

ESTTA Tracking number: **ESTTA1337371**  
Filing date: **01/31/2024**

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	01/31/2024
Address	1027 NEWPORT AVENUE PAWTUCKET, RI 02861 UNITED STATES
Attorney information	CATHERINE M.C. FARRELLY FRANKFURT KURNIT KLEIN & SELZ PC 28 LIBERTY STREET NEW YORK, NY 10005 UNITED STATES Primary email: pto@fkks.com Secondary email(s): alaroui@fkks.com, cfarrelly@fkks.com, fcampione@fkks.com 2129800120
Docket no.	019851.1900

### Applicant information

Application no.	97674784	Publication date	10/03/2023
Opposition filing date	01/31/2024	Opposition period ends	01/31/2024
Applicant	Quazar LLC 5 LAWRENCE ST 630 BLOOMFIELD, FL 07003 UNITED STATES		

### Goods/services affected by opposition

Class 034. First Use: None First Use In Commerce: None  
All goods and services in the class are opposed, namely: Tobacco; Tobacco and tobacco substitutes

### Grounds for opposition

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

### Marks cited by opposer as basis for opposition

U.S. registration no.	0650035	Application date	09/26/1955
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Register	Principal		
Registration date	08/13/1957	Foreign priority date	NONE
Word mark	PLAY-DOH		
Design mark			
Description of mark	NONE		
Goods/services	Class 022. First use: First Use: May 26, 1955 First Use In Commerce: Sep 12, 1955 PLASTIC TYPE MODELING COMPOUND FOR CHILDREN'S USE		

U.S. registration no.	1023855	Application date	02/20/1975
Register	Principal		
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: Aug 13, 1957 First Use In Commerce: Aug 13, 1957 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		

U.S. registration no.	2878813	Application date	08/06/2003
Register	Principal		
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: Feb 15, 2003 First Use In Commerce: Feb 15, 2003 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.	5722540	Application date	02/27/2015
Register	Principal		
Registration date	04/09/2019	Foreign priority date	NONE
Word mark	PLAY-DOH		
Design mark			
Description of mark	NONE		

Goods/services	Class 041. First use: First Use: Dec 31, 2015 First Use In Commerce: Dec 31, 2015 Entertainment and educational services, namely, ongoing programs in the field of children's entertainment accessible by electronic media and computer networks; providing news and information in the field of education and 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
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U.S. registration no.	5680279	Application date	07/03/2018
Register	Principal		
Registration date	02/19/2019	Foreign priority date	NONE
Word mark	THE PLAY-DOH SHOW		
Design mark			
Description of mark	NONE		
Goods/services	Class 041. First use: First Use: Jul 1, 2018 First Use In Commerce: Jul 1, 2018 Entertainment services, namely, providing ongoing webisodes featuring animated family entertainment via a global computer network		

U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	PLAY-DOH PETE & Design		
Goods/services	modeling compounds, apparel, and other goods and services		

Attachments	Notice of Opposition to PLAY DOPE Design 97674784 FINAL.pdf(1057531 bytes )
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Signature	/cmcf/
Name	CATHERINE M.C. FARRELLY
Date	01/31/2024

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

In the Matter of Application Serial No. 97/674,784  
For the Mark: PLAY DOPE & Design

----- X	
HASBRO, INC.,	:
	:
Opposer,	:
	:
v.	: Opposition No.
	:
QUAZAR LLC,	:
	:
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 mark of Application Serial No. 97/674,784 (the “Challenged Application”) for PLAY DOPE & Design<sup>1</sup> (“Applicant’s Mark”), and hereby opposes that application. On information and belief, the owner of the Challenged Application is Quazar LLC (“Applicant”), an individual having an address of 5 Lawrence St 630, Bloomfield, FL 07003.

The grounds for opposition are as follows:

1. Hasbro is a leading toy and game manufacturer and entertainment company, 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.

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1

2. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including PLAY-DOH, NERF, MY LITTLE PONY, MAGIC: THE GATHERING, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG, PJ MASKS TRANSFORMERS, and MONOPOLY, as well as premier partner brands, including some of the world's largest and well-known entertainment brands.

3. Hasbro is recognized as a leader in its industry and as a corporate citizen. For example, Hasbro has been recognized among the 100 Best Corporate Citizens by Cr Magazine since 2012, and has been named one of the World's Most Ethical Companies<sup>®</sup> by Ethisphere Institute for the past eleven years.

4. Since at least as early as 1955, Hasbro and its licensees have used Hasbro's PLAY-DOH trademark and other marks within its PLAY-DOH-formative family of marks, (together, the "PLAY-DOH Marks") for modeling compounds and other goods and services.

5. In addition to the PLAY-DOH Marks, for more than fifty years, the PLAY-DOH franchise has included Hasbro's iconic PLAY-DOH PETE character, which is used as a trademark in connection with PLAY-DOH products (the "PLAY-DOH PETE Mark" which is included within the definition of the PLAY-DOH Marks). By virtue of that use, Hasbro has developed extensive trademark rights and goodwill in its PLAY-DOH PETE Mark.

6. The PLAY-DOH PETE Mark has been incorporated into several iterations of the PLAY-DOH Logo, including the one shown below.





7. In addition to toys and modeling compounds, Hasbro, through its licensees, also sells apparel branded with the PLAY-DOH Marks, including the PLAY-DOH PETE Mark.

8. Hasbro is the owner of common law rights in its PLAY-DOH Marks, including the PLAY-DOH PETE Mark, for apparel.

9. Hasbro also is the owner of common law rights in its PLAY-DOH word mark and logo for footwear, home décor, and bath products, among other items.

10. 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/Services	Status
	650,035	Class 16: Plastic type modeling compound for children’s use	Incontestable. Registered on August 13, 1957. Priority as of September 12, 1955.
PLAY-DOH	1,023,855	Class 28: 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	Incontestable. Registered on February 20, 1975. Priority as of August 13, 1957.
	2,878,813	Class 28: toys, namely, toy modeling compounds, toy extruders, toy molds and toy apparatus to be used in connection with toy modeling compounds	Incontestable. Registered on August 31, 2004. Priority as of February 15, 2003.
PLAY-DOH	5,722,540	Class 41: Entertainment and educational services, namely, ongoing programs in the field of children's entertainment accessible by electronic media and computer	Registered on April 9, 2019. Priority as of February 27, 2015.

Mark	Reg. No.	Goods/Services	Status
		networks; providing news and information in the field of education and 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	
THE PLAY-DOH SHOW	5,680,279	Class 41: Entertainment services, namely, providing ongoing webisodes featuring animated family entertainment via a global computer network	Registered on February 19, 2019. Priority as of July 1, 2018.

