

ESTTA Tracking number: **ESTTA1384408**  
Filing date: **09/18/2024**

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	Uncommon Creative Studio Holding Limited
Granted to date of previous extension	09/18/2024
Address	154 CLERKENWELL ROAD LONDON, EC1R5AB UNITED KINGDOM
Attorney information	MICHAEL S. PALMISCIANO SULLIVAN & WORCESTER LLP 1251 AVENUE OF THE AMERICAS SULLIVAN & WORCESTER LLP NEW YORK, NY 10020 UNITED STATES Primary email: mpalmisciano@sullivanlaw.com Secondary email(s): trademark@sullivanlaw.com, lchristeson@sullivanlaw.com 212-660-3052
Docket no.	

### Applicant information

Application no.	98129000	Publication date	05/21/2024
Opposition filing date	09/18/2024	Opposition period ends	09/18/2024
Applicant	Noticed LLC 1800 JOHN F KENNEDY BLVD SUITE 300 PHILADELPHIA, PA 19103 UNITED STATES		

### Goods/services affected by opposition

Class 035. First Use: None First Use In Commerce: None  
All goods and services in the class are opposed, namely: Development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; Marketing services

### Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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### Mark cited by opposer as basis for opposition

U.S. application no.	98290039	Application date	11/29/2023
Registration date	NONE	Foreign priority	NONE

		date	
Word mark	UNCOMMON		
Design mark	UNCOMMON		
Description of mark	NONE		
Goods/services	<p>Class 035. First use: First Use: None First Use In Commerce: None  Advertising, marketing, sales, promotional, communications and public relations services; reputation management services; talent agent services; interactive and non-interactive marketing; online and internet advertising, promotion and marketing services; virtual marketing, promotion and advertising services and campaigns; brand, customer and user experience services; performance marketing; influencer marketing; social media marketing; branded entertainment marketing; creation of advertising campaigns; PPC (Pay Per Click) advertising; online and internet advertising, promotion and marketing services; internet keyword marketing services; SEM (Search Engine Marketing); copywriting; creation of advertisements, commercial sponsorship; business trend analysis services; communications services for public relations purposes; creating press releases; planning, organising and managing marketing, advertising and promotional events; business management assistance and consultancy services; strategic business management, planning and analysis; dissemination of advertising, marketing, endorsement, promotion, public relations and publicity materials; media buying services; market research and market analysis; business monitoring and consulting services, namely, analysing data to provide strategy and insight regarding marketing, sales, purchasing decisions, and product design for business purpose; consumer research, consumer demographic analysis; creation, organisation, administration and consultancy and advisory services relating to consumer loyalty programs; consultancy and advisory services relating to consumer loyalty; database management and processing; business and brand survey, statistics, analysis and reporting services; business auditing; brand auditing for businesses; marketing, advertising and consultancy services in relation to brand strategies, brand relationships, customer relationship marketing, loyalty marketing and consumer targeting; segmentation and profiling of market data; trend analysis services for advertising and marketing purposes; production of video recordings, audiovisual recordings, and digital video and audiovisual recordings for advertising purposes, marketing purposes, publicity purposes, promotional purposes, public relations purposes; monitoring of brand value and reputation; brand name, trade names and trademark development and creation services; creation, screening, testing and evaluation of proposed brand names and trade marks; brand positioning; brand strategy, brand usage monitoring, brand identity, brand communications and research; inventorying merchandise; display services for merchandise; product merchandising for others; brand placement services; providing online blogs featuring information about branding; corporate identity services; trade shows; compilation of information into computer databases; database management; data processing; opinion polling; public opinion surveys; design of advertising logos; design of advertising material; design of advertising matter; preparation of reports relating to branding, brand usage monitoring, namely, identifying and checking the position and use of brands in the market place; brand identity, namely, formulation and development of a brands name, visual appearance, concept and values; brand communications, namely, the promotion and advertising of brands; brand research, namely, qualitative and quantitative research of data relating to brands; advertising and marketing information, advisory and consultancy services for all the aforesaid services.</p> <p>Class 041. First use: First Use: None First Use In Commerce: None  Entertainment services; sporting and cultural activities; publishing and editing services; publication of printed matter, including in electronic format and on the</p>		

