

ESTTA Tracking number: **ESTTA770394**

Filing date: **09/13/2016**

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	Snapchat, Inc.
Granted to Date of previous extension	09/14/2016
Address	63 Market Street Venice, CA 90291 UNITED STATES

Attorney information	Sabina A. Vayner Kilpatrick Townsend & Stockton LLP 1100 Peachtree Street, Suite 2800 Atlanta, GA 30309 UNITED STATES svayner@ktslaw.com, dwilson@ktslaw.com, bjones@ktslaw.com, kteilhaber@ktslaw.com, tadmin@ktslaw.com
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**Applicant Information**

Application No	86827777	Publication date	05/17/2016
Opposition Filing Date	09/13/2016	Opposition Period Ends	09/14/2016
Applicant	Johnson, Odell H. 1145 W COLONA ST PHILADELPHIA, PA 19133 UNITED STATES		

**Goods/Services Affected by Opposition**


Class 009. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Computer application software for mobile phones, portable media players, handheld computers, namely, software for displaying image information
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act Section 2(d)
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**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	4375712	Application Date	12/12/2012
Registration Date	07/30/2013	Foreign Priority Date	NONE
Word Mark	SNAPCHAT		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2011/09/30 First Use In Commerce: 2011/09/30 Computer application software for mobile phones, portable media players, and handheld computers, namely, software for sending digital photos, videos, images, and text to others via the global computer network

U.S. Registration No.	4971934	Application Date	05/04/2015
Registration Date	06/07/2016	Foreign Priority Date	NONE

Word Mark	SNAPCHAT
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 009. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Software for modifying the appearance and enabling transmission of photographs and videos; software for use in taking and editing photographs and recording and editing videos; software to enable the transmission of photographs and videos to mobile telephones; software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; computer software for use as an application programming interface (API); software to enable uploading, downloading, accessing, posting, displaying, tagging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks; software for streaming audio-visual media content via a global computer network and to mobile and digital electronic devices; computer software which allows users to build and access social network information including address book, friend lists, profiles, preferences and personal data; software for managing contact information in mobile device address books; electronic database in the field of entertainment recorded on computer media Class 038. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Telecommunications services, namely, electronic transmission of data, messages, graphics, animations, images, videos, multimedia content, and informa-
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	<p>tion in the field of entertainment; peer-to-peer photo sharing services, namely, electronic transmission of digital photo, video, and multimedia files; providing access to computer, electronic and online databases; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, animations, videos, multimedia content, and images; telecommunication services, namely, electronic transmission of data, photos, music and videos; broadcasting and streaming of audio-visual media content; transmission of downloadable audio-visual media content</p> <p>Class 041. First use: First Use: 2015/01/27 First Use In Commerce: 2015/01/27 Publishing services, namely, publishing of electronic publications for others; creation, development, production and distribution of entertainment content, namely, multimedia content, animations, video footage, text, still images, videos, and ongoing series featuring comedy, drama, musical entertainment, sports, health and wellness, and news broadcast online or distributed to mobile electronic devices; providing online audio-visual entertainment information via a global computer network; providing information via a global computer network in the field of entertainment; online databases in the field of entertainment</p> <p>Class 042. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Hosting of digital content on the internet; providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, by means of computer and communication networks; computer services, namely, creating virtual communities for registered users to participate in discussions and engage in social, business and community networking; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, linking, sharing or otherwise providing electronic media or information over communication networks</p> <p>Class 045. First use: First Use: 2011/09/00 First Use In Commerce: 2011/09/00 Global computer network-based social introduction and networking; providing computer databases via a global computer network in the fields of social networking and social introduction; providing information and advice in the field of providing secure electronic communication</p>
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Attachments	85800506#TMSN.png( bytes ) 86619184#TMSN.png( bytes ) 2016.09.13 Notice of Opposition_ Exhibits 1 - 4.pdf(5537374 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Sabina A. Vayner/
Name	Sabina A. Vayner
Date	09/13/2016



3. Since its launch in 2011, Snapchat has extensively promoted and distributed its mobile messaging application and related goods and services in connection with its highly distinctive SNAPCHAT Mark. These efforts have been extraordinarily successful. Snapchat and the goods and services offered under its SNAPCHAT Mark have been the subject of thousands of articles in a wide range of media venues, and the SNAPCHAT application is among the fastest growing and most popular smartphone applications in the world.