Printouts of the TSDR Database records for the foregoing registrations are annexed hereto as

**Exhibit A.**

- 11. All of the PLAY-DOH Registrations are valid and subsisting.
- 12. U.S. Registration Nos. 650,035, 1,023,855, 2,878,813, and 4,769,177 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.
- 13. U.S. Registration Nos. 5,722,540, and 5,680,279 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.
- 14. Since its adoption and first use of the PLAY-DOH trademark in 1955 and the PLAY- DOH PETE Mark shortly thereafter, Hasbro has devoted and continues to devote substantial time, money, and effort in promotion of its PLAY-DOH Marks and PLAY-DOH

PETE Mark to identify Hasbro as the source of the goods and services.

15. Hasbro's PLAY-DOH compound is the #1 reusable modeling compound, with over 500 million cans shipped each year. More than 3 billion cans of PLAY-DOH compound have been squished and squashed since 1956. If you made a big ball of all the PLAY-DOH compound ever created, it would weigh more than 950 million pounds. PLAY-DOH modeling compound is sold in over 80 countries worldwide.

16. From 2004 through 2019, Applicant earned more than \$1 billion in revenue from sales of its PLAY-DOH modeling compound in the United States. Sales worldwide are in excess of \$2.2 billion since 2004.

17. From 2004 through 2019, Applicant expended or allocated more than \$77 million to promoting its PLAY-DOH modeling compound to United States consumers, including in print, digital and television advertisements. Advertising expenditures worldwide are in excess of \$250 million since 2004.

18. Hasbro's PLAY-DOH modeling compound was inducted into the National Toy Hall of Fame in 1998. See **Exhibit B** (printouts of <http://www.toyhalloffame.org/toys/play-doh>). According to its website, the National Toy Hall of Fame "recognizes toys that have inspired creative play and enjoyed popularity over a sustained period." *Id.*

19. In 2006, Hasbro established National PLAY-DOH Day to take place each September 16th. In 2015, the event was expanded to be recognized as World PLAY-DOH Day, and fans worldwide were invited to join Hasbro in creating a crowd-sourced PLAY-DOH creation. The annual celebration dedicated to PLAY-DOH inspires millions of people to "open a can of imagination" with Hasbro's signature compound.



20. Hasbro's PLAY-DOH brand also delights consumers of all ages. In 2020, Hasbro launched its PLAY-DOH Grown Up Scents line, which celebrated parents with iconic smells like "Mom Jeans", "Lawn Master", "Grill King" and "Overpriced Latte". The buzz-worthy compounds generated significant media attention with widespread print and broadcast coverage.

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

22. 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.

23. Hasbro is entitled to a broad scope of protection for its PLAY-DOH Marks and PLAY-DOH PETE Mark.

24. Given Hasbro's extensive and exclusive use of the PLAY-DOH Marks, trademarks using the term PLAY followed by a term which makes the D + OH sound, inescapably convey to consumers that Hasbro is their source. That is all the more the case when the trademark is accompanied by the image of a boy wearing a hat set within a shape having multiple rounded edges such as in Applicant's Mark, shown below.



25. On November 12, 2022, Applicant filed the Challenged Application based on an intent to use the mark PLAY DOPE & Design in International Class 25 for "dresses; headbands; headwear; hoodies; loungewear; nightwear; pants; scarves; shirts; shoes; shorts; skirts; socks;

sweaters; sweatshirts; swimsuits; t-shirts; clothing jackets” and Class 34 for “tobacco; tobacco and tobacco substitutes.”

26. On October 30, 2023, Quazar LLC opposed registration of Applicant’s Mark in Opposition No. 91287944. Applicant failed to file an Answer in that proceeding, and the Challenged Application was abandoned with respect to Class 25, pursuant to the Trademark Trial and Appeal Board’s Order of January 30, 2024.

27. Hasbro’s rights in and to its PLAY-DOH Marks and PLAY-DOH PETE Mark are long prior to the filing date of the Challenged Application.

28. Hasbro’s right in and to its PLAY-DOH Marks and PLAY-DOH PETE Mark are long prior to any common law rights Applicant may have in Applicant’s Mark.

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

29. Paragraphs 1-28 above are realleged and incorporated herein by reference as if set forth in full.

30. Applicant’s Mark so resembles Hasbro’s PLAY-DOH Marks and PLAY-DOH PETE Mark as to be likely, when used in connection with the goods covered by the Challenged Application, 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.

31. Applicant’s Mark creates the same, or essentially the same, commercial impression as Hasbro’s PLAY-DOH Marks and PLAY-DOH PETE Mark, and is similar thereto in sight, sound, and meaning.

32. The goods covered by Applicant’s Mark are not sufficiently distinct from those

offered by Hasbro and/or its licensees under the PLAY-DOH Marks and PLAY-DOH PETE Mark as to avoid a likelihood of confusion.

33. On information and belief, goods branded with Applicant's Mark 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 and PLAY-DOH PETE Mark are offered.

34. Hasbro believes that it will be damaged by the registration of Applicant's Mark because such registration would support and assist Applicant in the confusing and misleading use of the designation 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.

35. Applicant's Mark so resembles Hasbro's PLAY-DOH Marks as to be likely, when used in connection with the goods covered by the Challenged Application, 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)**

36. Paragraphs 1-35 above are realleged and incorporated herein by reference as if set forth in full.

37. 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 Application, which is based on intent-to-use.

38. 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 Mark.

39. Applicant's registration and use of Applicant's Mark in connection with the goods covered by the Challenged Application 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 its Opposition be sustained, that the Challenged Application be refused registration, 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 Francesca M. Campione (members of the Bar of the State of New York), and the law firm of Frankfurt Kurnit Klein & Selz, P.C., 28 Liberty, New York, NY 10005. Kindly direct all correspondence to the attention of Catherine M.C. Farrelly via e-mail to [cfarrelly@fkks.com](mailto:cfarrelly@fkks.com) and [trademark@fkks.com](mailto:trademark@fkks.com).

Dated: January 31, 2024

Respectfully Submitted,

FRANKFURT KURNIT KLEIN & SELZ P.C.