	<p>Internet; non downloadable electronic publications provided via a computer database or from the Internet; arranging of colloquiums, competitions, symposiums and shows for entertainment purposes; organization and presentation of shows and live performances, concerts, events, competitions, games and sporting events for entertainment purposes; presentation of data messages and documents for entertainment purposes including in relation to design, graphic design, sustainable design, branding, photo-shoots, website creation, film creation, interactive environment creation; provision of information about cultural or entertainment events; production of radio and television programs; production of media and digital content; production, presentation, recording, editing and distribution of photography, animation, digital audio, film, music and video; sound and video recordings in connection with streaming and downloading of audio, music, film and videos; providing digital audio, music, film and video from the internet; production, presentation, recording, editing and distribution of cartoons; videotape film production; production of shows; editing of film, digital media and video tape; film, digital media and video tape editing; mastering of professional video tape formats; pre and post production editing services of music, audio, film, video; information, advisory and consultancy services for all the aforesaid services.</p> <p>Class 042. First use: First Use: None First Use In Commerce: None</p> <p>Product design for retail display; display design, graphic design, ergonomic product design, virtual experience product design; design of electronic retail environments, namely, electronic retail website design; website design, webpage design, graphic design, webpage blueprint design, floor plan design services relating to webpages, namely, webpage layout design, and drawing in the nature of commercial, graphic and industrial art design, webpage concept design, graphic design, and graphic illustration services for others, all for the compilation of web pages; creating, testing and maintaining websites; installing websites; graphic design services; design services relating to brands, brand identity and brand development; commercial art design, computer aided graphic design, graphic design; corporate image design services; corporate logo design services; creation of trade marks being a design service; design of audio-visual creative works; design of brochures; design of commercial products; design of material for printing; design of packaging; design, development of computer software; search engine services; developing, non-downloadable software for consultancy purposes; software-as-service and provision of online platforms for tracking, monitoring and reporting on media, press, social media, trends, popularity and reputation; website design services; software-as-service services for advertising, marketing, promotional, public relations purposes; application service provider; designing online journals, forums and blogs for discussion; managing and monitoring online journals, forums and blogs for discussion (computer services); information, advisory and consultancy services for all the aforesaid services.</p>
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Attachments	98290039#TMSN.png( bytes ) Notice of Opposition - Uncommon v. Noticed (4886-1197-4883.4).pdf(99857 bytes ) Exhibit A Uncom.pdf(22384 bytes ) Exhibit B Uncom.pdf(26013 bytes )
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Signature	/Michael S. Palmisciano/
Name	MICHAEL S. PALMISCIANO
Date	09/18/2024

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

UNCOMMON CREATIVE STUDIO HOLDING LIMITED,	)	Opposition No. _____
	)	
Opposer,	)	Application Serial No. 98129000
	)	Filed: August 11, 2023
v.	)	
	)	Marks: UN/COMMON
NOTICED LLC,	)	
	)	
Applicant.	)	

**NOTICE OF OPPOSITION**

Opposer, Uncommon Creative Studio Holding Limited (“Opposer”), believes that it will be damaged by the registration of U.S. Trademark Application Serial No. 98129000 (the “000 Application”) for the mark UN/COMMON (the “UN/COMMON Mark”), and hereby opposes the same. As grounds for its opposition, Opposer alleges the following, upon actual knowledge with respect to itself and its own acts, and upon information and belief as to other matters:

**Opposer and its UNCOMMON Mark**

1. Opposer is a limited company organized under the laws of the United Kingdom and having a principal place of business at 154 Clerkenwell Road, London, United Kingdom EC1R5AB.
2. Opposer is a leading creative advertising and marketing agency headquartered in London with offices in New York and Stockholm. It is owned by Havas UK Limited and is part of Havas, one of the world’s largest global advertising and public relations groups. Uncommon maintains a robust global portfolio of clients (including numerous U.S. based clients) across a

range of industries, including media, retail, tech, aviation, financial services, fast-moving consumer goods (FMCG), and hospitality.

