

ESTTA Tracking number: **ESTTA731794**

Filing date: **03/07/2016**

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	Facebook, Inc.
Granted to Date of previous extension	03/06/2016
Address	1601 Willow Road Menlo Park, CA 94025 UNITED STATES

Attorney information	Thomas M. Hadid Cooley LLP 1299 Pennsylvania Ave., NW Suite 700 Washington, DC 20004 UNITED STATES mchampion@cooley.com, trademarks@cooley.com Phone:3108836400
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**Applicant Information**

Application No	86413197	Publication date	09/08/2015
Opposition Filing Date	03/07/2016	Opposition Period Ends	03/06/2016
Applicant	Summit Hill Inc. 167 Gleahaven Road Wayzata, MN 55391 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Fan club services, namely, providing a website featuring information regarding retired and current athletes, musicians and the like
Class 042. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Hosting an online community website for registered users to connect and make contact with retired or current athletes, musicians and other celebrities

**Grounds for Opposition**

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

**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	3881770	Application Date	06/29/2006
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Registration Date	11/23/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/04/00 Advertising and information distribution services, namely, providing classifiedadvertising space via the global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases in the field of classifieds</p> <p>Class 038. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Providing online chat rooms and electronic bulletin boards for registered usersfor transmission of messages concerningcollegiate life, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images; provision of on-line forums for the transmission of photographic images; provision of on-line forums for communications on topics of general interest</p> <p>Class 041. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Providing on-line computer databases and on-line searchable databases in the field of collegiate life concerning college athletics, concerts, entertainment events, art, performing arts, music, dance and academics; providing on-line computer databases and on-line searchable databases featuring collegiate student groupsconcerning subjects in the fields of academics and entertainment</p> <p>Class 042. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Computer services, namely, hosting online web facilities for others for organizing and conducting online meetings, gatherings, and interactive discussions; and-computer services in the nature of customized web pages featuring user-defined information, personal profiles and information; computer services, namely, creating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload,view and download digital photos</p> <p>Class 045. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Internet based introduction and social networking services; providing on-line computer databases and on-line searchabledatabases in the field of social networking</p>		
U.S. Application No.	86311282	Application Date	06/16/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

Design Mark	<b>FACEBOOK</b>
Description of Mark	NONE
Goods/Services	Class 012. First use: First Use: 0 First Use In Commerce: 0 Unmanned aerial vehicles (UAVs)

U.S. Registration No.	4886143	Application Date	10/07/2010
Registration Date	01/12/2016	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	<b>FACEBOOK</b>
Description of Mark	NONE
Goods/Services	Class 038. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Delivery of digital music by electronictransmission

U.S. Registration No.	3122052	Application Date	02/24/2005
Registration Date	07/25/2006	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	<h1>FACEBOOK</h1>
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 2004/11/16 First Use In Commerce: 2004/11/16 [ providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking ]</p> <p>Class 038. First use: First Use: 2004/11/16 First Use In Commerce: 2004/11/16 providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking</p>

U.S. Registration No.	3041791	Application Date	02/24/2005
Registration Date	01/10/2006	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark	<h1>FACEBOOK</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 [ providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking ]</p> <p>Class 038. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 providing online chat rooms for registered users for transmission of messages</p>		

	concerning collegiate life, classifieds, virtual community and social networking
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U.S. Registration No.	3734637	Application Date	05/24/2007
Registration Date	01/05/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network</p> <p>Class 038. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Audio and video broadcasting services over the Internet or other communications network, namely, uploading, posting, showing, displaying, tagging and electronically transmitting information, audio, and video clips; providing on-line chat rooms, listservers, and on-line forums for transmission of messages among computer users concerning user-defined content; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest</p> <p>Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 On-line journals, namely, blogs featuring user-defined content</p> <p>Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 Application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network</p>		

U.S. Registration No.	3814888	Application Date	11/07/2006
Registration Date	07/06/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		

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