By: \_\_\_\_\_  
Catherine M.C. Farrelly

28 Liberty Street  
35<sup>th</sup> Floor  
New York, NY 10005  
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E: cfarrelly@fkks.com

*Attorneys for Opposer Hasbro, Inc.*

# **EXHIBIT A**

Generated on: This page was generated by TSDR on 2024-01-31 11:19:20 EST

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) IN STYLIZED 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

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 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](mailto:sara.beccia@hasbro.com)  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Sara Beccia  
1027 Newport Avenue  
PAWTUCKET, RHODE ISLAND UNITED STATES 02861  
**Phone:** 401-727-5185  
**Fax:** 401-709-6448  
**Correspondent e-mail:** [trademarks@hasbro.com](mailto:trademarks@hasbro.com)  
[tracy.valenti@hasbro.com](mailto:tracy.valenti@hasbro.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
May 11, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 15, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 15, 2017	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	
Sep. 15, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 15, 2017	AMENDMENT UNDER SECTION 7 - PROCESSED	
Sep. 05, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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)	
Apr. 28, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 03, 2007	ASSIGNED TO PARALEGAL	
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)	

## 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

### Summary

**Total Assignments:** 12  
**Registrant:** RAINBOW CRAFTS, INC.

### Assignment 1 of 12

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL  
**Reel/Frame:** [0025/0342](#)  
**Date Recorded:** Jan. 15, 1957  
**Pages:** 0

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [KUTOL PRODUCTS COMPANY, BY JOSEPH S. MCVICKER, IRMA A. MCVICKER, NOAH W. MCVICKER AND RUTH RHODENBAUGH, PARTNERS.](#)

**Execution Date:** Dec. 02, 1956

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**DBA, AKA, TA, Formerly:** DBA RAINBOW CRAFTS COMPANY

**Assignee**

**Name:** [RAINBOW CRAFTS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OHIO

**Address:** 2815 HIGHLAND AVE.  
CINCINNATI 12, OHIO

**Correspondent**

**Correspondent Name:**

**Correspondent Address:** No Correspondent Address Found

**Domestic Representative - Not Found**

**Assignment 2 of 12**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Reel/Frame:** [0152/0365](#)

**Pages:** 2

**Date Recorded:** Jul. 19, 1967

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [RAINBOW CRAFTS, INC.](#)

**Execution Date:** Jun. 19, 1967

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** OHIO

**Assignee**

**Name:** [RAINBOW CRAFTS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 2815 HIGHLAND AVE.  
CINCINNATI, OHIO 45212

**Correspondent**

**Correspondent Name:** GENERAL MILLS, INC.

**Correspondent Address:** LAW DEPT.  
9200 WAYZATA BLVD.  
MINNEAPOLIS, MN 55440

**Domestic Representative - Not Found**

**Assignment 3 of 12**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Reel/Frame:** [0204/0631](#)

**Pages:** 3

**Date Recorded:** Mar. 18, 1971

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [RAINBOW CRAFTS, INC.](#)

**Execution Date:** Mar. 17, 1971

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found



**Assignee****Name:** [GENERAL MILLS FUN GROUP, INC.](#)**Legal Entity Type:** UNKNOWN**State or Country Where Organized:** No Place Where Organized Found**Address:** 9200 WAYZATA BLVD.  
MINNEAPOLIS, MINNESOTA 55440**Correspondent****Correspondent Name:** GENERAL MILLS, INC.**Correspondent Address:** RICHARD M. BERMAN  
9200 WAYZATA BLVD.  
MINNEAPOLIS, MN 55440**Domestic Representative - Not Found****Assignment 4 of 12****Conveyance:** MERGER 19780525DE**Reel/Frame:** [0338/0729](#)**Pages:** 19**Date Recorded:** Nov. 24, 1978**Supporting Documents:** No Supporting Documents Available**Assignor****Name:** [PALITOY, LIMITED](#)**Execution Date:** Nov. 01, 1978**Legal Entity Type:** CORPORATION**State or Country Where Organized:** DELAWARE**Name:** [GENERAL MILLS FUN GROUP, INC., -MERGED INTO-](#)**Execution Date:** Not Found**Legal Entity Type:** CORPORATION**State or Country Where Organized:** NEVADA**Name:** [GENERAL MILLS FUN GROUP, INC.](#)**Execution Date:** Nov. 01, 1978**Legal Entity Type:** CORPORATION**State or Country Where Organized:** NEVADA**Assignee****Name:** [GENERAL MILLS FUN GROUP, INC.](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** NEVADA**Address:** No Assignee Address Found**Name:** [TOM'S FOOD LTD.](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** DELAWARE**Address:** No Assignee Address Found**Correspondent****Correspondent Name:** GENERAL MILLS, INC.**Correspondent Address:** P.O. BOX 1113  
MINNEAPOLIS, MN 55440**Domestic Representative - Not Found****Assignment 5 of 12****Conveyance:** CHANGE OF NAME 19780927**Reel/Frame:** [0338/0748](#)**Pages:** 3**Date Recorded:** Nov. 24, 1978**Supporting Documents:** No Supporting Documents Available**Assignor****Name:** [TOM'S FOODS LTD.](#)**Execution Date:** Nov. 01, 1978

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [CPG PRODUCTS CORP.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

**Correspondent**

Correspondent Name: GENERAL MILLS, INC.

Correspondent Address: P.O. BOX 1113  
MINNEAPOLIS, MN 55440

**Domestic Representative - Not Found**

**Assignment 6 of 12**

Conveyance: CERTIFIED COPY OF CHANGE OF NAME FILED IN THE OFFICE OF THE SECRETARY OF STATE OF DELAWARE ON AUG. 19, 1985

Reel/Frame: [0530/0074](#)

Pages: 3

Date Recorded: Mar. 20, 1986

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [CPG PRODUCTS CORP.](#)

Execution Date: Dec. 31, 1985

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [KENNER PARKER TOYS INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

**Correspondent**

Correspondent Name: GENERAL MILLS, INC.

Correspondent Address: P.O. BOX 1113  
MINNEAPOLIS, MN 55440

**Domestic Representative - Not Found**

**Assignment 7 of 12**

Conveyance: SECURITY INTEREST

Reel/Frame: [0701/0001](#)

Pages: 0

Date Recorded: Jan. 07, 1988

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [KENNER PARKER TOYS INC.](#)

Execution Date: Oct. 13, 1987

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [FIRST NATIONAL BANK OF CHICAGO, THE](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: ONE FIRST NATIONAL PLAZA  
CHICAGO, ILLINOIS 60670

Name: [TONKA CORPORATION](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Address:** 6000 CLEARWATER DRIVE  
MINNETONKA, MINNESOTA 55343

**Correspondent**

**Correspondent Name:** KIRKLAND & ELLIS

**Correspondent Address:** 200 EAST RANDOLPH DRIVE  
CHICAGO, IL 60601

**Domestic Representative - Not Found**

**Assignment 8 of 12**

**Conveyance:** MERGER 19880705MN

**Reel/Frame:** [0701/0108](#)

**Pages:** 0

**Date Recorded:** May 22, 1989

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [KENNER PARKER TOYS, INC.](#)

**Execution Date:** Jul. 02, 1988

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [TONKA CORPORATION](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MINNESOTA