3. Since at least as early as November 20, 2020, Opposer has: (i) extensively and continuously used the mark UNCOMMON in the United States to identify, offer and promote its various services (the “UNCOMMON Mark”); (ii) spent substantial time and resources promoting its services under the UNCOMMON Mark and developing its UNCOMMON brand; and (iii) registered its United States subsidiary (Uncommon Creative Studio USA, Inc.) in the State of Delaware on August 10, 2023, prior to the August 11, 2023 filing date of the '000 Application.

4. Opposer is the owner of U.S. Trademark Application Serial No. 98290039, filed on November 29, 2023 on the Principal Register, for the UNCOMMON Mark in connection with the following services:

Class	Services
035	Advertising, marketing, sales, promotional, communications and public relations services; reputation management services; talent agent services; interactive and non-interactive marketing; online and internet advertising, promotion and marketing services; virtual marketing, promotion and advertising services and campaigns; brand, customer and user experience services; performance marketing; influencer marketing; social media marketing; branded entertainment marketing; creation of advertising campaigns; PPC (Pay Per Click) advertising; online and internet advertising, promotion and marketing services; internet keyword marketing services; SEM (Search Engine Marketing); copywriting; creation of advertisements, commercial sponsorship; business trend analysis services; communications services for public relations purposes; creating press releases; planning, organising and managing marketing, advertising and promotional events; business management assistance and consultancy services; strategic business management, planning and analysis; dissemination of advertising, marketing, endorsement, promotion, public relations and publicity materials; media buying services; market research and market analysis; business monitoring and consulting services, namely, analysing data to provide strategy and insight regarding marketing, sales, purchasing decisions, and product design for business purpose; consumer research, consumer demographic analysis; creation, organisation, administration and consultancy and advisory services relating to consumer loyalty programs; consultancy and advisory services relating to consumer loyalty; database management and processing; business and brand survey, statistics, analysis and reporting services; business

	<p>auditing; brand auditing for businesses; marketing, advertising and consultancy services in relation to brand strategies, brand relationships, customer relationship marketing, loyalty marketing and consumer targeting; segmentation and profiling of market data; trend analysis services for advertising and marketing purposes; production of video recordings, audiovisual recordings, and digital video and audiovisual recordings for advertising purposes, marketing purposes, publicity purposes, promotional purposes, public relations purposes; monitoring of brand value and reputation; brand name, trade names and trademark development and creation services; creation, screening, testing and evaluation of proposed brand names and trade marks; brand positioning; brand strategy, brand usage monitoring, brand identity, brand communications and research; inventorying merchandise; display services for merchandise; product merchandising for others; brand placement services; providing online blogs featuring information about branding; corporate identity services; trade shows; compilation of information into computer databases; database management; data processing; opinion polling; public opinion surveys; design of advertising logos; design of advertising material; design of advertising matter; preparation of reports relating to branding, brand usage monitoring, namely, identifying and checking the position and use of brands in the market place; brand identity, namely, formulation and development of a brands name, visual appearance, concept and values; brand communications, namely, the promotion and advertising of brands; brand research, namely, qualitative and quantitative research of data relating to brands; advertising and marketing; information, advisory and consultancy services for all the aforesaid services.</p>
041	<p>Entertainment services; sporting and cultural activities; publishing and editing services; publication of printed matter, including in electronic format and on the Internet; non downloadable electronic publications provided via a computer database or from the Internet; arranging of colloquiums, competitions, symposiums and shows for entertainment purposes; organization and presentation of shows and live performances, concerts, events, competitions, games and sporting events for entertainment purposes; presentation of data messages and documents for entertainment purposes including in relation to design, graphic design, sustainable design, branding, photo-shoots, website creation, film creation, interactive environment creation; provision of information about cultural or entertainment events; production of radio and television programs; production of media and digital content; production, presentation, recording, editing and distribution of photography, animation, digital audio, film, music and video; sound and video recordings in connection with streaming and downloading of audio, music, film and videos; providing digital audio, music, film and video from the internet; production, presentation, recording, editing and distribution of cartoons; videotape film production; production of shows; editing of film, digital media and video tape; film, digital media and video tape editing; mastering of professional video tape formats; pre and post production editing services of music, audio, film, video; information, advisory and consultancy services for all the aforesaid services.</p>
042	<p>Product design for retail display; display design, graphic design, ergonomic product design, virtual experience product design; design of electronic retail environments,</p>

