"Entertainment in the nature of annual television program in connection with the recognition of distinguished achievement in acting" in International Class 41
SAG-AFTRA	4327043	April 30, 2013	"Labor unions" in International Class 35
SAG-AFTRA	4467105	January 14, 2014	"Entertainment in the nature of annual television program in connection with the recognition of distinguished achievement in acting; providing online newsletters in the field of issues relating to actors, broadcasters, dancers, journalists, singers and other performers and media professionals via e-mail; providing on-line newsletters in the field of issues relating to actors, broadcasters, dancers, journalists,

			singers and other performers and media professionals; educational services, namely, conducting conferences and seminars in the field of motion picture film, television, radio, emerging media, acting and performing; educational services, namely, conducting programs in the field of issues relating to actors, broadcasters, dancers, journalists, singers and other performers and media professionals; providing information via an online network in the field of issues related to production of and acting and performing in motion picture film, television, radio, and emerging media, namely, online, mobile, digital and interactive media ; entertainment services, namely, providing webcasts in the field of issues relating to motion picture film, television, radio, emerging media, acting and performing; entertainment information" in International Class 41

Copies of these registrations are attached hereto as Exhibit A.

7. The above-identified registrations are valid and subsisting, and Registration Nos. 2410100 and 3365204 are incontestable. As the owner of these registered marks, OPPOSER has the rights to their exclusive use.

8. OPPOSER has developed an exceedingly valuable goodwill with respect to its SAG Marks. OPPOSER's SAG Marks have become widely and favorably known throughout the United States and worldwide and has become recognized by the labor, legal and entertainment industries, as well as the general public, as identifying and distinguishing OPPOSER as the source and origin of the goods and services identified in paragraphs 2, 4, 5 and 6 bearing the SAG Marks. These marks are very valuable to OPPOSER and any registration by APPLICANT of a confusingly similar mark will cause immediate and irreparable harm to OPPOSER.

9. OPPOSER has expended great effort and considerable expense in advertising, promoting, offering for sale and selling its goods and services under the SAG Marks in the United States and elsewhere throughout the world.

10. OPPOSER is informed and believes, and on that ground avers that The Storay Advocacy Group, P.A. ("APPLICANT") is a Florida corporation, having a place of business at 330 Pauls Drive, Suite 100-9, Brandon, Florida 33511.

11. On December 14, 2017, APPLICANT filed a service mark application (No. 87/720,603) seeking to register the mark for "legal advisory services; legal consultation services; legal information services; legal research; legal support services; mediation; on-site legal services" in International Class 45.

12. OPPOSER's, and its predecessor-in-interest's, first use of the SAG Marks is prior to APPLICANT's filing of Application Serial No. 87/720,603 or any subsequent claimed first use of the mark by APPLICANT in connection with legal services.

13. The SAG Marks were famous at least as of, and long before, the December 14, 2017 filing date of Application Serial No. 87/720,603.

14. Upon information and belief, the Class 45 services specified in APPLICANT's application are distributed through similar, if not identical, channels of trade and marketed under similar, if not identical, circumstances to a same or similar class of purchasers as the products and services marketed by OPPOSER under its SAG Marks.

APPLICANT'S MARK IS CONFUSINGLY SIMILAR TO OPPOSER'S SAG MARKS

15. If the APPLICANT is permitted to use and register his mark for the Class 45 services specific in the application herein opposed, confusion in the labor union, legal and entertainment trade and purchasing public resulting in damage and injury to OPPOSER

would be caused and would result by reason of the similarity between APPLICANT's mark and the OPPOSER's SAG Marks. Persons familiar with OPPOSER's SAG Marks would be likely to buy APPLICANT's Class 45 services (particularly its legal advisory and consultation services) as and for services provided and sold by OPPOSER. Any defect, objection or fault found with APPLICANT's Class 45 services marketed and sold under the mark would necessarily reflect upon and seriously injure the reputation which the OPPOSER has established for its goods and services under its SAG Marks.

16. If APPLICANT is granted the registration herein opposed, it would thereby obtain at least a prima facie exclusive right to the use of its mark. Such registration would be a source of damage and injury to OPPOSER, including but not limited to, placing a cloud upon the right of OPPOSER to naturally expand use or registration of its SAG Marks, or other trademarks and service marks, to any other related goods or services not specifically identified in Application Serial No. 87/720,603.

17. By reason of the foregoing allegations, OPPOSER has the right to use and register trademarks and service marks which are believed to be confusingly similar to the mark sought to be registered by APPLICANT, and OPPOSER believes it will be damaged by registration of the mark shown in the opposed application.

APPLICANT'S MARK INACCURATELY SUGGESTS A CONNECTION WITH OPPOSER

18. OPPOSER has been using the SAG Marks in connection with various labor union and legal consultation and advisory services for more than 85 years. As the pre-eminent labor union for a variety of performers (including actors, broadcast journalists and music artists), both the public and the labor union, legal and entertainment industries have come to so strongly

associate OPPOSER with the SAG Marks that OPPOSER has become synonymous with the SAG Marks. APPLICANT's mark inaccurately suggests a connection with OPPOSER in violation of 15 U.S.C. §1052(a), to the damage of OPPOSER.