**Address:** No Assignee Address Found

**Correspondent**

**Correspondent Name:** TONKA CORPORATION

**Correspondent Address:** 6000 CLEARWATER DRIVE  
MINNEAPOLIS, MN 55343

**Domestic Representative - Not Found**

**Assignment 9 of 12**

**Conveyance:** RELEASE BY SECURED PARTY

**Reel/Frame:** [1323/0202](#)

**Pages:** 157

**Date Recorded:** Feb. 03, 1995

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [FIRST NATIONAL BANK OF CHICAGO, THE](#)

**Execution Date:** May 24, 1991

**Legal Entity Type:** NATIONAL BANK

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [KENNER PARKER TOYS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 1027 NEWPORT AVENUE PAWTUCKET, RI 02862

**Correspondent**

**Correspondent Name:** PAUL N. VANASSE

**Correspondent Address:** HASBRO, INC.  
1027 NEWPORT AVENUE  
PAWTUCKET, RI 02862

**Domestic Representative - Not Found**

**Assignment 10 of 12**

**Conveyance:** RELEASE OF LIEN AND SECURITY INTEREST

**Reel/Frame:** [1330/0261](#)

**Pages:** 65

**Date Recorded:** Feb. 03, 1995

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [FIRST NATIONAL BANK OF CHICAGO, THE](#) **Execution Date:** May 24, 1991  
**Legal Entity Type:** NATIONAL BANK **State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [TONKA CORPORATION](#) **State or Country Where Organized:** MINNESOTA  
**Legal Entity Type:** CORPORATION  
**Address:** 1027 NEWPORT AVENUE PAWTUCKET, RI 02862

**Correspondent**

**Correspondent Name:** HASBRO, INC.  
**Correspondent Address:** PAUL N. VANASSE  
1027 NEWPORT AVENUE  
PAWTUCKET, RI 02862

**Domestic Representative - Not Found**

**Assignment 11 of 12**

**Conveyance:** MERGER **Pages:** 16  
**Reel/Frame:** [1440/0658](#)  
**Date Recorded:** Mar. 12, 1996  
**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [TONKA CORPORATION](#) **Execution Date:** Jan. 01, 1996  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** MINNESOTA

**Assignee**

**Name:** [HASBRO, INC.](#) **State or Country Where Organized:** RHODE ISLAND  
**Legal Entity Type:** CORPORATION  
**Address:** 1027 NEWPORT AVENUE  
PAWTUCKET, RHODE ISLAND 02862

**Correspondent**

**Correspondent Name:** HASBRO, INC.  
**Correspondent Address:** PAUL N. VANASSE  
1027 NEWPORT AVENUE  
PAWTUCKET RI 02862

**Domestic Representative - Not Found**

**Assignment 12 of 12**

**Conveyance:** DUPLICATE ASSIGNMENT (SEE ORIGINAL - RECORDED AT REEL 1440 FRAME 0658) **Pages:** 190  
**Reel/Frame:** [1479/0280](#)  
**Date Recorded:** Jun. 13, 1996  
**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [TONKA CORPORATION](#) **Execution Date:** Jan. 01, 1996  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** MINNESOTA

**Assignee**

**Name:** [HASBRO, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country** RHODE ISLAND  
**Where Organized:**

**Address:** 1027 NEWPORT AVENUE  
PAWTUCKET, RHODE ISLAND 02862

**Correspondent**

**Correspondent Name:** HASBRO, INC.

**Correspondent Address:** PAUL N. VANASSE  
1027 NEWPORT AVE.  
PAWTUCKET, R.I. 02862

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2024-01-31 11:20:16 EST

Mark: PLAY-DOH

# PLAY-DOH

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

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

## Related Properties Information

Claimed Ownership of US Registrations: 605035, 907117 and others

## 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

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 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 Name/Address: HASBRO, INC.  
1027 Newport Avenue  
PAWTUCKET, RHODE ISLAND UNITED STATES 02861

Phone: 401-727-5185

Fax: 401-709-6448

Correspondent e-mail: [tracy.valenti@hasbro.com](mailto:tracy.valenti@hasbro.com)  
[trademarks@hasbro.com](mailto:trademarks@hasbro.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
May 11, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 31, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 31, 2015	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Oct. 31, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Oct. 31, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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.	

## 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

### Summary

Total Assignments: 9

Registrant: GENERAL MILLS FUN GROUP, INC.

### Assignment 1 of 9

Conveyance: MERGER 19780525DE

Reel/Frame: [0338/0729](#)

Pages: 19

**Date Recorded:** Nov. 24, 1978

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [PALITOY, LIMITED](#) **Execution Date:** Nov. 01, 1978  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Name:** [GENERAL MILLS FUN GROUP, INC., -MERGED INTO-](#) **Execution Date:** Not Found  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEVADA

**Name:** [GENERAL MILLS FUN GROUP, INC.](#) **Execution Date:** Nov. 01, 1978  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEVADA

**Assignee**

**Name:** [GENERAL MILLS FUN GROUP, INC.](#) **State or Country Where Organized:** NEVADA  
**Legal Entity Type:** CORPORATION

**Address:** No Assignee Address Found

**Name:** [TOM'S FOOD LTD.](#) **State or Country Where Organized:** DELAWARE  
**Legal Entity Type:** CORPORATION

**Address:** No Assignee Address Found

**Correspondent**

**Correspondent Name:** GENERAL MILLS, INC.  
**Correspondent Address:** P.O. BOX 1113  
MINNEAPOLIS, MN 55440

**Domestic Representative - Not Found**

**Assignment 2 of 9**

**Conveyance:** CHANGE OF NAME 19780927  
**Reel/Frame:** [0338/0748](#) **Pages:** 3  
**Date Recorded:** Nov. 24, 1978  
**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [TOM'S FOODS LTD.](#) **Execution Date:** Nov. 01, 1978  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [CPG PRODUCTS CORP.](#) **State or Country Where Organized:** No Place Where Organized Found  
**Legal Entity Type:** UNKNOWN

**Address:** No Assignee Address Found

**Correspondent**

**Correspondent Name:** GENERAL MILLS, INC.  
**Correspondent Address:** P.O. BOX 1113  
MINNEAPOLIS, MN 55440

**Domestic Representative - Not Found**

**Assignment 3 of 9**

**Conveyance:** CERTIFIED COPY OF CHANGE OF NAME FILED IN THE OFFICE OF THE SECRETARY OF STATE OF DELAWARE ON AUG. 19, 1985



Reel/Frame: [0530/0074](#)

Pages: 3

Date Recorded: Mar. 20, 1986

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [CPG PRODUCTS CORP.](#)

Execution Date: Dec. 31, 1985

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [KENNER PARKER TOYS INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

**Correspondent**

Correspondent Name: GENERAL MILLS, INC.