	<p>namely, electronic retail website design; website design, webpage design, graphic design, webpage blueprint design, floor plan design services relating to webpages, namely, webpage layout design, and drawing in the nature of commercial, graphic and industrial art design, webpage concept design, graphic design, and graphic illustration services for others, all for the compilation of web pages; creating, testing and maintaining websites; installing websites; graphic design services; design services relating to brands, brand identity and brand development; commercial art design, computer aided graphic design, graphic design; corporate image design services; corporate logo design services; creation of trade marks being a design service; design of audio-visual creative works; design of brochures; design of commercial products; design of material for printing; design of packaging; design, development of computer software; search engine services; developing, non-downloadable software for consultancy purposes; software-as-service and provision of online platforms for tracking, monitoring and reporting on media, press, social media, trends, popularity and reputation; website design services; software-as-service services for advertising, marketing, promotional, public relations purposes; application service provider; designing online journals, forums and blogs for discussion; managing and monitoring online journals, forums and blogs for discussion (computer services); information, advisory and consultancy services for all the aforesaid services.</p>
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A printout from the USPTO’s TSDR database for the application is attached hereto as Exhibit A.

5. Through use of the UNCOMMON Mark in the United States in connection with services highly related to those of Applicant, Opposer has established extremely valuable goodwill and recognition in the UNCOMMON Mark by virtue of the quality of services offered thereunder.

6. Opposer has spent substantial time, effort and financial resources to advertise and promote the sale of its services in the United States under its UNCOMMON Mark.

7. Opposer’s efforts and success have garnered a great deal of attention in the U.S. press, including features and news stories in various publications and media, such as *AdAge*, *The Wall Street Journal*, *Social Media Today*, *AdWeek*, *Campaign US* and *Marketing Dive*.

8. Opposer has also earned prestigious recognition for its services, including a number of substantial awards, such as being named Fast Company’s No. 1 Innovative Marketing Company 2024, winning the Outdoor Grand Prix at Cannes Lions 2023, and being awarded

Campaign's Creative Agency of the Year 2021 and Campaign's Independent Agency of the same year.

9. As a result of Opposer's extensive and continuous use, sales, advertising and promotional efforts, as well as unsolicited media attention and awards, the UNCOMMON Mark achieved such widespread success and commercial recognition that it became distinctive of Opposer's services throughout the United States long prior to the August 11, 2023 filing date of the '000 Application and any first-use/first-use-in-commerce date that may be alleged by Applicant.

**Applicant and the UN/COMMON Mark**

10. Noticed LLC ("Applicant") is identified as a limited liability company organized under the laws of the Commonwealth of Pennsylvania with an address at 1800 John F Kennedy Blvd Suite 300, Philadelphia, Pennsylvania 19103.

11. On August 11, 2023, Applicant filed a trademark application for the UN/COMMON Mark on an intent-to-use basis for "Development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; Marketing services" in Class 35. The application was assigned Application Serial No. 98129000. A printout from the USPTO's TSDR database for the '000 Application is attached hereto as Exhibit B.

12. Opposer's rights in and to the UNCOMMON Mark are long prior to the filing date of Applicant's '000 Application.

13. Upon information and belief, neither Applicant nor any predecessor or related company of Applicant has any basis for claiming prior common law rights in the UN/COMMON Mark before Opposer's first use in commerce of the UNCOMMON Mark in the United States.



14. The services listed in Applicant's '000 Application are identical, substantially similar, and/or closely related to the services that Opposer offers under its UNCOMMON Mark.

**Count One**  
**Likelihood of Confusion, 15 U.S.C. § 1052(d)**

15. Opposer repeats and realleges each and every allegation set forth in Paragraphs 1 through 14 above.

16. Opposer's use in commerce and application to register its UNCOMMON Mark predate the August 11, 2023 filing date of the '000 Application and any first-use/first-use-in-commerce date(s) that may be alleged by Applicant.