4. Indeed, an early 2015 report indicated that the SNAPCHAT application was the fourth most popular social media application among 18-24 year olds, and a November 2014 study indicated that 71% of U.S. social media users between 18-29 years of age accessed the SNAPCHAT application. Attached as **Exhibit 1** is a printout of DEFY Media's Acumen Report, released on or about March 3, 2015, reporting (on page 8) usage of the SNAPCHAT application across various age groups, and attached as **Exhibit 2** is a printout of emarketer.com's January 9, 2015 article reporting that a November 2014 survey by Cowen and Company revealed 71% of 18-29 year olds access the SNAPCHAT application. As of early 2016, there were over 100 million daily active users of the SNAPCHAT application, with that number growing steadily.

5. As a testament to Snapchat's success, the SNAPCHAT application was declared the "Best Mobile Application" at the 2013 Crunchies Awards. Since then, Snapchat's SNAPCHAT application growth and development have skyrocketed, with recent high-profile advertising partnerships with the National Football League, BuzzFeed, Mashable, Cosmopolitan, CNN, and the 2016 MTV Movie Awards, among others. Since 2011, Snapchat's millions of registered users have shared billions of photo and video messages and, as of early 2016, approximately 8 billion videos were viewed daily via the SNAPCHAT application.

6. Because of the high degree of inherent and acquired distinctiveness of the SNAPCHAT Mark, the length of time and extent to which Snapchat has used the SNAPCHAT

Mark, the vast advertising and publicity the SNAPCHAT Mark has received, the substantial trading area in which the SNAPCHAT Mark is used, and the high degree of consumer recognition of the SNAPCHAT Mark, the SNAPCHAT Mark is a strong and extremely well-known trademark, deserving of a broad scope of legal protection.

7. In addition to its strong common law rights in the SNAPCHAT Mark, Snapchat is the owner of multiple federal registrations that consist of or incorporate its SNAPCHAT Mark, including but not limited to: (1) Registration No. 4375712 of the SNAPCHAT mark for “computer application software for mobile phones, portable media players, and handheld computers, namely, software for sending digital photos, videos, images, and text to others via the global computer network” in Class 9, issued on July 30, 2013 and claiming a date of first use in commerce of September 30, 2011; and (2) Registration No. 4971934 of the SNAPCHAT mark for a wide variety of goods and services in Classes 9, 38, 41, 42, and 45 (as reflected in the Certificate of Registration attached as Exhibit 4), issued on June 7, 2016 and claiming a date of first use in commerce of September 2011 for the Class 9, 38, 42, and 45 goods and services and January 27, 2015 for the Class 41 services (collectively, the “SNAPCHAT Mark Registrations”). The SNAPCHAT Mark Registrations are valid and subsisting and, pursuant to 37 C.F.R. § 2.122(d), copies of Certificates of Registration and printouts from the U.S. Patent and Trademark Office’s (“USPTO”) electronic TSDR database, showing the current status and title for each of the SNAPCHAT Mark Registrations, are attached as **Exhibits 3-4**.

8. On November 20, 2015, Applicant filed an intent-to-use application with the USPTO to register the SNAPFACTS mark for “computer application software for mobile phones, portable media players, handheld computers, namely, software for displaying image information” in Class 9 (Serial No. 86827777) (“Applicant’s Mark”).

9. There is no issue as to priority. Snapchat's use of its SNAPCHAT Mark began years prior to any actual or constructive use date of Applicant's Mark.

10. Applicant's Mark is very similar in sight, sound, appearance, and commercial impression to the SNAPCHAT Mark. Indeed, Applicant's Mark incorporates the entirety of the "SNAP" prefix of the SNAPCHAT Mark, merely substituting the suffix "CHAT" with the suffix "FACTS."

11. The goods recited in the Application are identical to and/or significantly overlap with, the goods and services that Snapchat currently provides in intrastate and interstate commerce in connection with its SNAPCHAT Mark, and which it provided for years prior to any actual or constructive use date of Applicant's Mark.