Correspondent Address: P.O. BOX 1113  
MINNEAPOLIS, MN 55440

**Domestic Representative - Not Found**

**Assignment 4 of 9**

Conveyance: SECURITY INTEREST

Reel/Frame: [0701/0001](#)

Pages: 0

Date Recorded: Jan. 07, 1988

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [KENNER PARKER TOYS INC.](#)

Execution Date: Oct. 13, 1987

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [FIRST NATIONAL BANK OF CHICAGO, THE](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: ONE FIRST NATIONAL PLAZA  
CHICAGO, ILLINOIS 60670

Name: [TONKA CORPORATION](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 6000 CLEARWATER DRIVE  
MINNETONKA, MINNESOTA 55343

**Correspondent**

Correspondent Name: KIRKLAND & ELLIS

Correspondent Address: 200 EAST RANDOLPH DRIVE  
CHICAGO, IL 60601

**Domestic Representative - Not Found**

**Assignment 5 of 9**

Conveyance: MERGER 19880705MN

Reel/Frame: [0701/0108](#)

Pages: 0

Date Recorded: May 22, 1989

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [KENNER PARKER TOYS, INC.](#)

Execution Date: Jul. 02, 1988

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

**Assignee**

Name: [TONKA CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country MINNESOTA  
Where Organized:

Address: No Assignee Address Found

**Correspondent**

Correspondent Name: TONKA CORPORATION

Correspondent Address: 6000 CLEARWATER DRIVE  
MINNEAPOLIS, MN 55343

**Domestic Representative - Not Found**

**Assignment 6 of 9**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [1323/0202](#)

Pages: 157

Date Recorded: Feb. 03, 1995

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [FIRST NATIONAL BANK OF CHICAGO, THE](#)

Execution Date: May 24, 1991

Legal Entity Type: NATIONAL BANK

State or Country No Place Where Organized Found  
Where Organized:

**Assignee**

Name: [KENNER PARKER TOYS, INC.](#)

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

Address: 1027 NEWPORT AVENUE PAWTUCKET, RI 02862

**Correspondent**

Correspondent Name: PAUL N. VANASSE

Correspondent Address: HASBRO, INC.  
1027 NEWPORT AVENUE  
PAWTUCKET, RI 02862

**Domestic Representative - Not Found**

**Assignment 7 of 9**

Conveyance: RELEASE OF LIEN AND SECURITY INTEREST

Reel/Frame: [1330/0261](#)

Pages: 65

Date Recorded: Feb. 03, 1995

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [FIRST NATIONAL BANK OF CHICAGO, THE](#)

Execution Date: May 24, 1991

Legal Entity Type: NATIONAL BANK

State or Country No Place Where Organized Found  
Where Organized:

**Assignee**

Name: [TONKA CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country MINNESOTA  
Where Organized:

Address: 1027 NEWPORT AVENUE PAWTUCKET, RI 02862

**Correspondent**

Correspondent Name: HASBRO, INC.

Correspondent Name: PAUL N. VANASSE

Address: 1027 NEWPORT AVENUE  
PAWTUCKET, RI 02862

Domestic Representative - Not Found

Assignment 8 of 9

Conveyance: MERGER

Reel/Frame: [1440/0658](#)

Pages: 16

Date Recorded: Mar. 12, 1996

Supporting Documents: No Supporting Documents Available

Assignor

Name: [TONKA CORPORATION](#)

Execution Date: Jan. 01, 1996

Legal Entity Type: CORPORATION

State or Country: MINNESOTA  
Where Organized:

Assignee

Name: [HASBRO, INC.](#)

Legal Entity Type: CORPORATION

State or Country: RHODE ISLAND  
Where Organized:

Address: 1027 NEWPORT AVENUE  
PAWTUCKET, RHODE ISLAND 02862

Correspondent

Correspondent Name: HASBRO, INC.

Correspondent Address: PAUL N. VANASSE  
1027 NEWPORT AVENUE  
PAWTUCKET RI 02862

Domestic Representative - Not Found

Assignment 9 of 9

Conveyance: DUPLICATE ASSIGNMENT (SEE ORIGINAL - RECORDED AT REEL 1440 FRAME 0658)

Reel/Frame: [1479/0280](#)

Pages: 190

Date Recorded: Jun. 13, 1996

Supporting Documents: No Supporting Documents Available

Assignor

Name: [TONKA CORPORATION](#)

Execution Date: Jan. 01, 1996

Legal Entity Type: CORPORATION

State or Country: MINNESOTA  
Where Organized:

Assignee

Name: [HASBRO, INC.](#)

Legal Entity Type: CORPORATION

State or Country: RHODE ISLAND  
Where Organized:

Address: 1027 NEWPORT AVENUE  
PAWTUCKET, RHODE ISLAND 02862

Correspondent

Correspondent Name: HASBRO, INC.

Correspondent Address: PAUL N. VANASSE  
1027 NEWPORT AVE.  
PAWTUCKET, R.I. 02862

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2024-01-31 11:21:07 EST

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

## Related Properties Information

Claimed Ownership of US Registrations: 650035, 1023855

## 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  
**Filed ITU:** No  
**Filed 44D:** No  
**Filed 44E:** No  
**Filed 66A:** No  
**Filed No Basis:** No

**Currently Use:** Yes  
**Currently ITU:** No  
**Currently 44D:** No  
**Currently 44E:** No  
**Currently 66A:** 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 Address:** [pvanasse@hasbro.com](mailto:pvanasse@hasbro.com)  
**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** HASBRO, INC.  
1027 Newport Avenue  
PAWTUCKET, RHODE ISLAND UNITED STATES 02861  
**Phone:** 401-727-5185  
**Fax:** 401-709-6448  
**Correspondent e-mail Authorized:** Yes  
**Correspondent e-mail:** [tracy.valenti@hasbro.com](mailto:tracy.valenti@hasbro.com)  
[trademarks@hasbro.com](mailto:trademarks@hasbro.com)

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 31, 2023	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
May 11, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 29, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 29, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 29, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 29, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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.	
Sep. 23, 2009	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 10, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
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	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Jul. 29, 2014

Generated on: This page was generated by TSDR on 2024-01-31 11:21:40 EST

Mark: PLAY-DOH

# PLAY-DOH

US Serial Number: 86548051

Application Filing Date: Feb. 27, 2015

US Registration Number: 5722540

Registration Date: Apr. 09, 2019

Register: Principal

Mark Type: Service Mark

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: Apr. 09, 2019

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 Registrations: 650035, 1023855, 2878813

## 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 and educational services, namely, ongoing programs in the field of children's entertainment accessible by electronic media and computer networks; providing news and information in the field of education and 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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2015