17. Applicant's UN/COMMON Mark so resembles in sight, sound, connotation and overall commercial impression Opposer's previously used and applied-for UNCOMMON Mark as to be likely, when used in connection with Applicant's services covered by the '000 Application, to cause confusion, or to cause mistake, or to deceive as to the source of the parties' respective services under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

WHEREFORE, Opposer believes that it will be damaged by the registration of the UN/COMMON Mark shown in the '000 Application and respectfully requests that this opposition be sustained and that registration to Applicant be refused.

A filing has been submitted electronically. If the filing fee is found to be insufficient for any reason, please charge such deficiency to our Deposit Account No. 500751.

Respectfully submitted,

Dated: September 18, 2024

By: /Michael S. Palmisciano/  
Michael S. Palmisciano  
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*Attorneys for Opposer*  
Uncommon Creative Studio Holding Limited

# EXHIBIT A

Generated on: This page was generated by TSDR on 2024-08-30 13:02:03 EDT

Mark: UNCOMMON

UNCOMMON

US Serial Number: 98290039

Application Filing Date: Nov. 29, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Under Examination

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

Status: A non-final Office action has been sent (issued) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Jul. 09, 2024

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## Mark Information

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Mark Literal Elements: UNCOMMON

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

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## Foreign Information

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Foreign Registration Number: UK00003569680

Foreign Registration Date: May 28, 2021

Application/Registration Country: Foreign UNITED KINGDOM

Foreign Expiration Date: Dec. 18, 2030

Foreign Registration Renewal Date: Nov. 29, 2023

Foreign Registration Number: UK00003569680

Foreign Registration Date: May 28, 2021

Application/Registration Country: Foreign UNITED KINGDOM

Foreign Expiration Date: Dec. 18, 2030

Foreign Registration Renewal Date: Nov. 29, 2023

Foreign Registration Number: UK00003569680

Foreign Registration Date: May 28, 2021

Application/Registration Country: Foreign UNITED KINGDOM

Foreign Expiration Date: Dec. 18, 2030

Foreign Registration Renewal Date: Nov. 29, 2023

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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:** Advertising, marketing, sales, promotional, communications and public relations services; reputation management services; talent agent services; interactive and non-interactive marketing; online and internet advertising, promotion and marketing services; virtual marketing, promotion and advertising services and campaigns; brand, customer and user experience services; performance marketing; influencer marketing; social media marketing; branded entertainment marketing; creation of advertising campaigns; PPC (Pay Per Click) advertising; online and internet advertising, promotion and marketing services; internet keyword marketing services; SEM (Search Engine Marketing); copywriting; creation of advertisements, commercial sponsorship; business trend analysis services; communications services for public relations purposes; creating press releases; planning, organising and managing marketing, advertising and promotional events; business management assistance and consultancy services; strategic business management, planning and analysis; dissemination of advertising, marketing, endorsement, promotion, public relations and publicity materials; media buying services; market research and market analysis; business monitoring and consulting services, namely, analysing data to provide strategy and insight regarding marketing, sales, purchasing decisions, and product design for business purpose; consumer research, consumer demographic analysis; creation, organisation, administration and consultancy and advisory services relating to consumer loyalty programs; consultancy and advisory services relating to consumer loyalty; database management and processing; business and brand survey, statistics, analysis and reporting services; business auditing; brand auditing for businesses; marketing, advertising and consultancy services in relation to brand strategies, brand relationships, customer relationship marketing, loyalty marketing and consumer targeting; segmentation and profiling of market data; trend analysis services for advertising and marketing purposes; production of video recordings, audiovisual recordings, and digital video and audiovisual recordings for advertising purposes, marketing purposes, publicity purposes, promotional purposes, public relations purposes; monitoring of brand value and reputation; brand name, trade names and trademark development and creation services; creation, screening, testing and evaluation of proposed brand names and trade marks; brand positioning; brand strategy, brand usage monitoring, brand identity, brand communications and research; inventorying merchandise; display services for merchandise; product merchandising for others; brand placement services; providing online blogs featuring information about branding; corporate identity services; trade shows; compilation of information into computer databases; database management; data processing; opinion polling; public opinion surveys; design of advertising logos; design of advertising material; design of advertising matter; preparation of reports relating to branding, brand usage monitoring, namely, identifying and checking the position and use of brands in the market place; brand identity, namely, formulation and development of a brand name, visual appearance, concept and values; brand communications, namely, the promotion and advertising of brands; brand research, namely, qualitative and quantitative research of data relating to brands; advertising and marketing; information, advisory and consultancy services for all the aforesaid services.