12. Applicant had constructive knowledge and, on information and belief, also had actual knowledge of Snapchat's SNAPCHAT Mark prior to selecting Applicant's Mark.

13. Applicant had constructive knowledge and, on information and belief, also had actual knowledge of Snapchat's SNAPCHAT Mark prior to filing the Application.

14. Snapchat will be damaged by registration of Applicant's Mark because the mark so resembles the SNAPCHAT Mark as to be likely to cause confusion, mistake, and deception. Persons familiar with the SNAPCHAT Mark and the goods and services offered under the SNAPCHAT Mark would be likely to believe erroneously that Applicant's goods are the goods of Snapchat or are authorized, endorsed, sponsored, or licensed by Snapchat. Thus, registration of Applicant's Mark on the Principal Register would be inconsistent with Snapchat's strong prior rights in its SNAPCHAT Mark under 15 U.S.C. §§ 1052(d) and 1063.

Snapchat therefore requests that the Board sustain this proceeding in Snapchat's favor by refusing registration to the SNAPFACTS mark underlying Application Serial No. 86827777.

The required \$300.00 opposition fee is being submitted electronically with this Notice of Opposition. The Director is authorized to debit Kilpatrick Townsend & Stockton LLP's Trademark Deposit Account No. 20-1430 for any deficiency in the required fee.

This 13th day of September, 2016.

Respectfully submitted,



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*Counsel for Opposer Snapchat, Inc.*



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

SNAPCHAT, INC., )  
 )  
 Opposer, )  
 )  
 v. )  
 )  
 ODELL H. JOHNSON, )  
 )  
 Applicant. )  
 )  
 \_\_\_\_\_ )

Opposition No. \_\_\_\_\_  
TM: SNAPFACTS  
(App. Serial No. 86827777)

**CERTIFICATE OF SERVICE**

This is to certify that a true and correct copy of the foregoing **Notice of Opposition** was served on Applicant's correspondence contact of record on September 13, 2016 via first-class mail, addressed to:

Odell H. Johnson  
1145 West Colona Street  
Philadelphia, Pennsylvania 19133



Sabina A. Vayner  
*Attorney for Opposer*

**CERTIFICATE OF TRANSMITTAL**

This is to certify that a true and correct copy of the foregoing **Notice of Opposition** is being filed electronically with the TTAB via ESTTA on this day, September 13, 2016.



Sabina A. Vayner  
*Attorney for Opposer*

**EXHIBIT 1**

## [Acumen](#)

- [Home](#)
- [Categories](#)
- [Our Research](#)
- [About Acumen](#)
- [Search](#)
  
- [Advertising](#)
- [Entertainment](#)
- [Food & Alcohol](#)
- [Health](#)
- [Media & Internet](#)
- [Money & Career](#)
- [Partners & Parenting](#)
- [Shopping](#)
- [Style](#)
- [Technology](#)

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[Media & Internet](#) | Mar 03, 2015

# The Acumen Report: Constant Content

## DEFY Media's research on the content choices of youth 13-24

The big news about youth 13-24 is the decline in TV watching and increase in digital consumption. Even heavyweight Nielsen concedes, "Traditional television viewing...is down, especially for younger viewers." DEFY believes the shift stems from youth's "digital native" upbringing and their specific lifestyle needs. This cohort has been able to download or stream whatever content they want—whenever they want—from the day they could work a keyboard. Digital is second-nature, highly relevant, and uniquely suited for their always-on lifestyle—and we credit these factors for driving youth's increased consumption of online content.

*The Acumen Report: Constant Content* looks at time spent watching different types of media with specific insights into why TV time is not even close to digital. It explores the role of social media in content discovery and how "thumbstoppers" are crucial to getting youths' attention, with a deep-dive into the thematic elements that appeal to youth. The phenomenon of YouTube celebrities and their role influencing youths' content choices also is explored.

We invite you to download the [Executive Study](#) for further insights into the 13-24 year-old consumers we believe are driving the future of media consumption.