APPLICANT'S MARK DILUTES THE DISTINCTIVENESS AND FAME OF OPPOSER'S SAG MARKS

19. OPPOSER is, and will continue to be, damaged by the existence of the application (No. 87/720,603), because said application is so deceptively similar to OPPOSER's famous SAG Marks as to dilute the SAG Marks and harm OPPOSER's reputation.

WHEREFORE, OPPOSER prays that registration of the mark shown in Application Serial No. 87/720,603 published on May 29, 2018 in the Official Gazette, for the International Class 45 services specified therein, be refused and denied, and that this opposition be sustained.

Respectfully submitted,

BUCHALTER, A Professional Corporation
A Professional Corporation

Dated: November 26, 2018

By: _____
Stephen J. Strauss
Attorney for Opposer

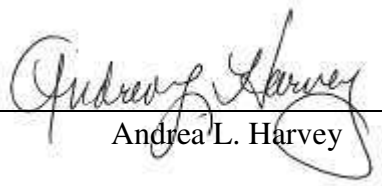
1000 Wilshire Boulevard, Suite 1500
Los Angeles, California 90017-2457
(213) 891-0700

CERTIFICATE OF SERVICE

I hereby certify that I served a copy of the foregoing NOTICE OF OPPOSITION upon Applicant by depositing one copy thereof via U.S. First Class mail and one copy via e-mail on November 26, 2018, to the following addresses:

Elana Greenway, Esq.
GREENWAY LAW FIRM
8875 Hidden River Parkway, Suite 300
Tampa, Florida 33637

elana@greenwayfirm.com



Andrea L. Harvey

EXHIBIT A

Int. Cls.: 6, 16, 18, 21, 25, 41 and 42

Prior U.S. Cls.: 1, 2, 3, 5, 12, 13, 14, 22, 23, 25, 29, 30, 33, 37, 38, 39, 40, 41, 50, 100, 101 and 107

Reg. No. 2,410,100

United States Patent and Trademark Office **Registered Dec. 5, 2000**

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

SAG

SCREEN ACTORS GUILD, INC. (CALIFORNIA CORPORATION)
5757 WILSHIRE BOULEVARD
LOS ANGELES, CA 90036

FOR: METAL GOODS; NAMELY, KEY RINGS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 10-0-1996; IN COMMERCE 10-0-1996.

FOR: PAPER GOODS AND PRINTED MATTER; NAMELY, LEATHER AND NON-LEATHER PERSONAL ORGANIZERS; AND BROCHURES, NEWSLETTERS, PAMPHLETS AND MAGAZINES IN THE FIELD OF ISSUES RELATING TO ACTORS AND PERFORMERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-0-1970; IN COMMERCE 11-0-1970.

FOR: LEATHER ATTACHE BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 10-0-1996; IN COMMERCE 10-0-1996.

FOR: HOUSEWARES-- NAMELY, COFFEE MUGS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 10-0-1996; IN COMMERCE 10-0-1996.

FOR: CLOTHING; NAMELY T-SHIRTS, BASEBALL CAPS, JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-0-1996; IN COMMERCE 10-0-1996.

FOR: ENTERTAINMENT SERVICES; NAMELY, ANNUAL TELEVISION PROGRAM IN CONNECTION WITH THE RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN ACTING IN THEATRICAL MOTION PICTURES AND ON PRIME TIME TELEVISION AND CABLE PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-0-1995; IN COMMERCE 2-0-1995.

FOR: LABOR UNION SERVICES; NAMELY, UNION REPRESENTATION FOR ACTORS PERFORMING IN THEATRICAL MOTION PICTURES, PRIME TIME TELEVISION, AND CABLE PROGRAMS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 0-0-1933; IN COMMERCE 0-0-1933.

SER. NO. 75-702,403, FILED 5-11-1999.

JOHN HWANG, EXAMINING ATTORNEY

Int. Cls.: 6, 16, 18, 21, 25, 41 and 42

Prior U.S. Cls.: 1, 2, 3, 5, 12, 13, 14, 22, 23, 25, 29, 30, 33, 37, 38, 39, 40, 41, 50, 100, 101 and 107

Reg. No. 2,410,100

United States Patent and Trademark Office **Registered Dec. 5, 2000**

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

SAG

SCREEN ACTORS GUILD, INC. (CALIFORNIA CORPORATION)
5757 WILSHIRE BOULEVARD
LOS ANGELES, CA 90036

FOR: METAL GOODS; NAMELY, KEY RINGS, IN CLASS 6 (U.S. CLS. 2, 12, 13, 14, 23, 25 AND 50).

FIRST USE 10–0–1996; IN COMMERCE 10–0–1996.

FOR: PAPER GOODS AND PRINTED MATTER; NAMELY, LEATHER AND NON-LEATHER PERSONAL ORGANIZERS; AND BROCHURES, NEWSLETTERS, PAMPHLETS AND MAGAZINES IN THE FIELD OF ISSUES RELATING TO ACTORS AND PERFORMERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11–0–1970; IN COMMERCE 11–0–1970.

