

ESTTA Tracking number: **ESTTA97880**

Filing date: **09/06/2006**

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

**Petition for Cancellation**

Notice is hereby given that the following party requests to cancel indicated registration.

**Petitioner Information**

Name	Harrah's License Company, LLC		
Entity	LLC	Citizenship	Nevada
Address	One Harrah's Court Las Vegas, NV 89119 UNITED STATES		

Attorney information	Pamela K. Lina Alston & Bird LLP 1201 West Peachtree Street Atlanta, GA 30309 UNITED STATES pamela.lina@alston.com Phone:404-881-7000		
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**Registration Subject to Cancellation**

Registration No	2999068	Registration date	09/20/2005
Registrant	Game Show Network, LLC 2150 Colorado Avenue Santa Monica, CA 90404 UNITED STATES		
Goods/Services Subject to Cancellation	Class 041. First Use: 2004/03/15 , First Use In Commerce: 2004/03/15 Goods/Services: Entertainment services; namely, providing a television game show program		

Related Proceedings	Opposition No. 91171182
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Attachments	Petition for Cancellation.pdf ( 3 pages )(242618 bytes )
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Signature	/Pamela K. Lina/
Name	Pamela K. Lina
Date	09/06/2006

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

In the matter of Registration No. 2,999,068  
Date of Issue: September 20, 2005

HARRAH'S LICENSE COMPANY, LLC	)	
	)	
Petitioner,	)	
	)	
v.	)	Cancellation No. _____
	)	
GAME SHOW NETWORK, LLC	)	
	)	
Registrant.	)	

**PETITION FOR CANCELLATION**

HARRAH'S LICENSE COMPANY, LLC, a Nevada limited liability company, having its principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, believes it will be damaged by Registration No. 2,999,068 and hereby petitions to cancel the same.

As grounds for cancellation, Petitioner alleges as follows:

1. Petitioner's parent and affiliated companies own or operate more than forty casinos throughout the world.
2. Since at least as early as 1970, Petitioner and its predecessors-in-interest have used the trademark and service mark WORLD SERIES OF POKER to identify the world's largest and most prestigious poker tournament and related goods and services.
3. Millions of poker fans throughout the world follow the action at the World Series of Poker through the television sports network, ESPN, which has covered the World Series of Poker events since 1993.

4. The World Series of Poker tournament events are currently held annually over the course of five (5) weeks at Petitioner's affiliated Rio Hotel and Casino in Las Vegas, Nevada.

5. Poker players can enter World Series of Poker events by paying an entry fee or by qualifying at smaller satellite tournaments throughout the United States and at international locations.

6. On information and belief, Registrant's blackjack tournament, World Series of Blackjack, is a televised event where players compete in a Las Vegas casino over the course of ten (10) weeks.

7. On information and belief, players can play in Registrant's blackjack tournament by qualifying at various tournaments held in casinos throughout the United States.

8. On information and belief, Registrant is the owner of Reg. No. 2,999,068 for the mark WORLD SERIES OF BLACKJACK for entertainment services; namely, providing a television game show program.

9. On information and belief, registrant's use of the registered mark is junior to Harrah's first use in commerce.

10. Petitioner alleges that it is damaged by the use and registration of the mark WORLD SERIES OF BLACKJACK on Registrant's services because Registrant's mark is likely to cause confusion or mistake, or is likely to deceive because Registrant's WORLD SERIES OF BLACKJACK mark so resembles Petitioner's WORLD SERIES OF POKER mark that has been previously used in the United States and has not been abandoned.

WHEREFORE, Petitioner prays that Registration No. 2,999,068 be cancelled and that this Petition for Cancellation be sustained.

Respectfully submitted this 6<sup>th</sup> day of September, 2006,

By: *Pamela K. Lina*

David J. Stewart

Pamela K. Lina

ALSTON & BIRD LLP

1201 West Peachtree Street

Atlanta, Georgia 30309

(404)-881-7000

Attorneys for Petitioner

Harrah's License Company, LLC