**Tags:** [internet](#), [media consumption](#), [Millennials](#), [online](#), [smartphone](#), [teens](#), [TV](#), [YouTube](#)



Pass it around  
NEXT INSIGHT

5

12

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10

## [Digital Content Better Fits Youth Lifestyles](#)

PREVIOUS INSIGHT

## [Staying Out of Trouble](#)

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Brought to you by [DEFY Media](#)

ACUMEN REPORT  
**CONSTANT  
CONTENT**

**DEFY**  
MEDIA

## The **ACUMEN REPORT** is DEFY Media's original research uncovering insights on the audiences we connect with through our brands and content.

**O**ur earlier studies focused on men as consumers, but when Break Media and Alloy Digital merged into DEFY Media in 2013 it generated a digital footprint of 125 million 13-34 year olds. However these consumers often had been studied as a single age block—or scarcely addressed in the case of 13-17 year olds. Thus we've turned our research lens to the transformative consumers we believe are driving the future of media consumption: 13-24 year olds.

The big news about youth is the decline in television watching and increase in digital consumption, particularly via social media. Even heavyweight Nielsen concedes, "Traditional television viewing on a TV screen is down, especially for younger viewers," despite its inclusion of any time watching

a TV screen—even if the content originates on the internet. <sup>1</sup> Crowdtap finds Millennials spend 30% of their media time on content created by their peers or sources followed on social networks—more than the time they devote to TV. <sup>2</sup> The TRU Youth Monitor says the shift results from youth opting for the medium that "meets the right need at the right moment." <sup>3</sup>

We believe the movement stems from youth's "digital native" upbringing and their particular lifestyle needs. This cohort has had the opportunity to download or stream whatever content they want—whenever they want—from the day they could work a keyboard. Digital is second-nature, highly relevant, and uniquely suited for their always-on lifestyle—and we credit these factors for driving youth's increased consumption of online content.



# 'OFFLINE' ISN'T IN THEIR LEXICON

**E**xposure to online content and social media at a young age means digital is second nature to 13-24 year olds; they have different notions of “alone” and “sharing” compared to older generations.

For example, you're never alone when you can go back-and-forth via text and social media in real time. Watching a video “with other people” can mean texting each other while watching in different geographic locations. And “offline” has no meaning; life is never offline when the internet is available 24/7 and you've grown up with FOBO—the fear of being offline. <sup>4</sup>

**FOBO**  
THE FEAR OF BEING OFFLINE

This age group also differs in how they build relationships. Connection largely occurs in the digital domain, and the sharing of videos and photos is an indispensable tool for developing relationships. The video I share with you becomes a common experience between us—a bond—in

“ the same way shared life experiences create bonds.



I have [a friend] who refused to join Facebook. I haven't talked to her in 5 years.

AMBER, 21



### Contrary to popular belief...

...not all teenagers walk around with smartphones glued to their thumbs. We found 13-year olds most often access the internet via family laptops and only 40% have personal smartphones, 59% of 14-17 year olds have personal smartphones.



# TV TIME IS NOT EVEN CLOSE TO DIGITAL

**Y**outh 13-24 view fewer hours of traditional TV than content from digital sources. Online video, viewed in social media or on sites like YouTube, is watched by 96% of youth at an average of 11 hours weekly. Traditional TV, by comparison, is viewed by only 81% at an average of 8 hours weekly.



**ONLINE VIDEO**  
YouTube & similar, social media  
**96% WATCH**  
AVG. 11.3 HRS/WEEK



**SUBSCRIPTION ONLINE VIDEO**  
Netflix, Hulu, Amazon, etc.  
**71% WATCH**  
AVG. 10.8 HRS/WEEK



**FREE ONLINE TV**  
iwdtv.com, ABC app, etc.  
**57% WATCH**  
AVG. 6.4 HRS/WEEK



**SCHEDULED TV**  
Broadcast, cable, satellite  
**81% WATCH**  
AVG. 8.3 HRS/WEEK



**RECORDED TV**  
DVR, TiVo  
**56% WATCH**  
AVG. 7.5 HRS/WEEK

We believe digital's rise results from its better fit with youth lifestyles. Online video allows them to "watch any time I want" and "has what I want to watch" more so than TV. Online video has other notable benefits including it is "easy to relate to" and "makes me feel good about myself"—a meaningful trait for the angst of the teen years. And youth say online offers a better chance of avoiding advertising or ignoring it, pointing to the importance of native solutions that marry content with advertising.