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 44(e)

**For:** Entertainment services; sporting and cultural activities; publishing and editing services; publication of printed matter, including in electronic format and on the Internet; non-downloadable electronic publications provided via a computer database or from the Internet; arranging of colloquiums, competitions, symposiums and shows for entertainment purposes; organization and presentation of shows and live performances, concerts, events, competitions, games and sporting events for entertainment purposes; presentation of data messages and documents for entertainment purposes including in relation to design, graphic design, sustainable design, branding, photo-shoots, website creation, film creation, interactive environment creation; provision of information about cultural or entertainment events; production of radio and television programs; production of media and digital content; production, presentation, recording, editing and distribution of photography, animation, digital audio, film, music and video; sound and video recordings in connection with streaming and downloading of audio, music, film and videos; providing digital audio, music, film and video from the internet; production, presentation, recording, editing and distribution of cartoons; videotape film production; production of shows; editing of film, digital media and video tape; film, digital media and video tape editing; mastering of professional video tape formats; pre and post production editing services of music, audio, film, video; information, advisory and consultancy services for all the aforesaid services.

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

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

**Class Status:** ACTIVE

**Basis:** 44(e)

**For:** Product design for retail display; display design, graphic design, ergonomic product design, virtual experience product design; design of electronic retail environments, namely, electronic retail website design; website design, webpage design, graphic design, webpage blueprint design, floor plan design services relating to webpages, namely, webpage layout design, and drawing in the nature of commercial, graphic and industrial art design, webpage concept design, graphic design, and graphic illustration services for others, all for the compilation of web pages; creating, testing and maintaining websites; installing websites; graphic design services; design services relating to brands, brand identity and brand development; commercial art design, computer aided graphic design, graphic design; corporate image design services; corporate logo design services; creation of trade marks being a design service; design of audio-visual creative works; design of brochures; design of commercial products; design of material for printing; design of packaging; design, development of computer software; search engine services; developing, non-downloadable software for consultancy purposes; software-as-service and provision of online platforms for tracking, monitoring and reporting on media, press, social media, trends, popularity and reputation; website design services; software-as-service services for advertising, marketing, promotional, public relations purposes; application service provider; designing online journals, forums and blogs for discussion; managing and monitoring online journals, forums and blogs for discussion (computer services); information, advisory and consultancy services for all the aforesaid services.

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

Basis: 44(e)

## Basis Information (Case Level)

<b>Filed Use:</b> No	<b>Currently Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No
<b>Filed 44E:</b> Yes	<b>Currently 44E:</b> Yes
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No

## Current Owner(s) Information

**Owner Name:** Uncommon Creative Studio Holding Limited  
**Owner Address:** 154 Clerkenwell Road  
London UNITED KINGDOM EC1R5AB  
**Legal Entity Type:** limited company (Ltd.)  
**State or Country Where Organized:** UNITED KINGDOM

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Michael S. Palmisciano  
**Attorney Primary Email Address:** [mpalmisciano@sullivanlaw.com](mailto:mpalmisciano@sullivanlaw.com)  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Michael S. Palmisciano  
Sullivan & Worcester LLP  
1251 Avenue of the Americas  
New York, NEW YORK United States 10020  
**Phone:** 212-660-3052  
**Correspondent e-mail:** [mpalmisciano@sullivanlaw.com](mailto:mpalmisciano@sullivanlaw.com) [trademark@sullivanlaw.com](mailto:trademark@sullivanlaw.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**&nbsp;Domestic Representative Name:** Michael S. Palmisciano  
**&nbsp;Domestic Representative e-mail:** [mpalmisciano@sullivanlaw.com](mailto:mpalmisciano@sullivanlaw.com)  
**&nbsp;Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Jul. 24, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 24, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 24, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 09, 2024	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 09, 2024	NON-FINAL ACTION E-MAILED	
Jul. 09, 2024	NON-FINAL ACTION WRITTEN	
Jun. 27, 2024	ASSIGNED TO EXAMINER	96115
Feb. 16, 2024	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Nov. 29, 2023	NEW APPLICATION ENTERED	