Use in Commerce: Dec. 31, 2015

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 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 02861

**Legal Entity Type:** CORPORATION

**State or Country** RHODE ISLAND  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Sara Beccia

**Attorney Primary** [trademarks@hasbro.com](mailto:trademarks@hasbro.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

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

**Phone:** 401-727-5185

**Fax:** 401-727-5089

**Correspondent e-** [tracy.valenti@hasbro.com](mailto:tracy.valenti@hasbro.com)  
**mail:** [trademarks@hasbro.com](mailto:trademarks@hasbro.com)

**Correspondent e-** Yes  
**mail Authorized:**

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 09, 2019	REGISTERED-PRINCIPAL REGISTER	
Mar. 07, 2019	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 06, 2019	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 05, 2019	STATEMENT OF USE PROCESSING COMPLETE	
Mar. 01, 2019	USE AMENDMENT FILED	
Mar. 01, 2019	TEAS STATEMENT OF USE RECEIVED	
Sep. 01, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 31, 2018	SOU EXTENSION 5 GRANTED	
Aug. 24, 2018	SOU EXTENSION 5 FILED	
Aug. 31, 2018	CASE ASSIGNED TO INTENT TO USE PARALEGAL	
Aug. 24, 2018	SOU TEAS EXTENSION RECEIVED	
Feb. 06, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 02, 2018	SOU EXTENSION 4 GRANTED	
Feb. 02, 2018	SOU EXTENSION 4 FILED	
Feb. 02, 2018	SOU TEAS EXTENSION RECEIVED	
Aug. 02, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 31, 2017	SOU EXTENSION 3 GRANTED	
Jul. 31, 2017	SOU EXTENSION 3 FILED	
Jul. 31, 2017	SOU TEAS EXTENSION RECEIVED	
Feb. 02, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 31, 2017	SOU EXTENSION 2 GRANTED	
Jan. 31, 2017	SOU EXTENSION 2 FILED	
Jan. 31, 2017	SOU TEAS EXTENSION RECEIVED	
Jul. 29, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	



Jul. 27, 2016 SOU EXTENSION 1 GRANTED  
Jul. 27, 2016 SOU EXTENSION 1 FILED  
Jul. 27, 2016 SOU 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  
Nov. 20, 2015 CORRESPONDENCE RECEIVED IN LAW OFFICE  
Nov. 20, 2015 TEAS RESPONSE TO OFFICE ACTION RECEIVED  
May 30, 2015 NOTIFICATION OF NON-FINAL ACTION E-MAILED  
May 30, 2015 NON-FINAL ACTION E-MAILED  
May 30, 2015 NON-FINAL ACTION WRITTEN  
May 27, 2015 ASSIGNED TO EXAMINER  
Mar. 12, 2015 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED  
Mar. 03, 2015 NEW APPLICATION ENTERED

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## TM Staff and Location Information

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TM Staff Information - None

File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Mar. 06, 2019

**Generated on:** This page was generated by TSDR on 2024-01-31 11:22:06 EST

**Mark:** THE PLAY-DOH SHOW

THE PLAY-DOH SHOW

**US Serial Number:** 88024522

**Application Filing Date:** Jul. 03, 2018

**US Registration Number:** 5680279

**Registration Date:** Feb. 19, 2019

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**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:** Feb. 19, 2019

**Publication Date:** Dec. 04, 2018

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## Mark Information

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**Mark Literal Elements:** THE PLAY-DOH SHOW

**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

**Disclaimer:** "SHOW"

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1023855, 2878813, 5453523 and others

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## Goods and Services

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**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, providing ongoing webisodes featuring animated family entertainment via a global computer network

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 01, 2018

**Use in Commerce:** Jul. 01, 2018

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## Basis Information (Case Level)

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

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

## Current Owner(s) Information

**Owner Name:** Hasbro, Inc.  
**Owner Address:** 1027 Newport Avenue  
Pawtucket, RHODE ISLAND UNITED STATES 02861  
**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:** [trademarks@hasbro.com](mailto:trademarks@hasbro.com)  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** SARA BECCIA  
HASBRO, INC.  
1027 NEWPORT AVENUE  
PAWTUCKET, RHODE ISLAND UNITED STATES 02861  
**Phone:** 401-727-5185  
**Fax:** 401-727-5089  
**Correspondent e-mail:** [tracy.valenti@hasbro.com](mailto:tracy.valenti@hasbro.com)  
[trademarks@hasbro.com](mailto:trademarks@hasbro.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 19, 2019	REGISTERED-PRINCIPAL REGISTER	
Dec. 04, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 04, 2018	PUBLISHED FOR OPPOSITION	
Nov. 14, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 26, 2018	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Oct. 21, 2018	ASSIGNED TO LIE	
Oct. 09, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 09, 2018	EXAMINER'S AMENDMENT ENTERED	
Oct. 09, 2018	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Oct. 09, 2018	EXAMINERS AMENDMENT E-MAILED	
Oct. 09, 2018	EXAMINERS AMENDMENT -WRITTEN	
Oct. 06, 2018	ASSIGNED TO EXAMINER	
Jul. 09, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jul. 06, 2018	NEW APPLICATION ENTERED	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 19, 2019

## Proceedings

### Summary

Number of 5  
Proceedings:

### Type of Proceeding: Opposition

Proceeding [91283686](#)  
Number:

Filing Date: Feb 28, 2023

Status: Terminated

Status Date: May 30, 2023

Interlocutory KEVIN G CRENNAN  
Attorney:

#### Defendant

Name: Jack Morrissey

Correspondent WILLIAM G HEEDY  
Address: THE VAN WINKLE LAW FIRM  
11 NORTH MARKET STREET  
ASHEVILLE NC UNITED STATES , 28801

Correspondent e-mail: [wheedy@vwlawfirm.com](mailto:wheedy@vwlawfirm.com) , [falman@vwlawfirm.com](mailto:falman@vwlawfirm.com) , [jpearson@vwlawfirm.com](mailto:jpearson@vwlawfirm.com) , [trademarks@vwlawfirm.com](mailto:trademarks@vwlawfirm.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
PLAYDOUGH		<a href="#">97180376</a>	

#### Plaintiff(s)

Name: Hasbro, Inc.