Whatever you want to watch online . . . it'll be there; TV, you have to deal with what's there.

JOE, 15



WHAT THEY WANT, WHEN THEY WANT IT	Online Video	Scheduled TV
Can watch anytime I want	81%	28%
Has what I want to watch	69%	56%
KIDS ARE ALRIGHT		
Easy to relate to	67%	41%
Makes me feel good about myself	62%	40%
SHARED EXPERIENCES		
I watch with other people	47%	61%
I talk about in social media	58%	47%
CHILL OUT		
For when I want to relax	66%	47%
AVOID ADS		
Has ads I can easily ignore	60%	42%
Has way too many ads	41%	63%

# IMPORTANCE OF THUMB- STOPPER MOMENTS

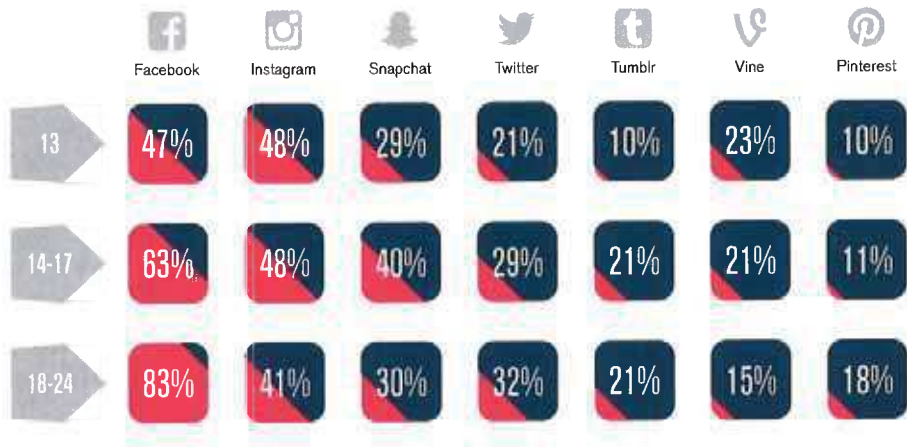
Youth say they frequently discover content via feeds, particularly social networks. Youth would use their thumbs to scroll through feeds and suddenly come to a halt on an item. We call these *thumbstopper* moments, meaning the instant you stop scrolling and start paying attention.



Thumbstoppers can be unrelated to the content—such as “sent by someone I respect,” “viewed by a lot of people,” and “polished and professional looking.” They also can be entirely about the subject matter; for instance, an “activity I can imagine doing with my friends” or “something I don’t expect.”

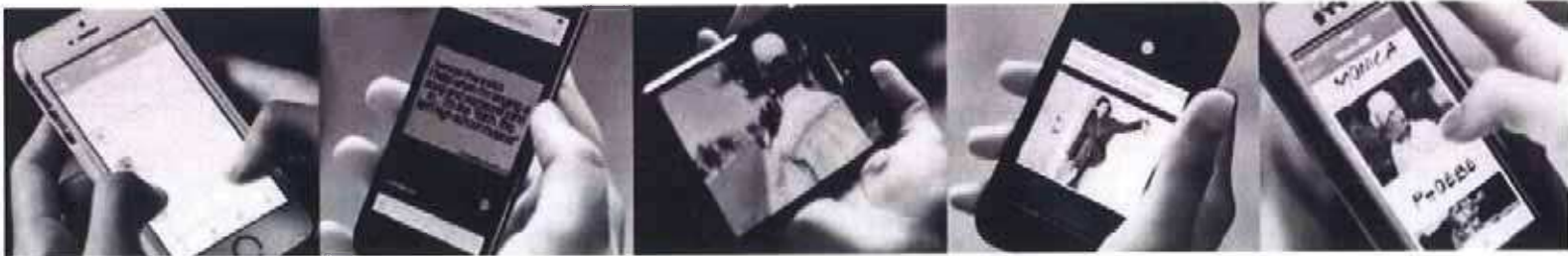
THUMBSTOPPER	Percentage
Liked or viewed by a lot of people	59%
Sent by someone I respect	58%
Something that happened to people I know	55%
Activity I can imagine doing with my friends	53%
Thought I've had but never said out loud	53%
Polished and professional looking	52%
Something I don't expect	51%
Has a message or is about a cause	49%

## NETWORK USAGE



If thumbstoppers are the track signals, then social media is the train. Facebook is the most often used network among 18-24 year olds despite a decline among teens, and Instagram is garnering significant use at the younger end of

the age spectrum. We've read interviews where teens say they use Facebook only to stay in touch with family; thus we can envision a future where Facebook is for family and Instagram is for peers—but both are still in use.



