

ESTTA Tracking number: **ESTTA1128312**

Filing date: **04/20/2021**

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

Proceeding	92076233
Party	Defendant Imagination Holdings Pty Ltd
Correspondence Address	JACQUELINE M LESSER BAKER & HOSTETLER LLP 2929 ARCH STREET CIRA CENTRE 12TH FL PHILADELPHIA, PA 19104-2891 UNITED STATES Primary Email: jlesser@bakerlaw.com Secondary Email(s): llabela@bakerlaw.com, bhipdocket@bakerlaw.com 215-568-3100
Submission	Motion to Amend Registration (Requires a Fee and a Declaration)
Filer's Name	Jacqueline M. Lesser
Filer's email	bhipdocket@bakerlaw.com, jlesser@bakerlaw.com, llabela@bakerlaw.com, jdale@bakerlaw.com
Declaration and Signature of Registrant or Attorney for Registrant	The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that the facts set forth above are true, all statements made of his or her own knowledge are true, and all statements made on information and belief are believed to be true. /Jacqueline M. Lesser/
Date	04/20/2021
Attachments	Request to Amend Registration.pdf(106542 bytes) Exhibit A-Imagination.pdf(162987 bytes) Exhibit B - Family Feud.pdf(4162381 bytes)

Registration Subject to the submission

Registration No.	4001241	Registration date	07/26/2011
Registrant	Imagination Holdings Pty Ltd PO BOX 2596 KENT TOWN DC, SA, 5071 AUSTRALIA Email: hostmaster@imagination.com.au		

Goods/Services Subject to the submission

Class 009. First Use: 1999/12/01 First Use In Commerce: 1999/12/01 Requested goods and services in the class: Pre-recorded DVDs featuring computer game programs

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

IMAGINATION GAMES, INC.

Petitioner,

v.

IMAGINATION HOLDINGS PTY LTD.

Registrant.

Reg. No.: 4001241

Reg. Date: 07/26/2011

Mark: IMAGINATION

Cancellation No.: 92/076,233

REGISTRANT'S REQUEST FOR AMENDMENT OF REGISTRATION

Registrant, Imagination Holdings Pty Ltd. ("Registrant"), pursuant to Section 7 of the Trademark Act, requests an amendment to the identification of goods in accordance with the upgrade of technology of the products. Registrant seeks amendment of the identification of goods from "Pre-recorded DVDs featuring computer games" (International Class 9) to "Downloadable apps for games" (International Class 9) and "interactive games available for streaming, composed of a non-downloadable apps accessories, used with or without a physical board game or card accessories." (International Class 42).

Registrant is a pioneer in the DVD gaming industry. That technology has transformed into a video plus tactile game industry with the evolution of technology to streaming services, from DVDs. Notably, Registrant provides the same games through new technology. Registrant will separately file its Section 8, but notably wishes to show the Board that the updated technology replicates the content of the former specimen. The registration covered "DVDs" which were used on games, and accordingly, Registrant on its initial filing and on maintenance for its registration between the fifth and sixth year of registration, submitted as its specimen of use previously a DVD

showing its mark in connection with the game “Family Feud.”(See Exhibit A). Currently, Registrant offers this product through a combination of an online game, an app and a physical product that is specifically connected to the online gaming functionality. (See Exhibit B). As Registrant’s registration is also due for its renewal, Registrant will be filing its updated specimens for its amended identification of goods and services.

In sum, it is respectfully submitted that the Board accept the amendment to the identification of goods and services in Registration No. 4001241.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true. The fees in the amount of \$100.00 shall be charged to the deposit account of Registrant’s counsel of record in this *inter partes* proceeding.

Respectfully submitted,

Dated: April 20, 2021

Respectfully submitted,

BAKER & HOSTETLER LLP

By: /s/ Jacqueline M. Lesser
Jacqueline M. Lesser
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Philadelphia, PA 19104-2891
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Attorneys for Registrant Imagination Holdings Pty Ltd.

CERTIFICATE OF FILING AND OF SERVICE

I, Jacqueline M. Lesser, hereby certify that on April 20, 2021 a true and correct copy of the foregoing REQUEST FOR AMENDMENT OF REGISTRATION has been served by e-mail upon Counsel for Petitioner, Brian S. Tamsut at btamsut@socalip.com; Jonathan Pearce at pearce@socalip.com.

*/Jacqueline M. Lesser/*_____

Jacqueline M. Lesser

EXHIBIT A

Imagination

BBC

DVD
GAME

planet earth

the interactive dvd game

A new way to play!



SPECTACULAR FOOTAGE. INCREDIBLE FACTS.
A GAME ABOUT OUR PLANET.

With over 800 actual Family Feud questions,
featuring Richard Karn as your host



Family

FEUD™

A new way to play!