Correspondent CATHERINE MC FARRELLY  
Address: FRANKFURT KURNIT KLEIN & SELZ PC  
28 LIBERTY ST  
NEW YORK NY UNITED STATES , 10005

Correspondent e-mail: [pto@fkks.com](mailto:pto@fkks.com) , [alaroui@fkks.com](mailto:alaroui@fkks.com) , [cfarrelly@fkks.com](mailto:cfarrelly@fkks.com) , [fcampione@fkks.com](mailto:fcampione@fkks.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
PLAY-DOH		<a href="#">71695313</a>	<a href="#">650035</a>
PLAY-DOH		<a href="#">73044688</a>	<a href="#">1023855</a>
PLAY-DOH		<a href="#">76534953</a>	<a href="#">2878813</a>
PLAY-DOH		<a href="#">86548051</a>	<a href="#">5722540</a>
THE PLAY-DOH SHOW		<a href="#">88024522</a>	<a href="#">5680279</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 30, 2023	
5	BD DECISION: OPP SUSTAINED	May 30, 2023	
4	NOTICE OF DEFAULT	Apr 20, 2023	
3	INSTITUTED	Feb 28, 2023	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 28, 2023	Apr 09, 2023
1	FILED AND FEE	Feb 28, 2023	

### Type of Proceeding: Cancellation

Proceeding [92078700](#)  
Number:

Filing Date: Dec 21, 2021

Status: Terminated

Status Date: Nov 08, 2022

Interlocutory JILL M MCCORMACK  
Attorney:

#### Defendant

Name: Jam City, Inc.

Correspondent ANDREA ANDERSON  
Address: HOLLAND & HART LLP  
PO BOX 8749  
DENVER CO UNITED STATES , 80201

Correspondent e-mail: [docket@hollandhart.com](mailto:docket@hollandhart.com) , [AAnderson@hollandhart.com](mailto:AAnderson@hollandhart.com)

Mark	Application Status	Serial Number	Registration Number
WORLD WAR DOH		<a href="#">87821652</a>	<a href="#">6037670</a>

**Plaintiff(s)**

**Name:** Hasbro, Inc.

**Correspondent Address:** CATHERINE MC FARRELLY  
FRANKFURT KURNIT KLEIN & SELZ PC  
28 LIBERTY STREET  
NEW YORK NY UNITED STATES , 10005

Correspondent e-mail: [pto@fkks.com](mailto:pto@fkks.com) , [alaroui@fkks.com](mailto:alaroui@fkks.com)

Mark	Application Status	Serial Number	Registration Number
PLAY-DOH		<a href="#">71695313</a>	<a href="#">650035</a>
PLAY-DOH		<a href="#">73044688</a>	<a href="#">1023855</a>
PLAY-DOH		<a href="#">76534953</a>	<a href="#">2878813</a>
DOHVINCI		<a href="#">85905430</a>	<a href="#">4769177</a>
DOHVINCI		<a href="#">86138107</a>	<a href="#">5082555</a>
PLAY-DOH TOUCH		<a href="#">87643199</a>	<a href="#">5453523</a>
PLAY-DOH		<a href="#">86548051</a>	<a href="#">5722540</a>
THE PLAY-DOH SHOW		<a href="#">88024522</a>	<a href="#">5680279</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
14	TERMINATED	Nov 08, 2022	
13	COMMR ORDER CANCELLING REG	Nov 08, 2022	
12	BD DECISION: CAN DENIED W/PREJ	Nov 08, 2022	
11	VOLUNTARY SURRENDER OF REGISTRATION	Oct 31, 2022	
10	SUSPENDED	Aug 09, 2022	
9	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Aug 04, 2022	
8	D APPEARANCE / POWER OF ATTORNEY	Jul 07, 2022	
7	PROCEEDINGS RESUMED	Jul 01, 2022	
6	ANSWER	Mar 11, 2022	
5	D MOT TO SET ASIDE DEFAULT/ACCEPT LATE ANSWER	Mar 11, 2022	
4	NOTICE OF DEFAULT	Feb 10, 2022	
3	INSTITUTED	Dec 21, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 21, 2021	Jan 30, 2022
1	FILED AND FEE	Dec 21, 2021	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91272382](#)

**Filing Date:** Oct 19, 2021

**Status:** Terminated

**Status Date:** Nov 02, 2021

**Interlocutory Attorney:** JENNIFER ELGIN

**Defendant**

**Name:** RAW Financial Group, LLC

**Correspondent Address:** MICHAEL B SCHULMAN  
MICHAEL B SCHULMAN & ASSOCIATES PC  
225 BROADHOLLOW ROAD, SUITE 205E  
MELVILLE NY UNITED STATES , 11747

Correspondent e-mail: [mschulman@mbslegal.com](mailto:mschulman@mbslegal.com) , [dshelley@mbslegal.com](mailto:dshelley@mbslegal.com) , [idornbush@mbslegal.com](mailto:idornbush@mbslegal.com)

Mark	Application Status	Serial Number	Registration Number
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Mark	Application Status	Serial Number	Registration Number
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DOH [90020790](#)

**Plaintiff(s)**

**Name:** Hasbro, Inc.

**Correspondent Address:** CATHERINE MC FARRELLY  
FRANKFURT KURNIT KLEIN & SELZ PC  
28 LIBERTY STREET  
NEW YORK NY UNITED STATES , 10005

**Correspondent e-mail:** [pto@fkks.com](mailto:pto@fkks.com) , [cfarrelly@fkks.com](mailto:cfarrelly@fkks.com) , [dgomez@fkks.com](mailto:dgomez@fkks.com) , [ccorrigan@fkks.com](mailto:ccorrigan@fkks.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
PLAY-DOH		<a href="#">71695313</a>	<a href="#">650035</a>
PLAY-DOH		<a href="#">73044688</a>	<a href="#">1023855</a>
PLAY-DOH		<a href="#">76534953</a>	<a href="#">2878813</a>
DOHVINCI		<a href="#">85905430</a>	<a href="#">4769177</a>
DOHVINCI		<a href="#">86138107</a>	<a href="#">5082555</a>
PLAY-DOH TOUCH		<a href="#">87643199</a>	<a href="#">5453523</a>
PLAY-DOH		<a href="#">86548051</a>	<a href="#">5722540</a>
THE PLAY-DOH SHOW		<a href="#">88024522</a>	<a href="#">5680279</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
7	TERMINATED	Nov 02, 2021	
6	BD DECISION: OPP SUSTAINED	Nov 02, 2021	
5	D PROOF OF SERVICE	Oct 28, 2021	
4	W/DRAW OF APPLICATION W/O CONSENT	Oct 27, 2021	
3	INSTITUTED	Oct 19, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 19, 2021	Nov 28, 2021
1	FILED AND FEE	Oct 19, 2021	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91267954](#)

**Filing Date:** Mar 03, 2021

**Status:** Terminated

**Status Date:** Jun 09, 2021

**Interlocutory Attorney:** JILL M MCCORMACK

**Defendant**

**Name:** Schylling Inc.

**Correspondent Address:** STEPHEN B. SAMLAN  
KNECHTEL, DEMEUR & SAMLAN  
525 W. MONROE ST, SUITE 2360  
CHICAGO IL UNITED STATES , 60661