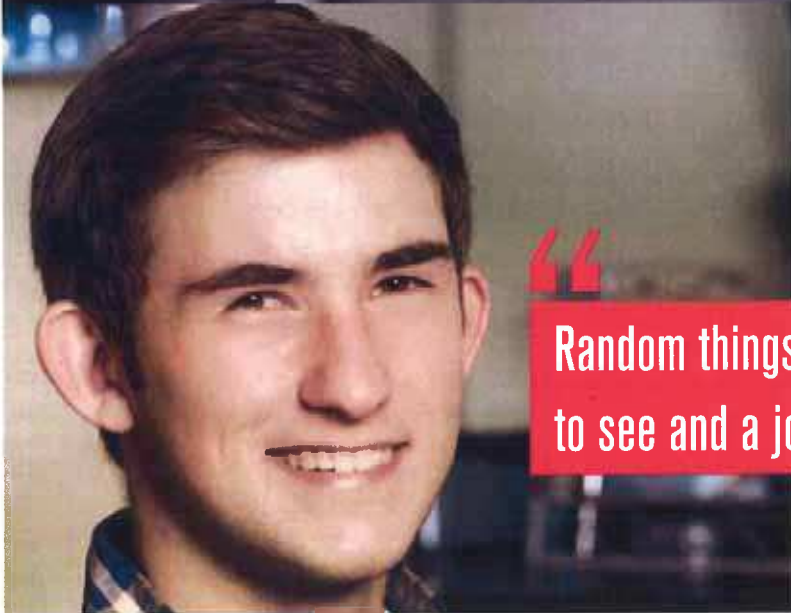
## IMPORTANCE OF THUMBSTOPPER MOMENTS CONT.



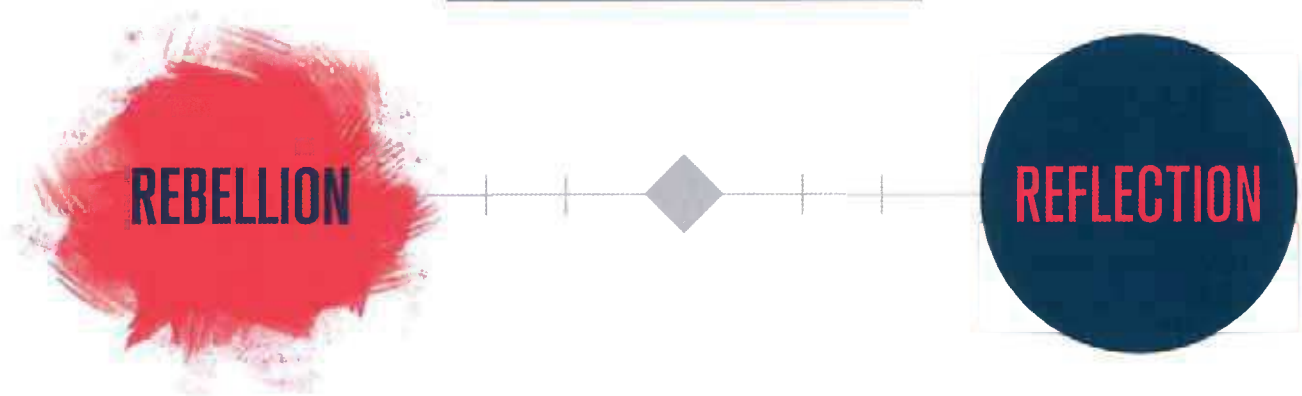
A thumbstopper may get youths' attention but it doesn't guarantee the content will be appealing. *Rebellion* and *Reflection* were themes we observed most often when youth described appealing content. Rebellion is a check on the mainstream or a message that you-don't-have-to-grow-up. Youth in the study described this content as "random and hilarious." Reflection normalizes common events and engenders feelings of, "That's me!" and youth described such content as "relatable." Rebellion and Reflection don't cover every theme 13-24 year olds enjoy, but these are what we heard most often.