**"SURVEY
SAYS"**

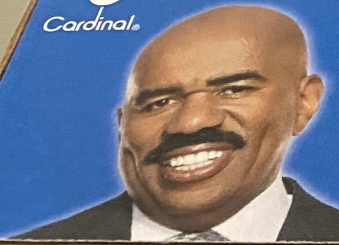
INCLUDES:
2 Wise-Clair
Score Cards
4 Marker Pens
Interactive DVD



EXHIBIT B



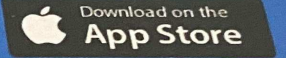
Cardinals



PLATINUM EDITION

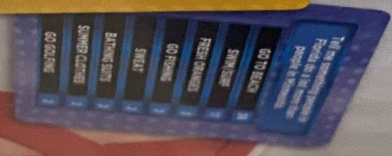


PLAY ALONG WITH THE FREE FAMILY FEUD BUZZER APPS

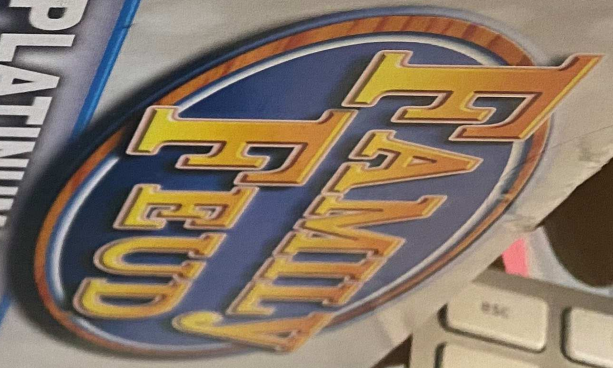


- CONTENTS**
- 100 Game Cards
 - 3 1/2" cards
 - 1 Instruction Card

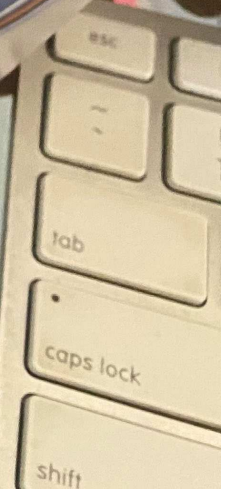
Play the hit TV show at home!



PLATINUM EDITION



© 2014 Hasbro
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 HASBRO
 100 N. ZEEB RD
 ELIZABETH, NJ 07208
 (908) 529-5000
 WWW.HASBRO.COM



FAMILY FEUD

PLAY ALONG WITH
THE FREE FAMILY FEUD
BUZZER APPS



Download on the
App Store



Get it on
Google play



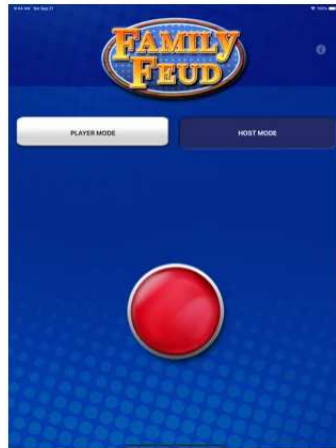
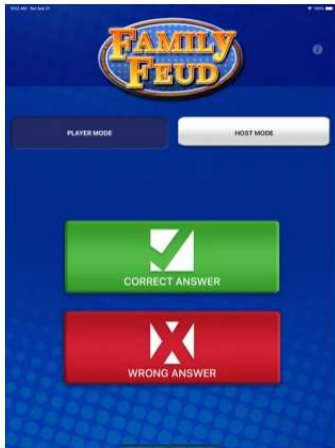
App Store Preview

Open the Mac App Store to buy and download apps.



Family Feud Buzzer 4+
Imagination Entertainment Pty Ltd
Designed for iPad
#151 in Board
★★★★★ 2.8 • 175 Ratings
Free

Screenshots iPad iPhone



Use the Family Feud Buzzer app to play along with the Family Feud board game by Cardinal and Imagination Gaming.

There are two modes within the app: [more](#)

What's New

[Version History](#)

Added Gamestar Notice

Version 1.1.3

Ratings and Reviews

[See All](#)

2.8 out of 5
175 Ratings



★★★★★

lightnignfast8388, 01/10/2021

Life changing
This is the only thing in life I can rely on these days. My girlfriend dumped me, my dog died due to swallowing a Lebron James action figure, and Steve Harvey got cancer for [more](#)

★★★★★

LaReynaRN, 11/28/2020

Perfect for family game nights!
This is EXACTLY what we were needing for our family games that have 2 people or teams playing against each other to answer first. I love that the sounds are actually the same [more](#)

★★★★★

KaTnFlix, 12/13/2020

Almost perfect
This app has everything but an automatic timer that would make a buzzer go off if someone is taking too long to answer

App Privacy

[See Details](#)

The developer, Imagination Entertainment Pty Ltd, indicated that the app's privacy practices may include handling of data as described below. For more information, see the [developer's privacy policy](#).

Data Not Collected
The developer does not collect any data from this app.