FOR: LEATHER ATTACHE BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 10–0–1996; IN COMMERCE 10–0–1996.

FOR: HOUSEWARES-- NAMELY, COFFEE MUGS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 10–0–1996; IN COMMERCE 10–0–1996.

FOR: CLOTHING; NAMELY T-SHIRTS, BASEBALL CAPS, JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10–0–1996; IN COMMERCE 10–0–1996.

FOR: ENTERTAINMENT SERVICES; NAMELY, ANNUAL TELEVISION PROGRAM IN CONNECTION WITH THE RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN ACTING IN THEATRICAL MOTION PICTURES AND ON PRIME TIME TELEVISION AND CABLE PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2–0–1995; IN COMMERCE 2–0–1995.

FOR: LABOR UNION SERVICES; NAMELY, UNION REPRESENTATION FOR ACTORS PERFORMING IN THEATRICAL MOTION PICTURES, PRIME TIME TELEVISION, AND CABLE PROGRAMS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 0–0–1933; IN COMMERCE 0–0–1933.

SER. NO. 75–702,403, FILED 5–11–1999.

JOHN HWANG, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,365,204

Registered Jan. 8, 2008

SERVICE MARK
PRINCIPAL REGISTER

SAG Awards

SCREEN ACTORS GUILD, INC. (CALIFORNIA CORPORATION)

LEGAL DEPARTMENT

5757 WILSHIRE BLVD

LOS ANGELES, CA 90036

FOR: ENTERTAINMENT IN THE NATURE OF ANNUAL TELEVISION PROGRAM IN CONNECTION WITH THE RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN ACTING , IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-25-1995; IN COMMERCE 2-25-1995.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,359,865 AND 2,410,100.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AWARDS", APART FROM THE MARK AS SHOWN.

SER. NO. 77-167,524, FILED 4-27-2007.

WON TEAK OH, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

SAG-AFTRA

Reg. No. 4,327,043

Registered Apr. 30, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

SCREEN ACTORS GUILD-AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS (DELAWARE CORPORATION), AKA SAG-AFTRA
LEGAL DEPARTMENT
5757 WILSHIRE BLVD, 7TH FLOOR
LOS ANGELES, CA 90036

FOR: LABOR UNIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-29-2012; IN COMMERCE 3-30-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,013,058, 2,410,100 AND OTHERS.

SER. NO. 85-588,245, FILED 4-3-2012.

MEREDITH MARESCA, EXAMINING ATTORNEY

UNITED STATES PATENT AND TRADEMARK OFFICE · DEPARTMENT OF COMMERCE

Acting Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

SAG-AFTRA

Reg. No. 4,467,105

Registered Jan. 14, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

SCREEN ACTORS GUILD-AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS (DELAWARE CORPORATION), AKA SAG-AFTRA,
LEGAL DEPARTMENT
5757 WILSHIRE BLVD, 7TH FLOOR
LOS ANGELES, CA 90036

FOR: ENTERTAINMENT IN THE NATURE OF ANNUAL TELEVISION PROGRAM IN CONNECTION WITH THE RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN ACTING; PROVIDING ONLINE NEWSLETTERS IN THE FIELD OF ISSUES RELATING TO ACTORS, BROADCASTERS, DANCERS, JOURNALISTS, SINGERS AND OTHER PERFORMERS AND MEDIA PROFESSIONALS VIA E-MAIL; PROVIDING ON-LINE NEWSLETTERS IN THE FIELD OF ISSUES RELATING TO ACTORS, BROADCASTERS, DANCERS, JOURNALISTS, SINGERS AND OTHER PERFORMERS AND MEDIA PROFESSIONALS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CONFERENCES AND SEMINARS IN THE FIELD OF MOTION PICTURE FILM, TELEVISION, RADIO, EMERGING MEDIA, ACTING AND PERFORMING; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF ISSUES RELATING TO ACTORS, BROADCASTERS, DANCERS, JOURNALISTS, SINGERS AND OTHER PERFORMERS AND MEDIA PROFESSIONALS; PROVIDING INFORMATION VIA AN ONLINE NETWORK IN THE FIELD OF ISSUES RELATED TO PRODUCTION OF AND ACTING AND PERFORMING IN MOTION PICTURE FILM, TELEVISION, RADIO, AND EMERGING MEDIA, NAMELY, ONLINE, MOBILE, DIGITAL AND INTERACTIVE MEDIA ; ENTERTAINMENT SERVICES, NAMELY, PROVIDING WEBCASTS IN THE FIELD OF ISSUES RELATING TO MOTION PICTURE FILM, TELEVISION, RADIO, EMERGING MEDIA, ACTING AND PERFORMING; ENTERTAINMENT INFORMATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-29-2012; IN COMMERCE 3-30-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,013,058, 2,410,100, AND OTHERS.

SN 85-598,720, FILED 4-16-2012.

MEREDITH MARESCA, EXAMINING ATTORNEY

Michelle K. Lee

Deputy Director of the United States Patent and Trademark Office