**Correspondent e-mail:** [sbsamlan@kdsllaw.com](mailto:sbsamlan@kdsllaw.com) , [egrove@kdsllaw.com](mailto:egrove@kdsllaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
------	--------------------	---------------	---------------------

DOH-TATO [90014201](#)

**Plaintiff(s)**

**Name:** Hasbro, Inc.

**Correspondent Address:** CATHERINE M.C. FARRELLY  
FRANKFURT, KURNIT, KLEIN & SELZ P.C.  
28 LIBERTY STREET  
NEW YORK NY UNITED STATES , 10005

**Correspondent e-mail:** [pto@fkks.com](mailto:pto@fkks.com) , [cfarrelly@fkks.com](mailto:cfarrelly@fkks.com) , [khsieh@fkks.com](mailto:khsieh@fkks.com) , [ccorrigan@fkks.com](mailto:ccorrigan@fkks.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PLAY-DOH		<a href="#">71695313</a>	<a href="#">650035</a>
PLAY-DOH		<a href="#">73044688</a>	<a href="#">1023855</a>
PLAY-DOH		<a href="#">76534953</a>	<a href="#">2878813</a>
DOHVINCI		<a href="#">85905430</a>	<a href="#">4769177</a>
DOHVINCI		<a href="#">86138107</a>	<a href="#">5082555</a>
PLAY-DOH TOUCH		<a href="#">87643199</a>	<a href="#">5453523</a>
PLAY-DOH		<a href="#">86548051</a>	<a href="#">5722540</a>
THE PLAY-DOH SHOW		<a href="#">88024522</a>	<a href="#">5680279</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Jun 09, 2021	
5	BD DECISION: OPP SUSTAINED	Jun 09, 2021	
4	NOTICE OF DEFAULT	Apr 23, 2021	
3	INSTITUTED	Mar 03, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 03, 2021	Apr 12, 2021
1	FILED AND FEE	Mar 03, 2021	

#### Type of Proceeding: Opposition

Proceeding Number: [91246411](#)

Filing Date: Feb 14, 2019

Status: Terminated

Status Date: May 31, 2019

Interlocutory Attorney: WENDY COHEN

#### Defendant

Name: Yates, Dan

Correspondent Address: DAN YATES  
416 N 3846 E  
RIGBY ID UNITED STATES , 83442

Correspondent e-mail: [dpy2@case.edu](mailto:dpy2@case.edu) , [notifications@trademarkengine.com](mailto:notifications@trademarkengine.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PARTY-DOH		<a href="#">87925581</a>	

#### Plaintiff(s)

Name: Hasbro, Inc.

Correspondent Address: Catherine M.C. Farrelly  
Frankfurt Kurnit Klein & Selz PC  
488 Madison Avenue, 10th Fl.  
New York NY UNITED STATES , 10022

Correspondent e-mail: [pto@fkks.com](mailto:pto@fkks.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PLAY-DOH		<a href="#">71695313</a>	<a href="#">650035</a>
PLAY-DOH		<a href="#">73044688</a>	<a href="#">1023855</a>
PLAY-DOH		<a href="#">76534953</a>	<a href="#">2878813</a>
DOHVINCI		<a href="#">85905430</a>	<a href="#">4769177</a>
DOHVINCI		<a href="#">86138107</a>	<a href="#">5082555</a>
PLAY-DOH TOUCH		<a href="#">87643199</a>	<a href="#">5453523</a>
PLAY-DOH		<a href="#">86548051</a>	
THE PLAY-DOH SHOW		<a href="#">88024522</a>	

#### Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	May 31, 2019	
5	BD DECISION: OPP SUSTAINED	May 31, 2019	
4	NOTICE OF DEFAULT	Apr 05, 2019	
3	PENDING, INSTITUTED	Feb 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 14, 2019	Mar 26, 2019
1	FILED AND FEE	Feb 14, 2019	



# **EXHIBIT B**

# Play-Doh



## Inducted Year: 1998

Play-Doh modeling compound started out as wallpaper cleaner. Joe McVicker learned from a teacher that kids usually found modeling clay too hard to manipulate. Discovering that the squishy cleaning product he manufactured could substitute, McVicker shipped some to the school. After teachers and kids raved, he offered to supply the product to all Cincinnati schools. More rave reviews followed. McVicker showcased the modeling clay at a national education convention in 1955, and word spread to Macy's and Marshall Field's. By 1956, the wallpaper cleaner had become Play-Doh. A year later, the manufacturer offered a softer Play-Doh in primary colors. Kids mixed these to make other colors, ending inevitably in brown. Captain Kangaroo endorsed Play-Doh, and so did Miss Frances from Ding Dong School. Play-Doh Pete appeared on product cans in 1960. The Fun Factory let kids extrude the material into interesting shapes, making mock hair, colorful spaghetti, and pretend ice cream that wouldn't melt. In the 1980s, Play-Doh expanded its palette to eight colors. Later versions sparkled with glitter, glowed in the dark, or smelled like

Play-Doh, and so did Miss Frances from Ding Dong School. Play-Doh Pete appeared on product cans in 1960. The Fun Factory let kids extrude the material into interesting shapes, making mock hair, colorful spaghetti, and pretend ice cream that wouldn't melt. In the 1980s, Play-Doh expanded its palette to eight colors. Later versions sparkled with glitter, glowed in the dark, or smelled like shaving cream. Recent estimates say that kids have played with 700 million pounds of Play-Doh.



Factoid: In 2000, Play-Doh customers voted to determine the names of four new colors: Rose Red, Purple Paradise, Blue Lagoon, and Garden Green

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NATIONAL MUSEUM OF PLAY

One Manhattan Square  
Rochester, New York 14607  
+1 (585) 263-2700

[info@museumofplay.org](mailto:info@museumofplay.org)

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- Museum Exhibits
- Online Exhibits
- National Toy Hall of Fame
- World Video Game Hall of Fame
- Skyline Climb
- Play Lab
- Butterfly Garden
- Carousel and Train

**Collections**

- Search Collections
- Brian Sutton-Smith Library & Archives of Play
- International Center for the History of Electronic Games
- The National Archives of Game Show History
- Research Access
- Research Fellowships
- Donate an Artifact
- Preservation

**Support**

- Expansion Campaign
- Individual Giving
- Corporate Giving
- The Play Ball

**About**

- Margaret Woodbury Strong
- Museum News
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- Play Makers Leadership Council
- Careers & Internships
- Community Access
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- Annual Reports
- Books
- Play Quotes

colors. Later versions sparkled with glitter, glowed in the dark, or smelled like shaving cream. Recent estimates say that kids have played with 700 million pounds of Play-Doh.



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### Support

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