## TM Staff and Location Information

### TM Staff Information

**TM Attorney:** BARREDA, AMBER KYLEE

**Law Office:** LAW OFFICE 103

# EXHIBIT B

Generated on: This page was generated by TSDR on 2024-09-17 20:17:54 EDT

Mark: UN/COMMON

UN/COMMON

US Serial Number: 98129000

Application Filing Date: Aug. 11, 2023

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Jun. 13, 2024

Publication Date: May 21, 2024

## Mark Information

Mark Literal Elements: UN/COMMON

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

**Note:**

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

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

For: Development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; Marketing services

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(b)

## Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

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: Noticed LLC



**Owner Address:** 1800 John F Kennedy Blvd Suite 300  
Philadelphia, PENNSYLVANIA UNITED STATES 19103

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** PENNSYLVANIA

## Attorney/Correspondence Information

**Attorney of Record - None**  
**Correspondent**

**Correspondent Name/Address:** Noticed LLC  
1800 John F Kennedy Blvd Suite 300  
Philadelphia, PENNSYLVANIA United States 19103

**Correspondent e-mail:** [stacy.strom@noticed.com](mailto:stacy.strom@noticed.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Sep. 17, 2024	WITHDRAWAL OF ATTORNEY GRANTED	
Sep. 17, 2024	TEAS WITHDRAWAL OF ATTORNEY RECEIVED	
Jun. 21, 2024	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 21, 2024	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 21, 2024	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 13, 2024	EXTENSION OF TIME TO OPPOSE RECEIVED	129000
May 21, 2024	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 21, 2024	PUBLISHED FOR OPPOSITION	
May 01, 2024	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 12, 2024	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 11, 2024	ASSIGNED TO EXAMINER	
Sep. 11, 2023	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Aug. 15, 2023	NEW APPLICATION ENTERED	

## TM Staff and Location Information

**TM Staff Information**

**TM Attorney:** MANOR, THOMAS

**Law Office Assigned:** LAW OFFICE 110

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 18, 2024

## Proceedings

### Summary

**Number of Proceedings:** 1

**Type of Proceeding:** Extension of Time

**Proceeding Number:** [98129000](#)

**Filing Date:** Jun 13, 2024

**Status:** Extension of Time to Oppose Filed

**Status Date:** Jun 13, 2024

**Interlocutory Attorney:**

**Defendant**

**Name:** Noticed LLC

**Correspondent Address:** NATALIE NGOC NGUYEN  
LZ LEGAL SERVICES, LLC  
101 N. BRAND BLVD, 11TH FLOOR  
GLENDALE CA UNITED STATES , 91203

Correspondent e-mail: [tm@lzlegalservices.com](mailto:tm@lzlegalservices.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
UN/Common		<a href="#">98129000</a>	

**Potential Opposer(s)**

**Name:** Uncommon Creative Studio Holding Limited

**Correspondent Address:** MICHAEL S. PALMISCIANO  
SULLIVAN & WORCESTER LLP  
1251 AVENUE OF THE AMERICAS, SULLIVAN & WORCESTER LLP  
NEW YORK NY UNITED STATES , 10020

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Prosecution History			
Entry Number	History Text	Date	Due Date
4	EXT GRANTED	Jul 15, 2024	
3	ADD'L 60-DAY REQUEST TO EXT TIME TO OPPOSE	Jul 15, 2024	
2	EXT GRANTED	Jun 13, 2024	
1	FIRST 30-DAY REQUEST TO EXT TIME TO OPPOSE	Jun 13, 2024	