“Random things [are] funny to see and a joy to watch.”

JOSH, 16



## THEMES THAT APPEAL TO 13-24 YEAR-OLDS



Rebellion and Reflection materialize as two ends of a spectrum rather than either-or. An “activity I could imagine doing with friends” may seem Reflective, but if the activity is a stunt gone wrong (“major fail”), it can look like Rebellion.



### Role of Personas: Caring Is Not Sharing

Youth may enjoy a piece of content, they don't automatically share it because youth carefully craft their online personas. Teens cultivate an image for their peers: 18-24 year olds ensure there are no red flags for potential employers and colleges. Some develop social media devoted to topics of personal interest and assiduously maintain the theme to increase their followings.

# YOUTUBE STARS ARE THE NEW INFLUENCERS

Variety magazine commissioned a study to measure the awareness, likability and purchase influence of YouTube stars and traditional TV/Movie stars among 13-18 year olds; six of the top ten personalities were YouTube stars. We built on this notion to discover why YouTubers are more popular, and it boils down to relatability.

YouTubers are described as: just like me, understands me, someone I trust, has the best advice, doesn't try to be perfect, genuine, someone I feel close to, and likes the same things I do. YouTubers and TV/Movie stars are viewed equally as aspirational, meaning they have traits youth strive to achieve: someone I look up to / I respect / I'd like to be, does the things I want to do, and has unique or special talents.

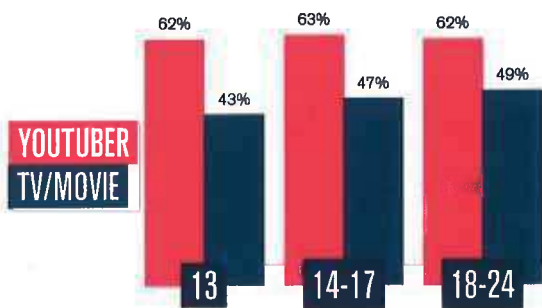


You know...what they've been through. You can be like, I dealt with that a couple years ago, too. I'm not alone.

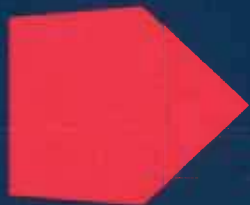
MAGGIE, 18

Is this a fad or a trend that will carry forth as youth age? We believe it's a trend because YouTubers have equal influence on teens and young adults. Over 60% of all age groups say they would buy a brand recommended by a YouTuber, and YouTubers are followed in social media at nearly equal rates across the age spectrum.

### WOULD YOU TRY A PRODUCT OR BRAND SUGGESTED BY...



### FOLLOWS ON SOCIAL MEDIA



THE FUTURE FOR TODAY'S 13-24 YEAR OLDS IS DIGITAL. ONLINE SOURCES DELIVER THEMES AND PERSONALITIES MORE RELATABLE THAN THOSE OFFERED BY TV—ON THE TIMETABLE AND DEVICES "NATIVE" TO THIS GENERATION.



## Methodology

We partnered with Hunter Qualitative Research and child psychologists at KnoWhy Research to conduct a 2-week online forum with 18 “buddy pairs” (36 total) ages 13–24 who were diverse in terms of ethnicity, race, income, and parent’s educational attainment. All lived in the Atlanta, Los Angeles, or Minneapolis metropolitan areas. Participants gave access to their social media feeds for observation of content received and shared. Nine of the buddy pairs participated in 90-minute interviews. The interviews were followed by an online survey of 1,350 youth ages 13-24, representative by age, gender, Hispanic origin and race.

For additional insights on youth, please visit

[acumen.defymedia.com](http://acumen.defymedia.com)

36 YOUTH  
13-24 YEAR-OLDS



## NOTES

1. Nielsen, Total Audience Report, December 2014
2. CrowdTap, Social Influence, March 2014
3. The Futures Company, TRU Youth Monitor, Spring 2014
4. Facebook IQ, Coming of Age On Screens, December 2014
5. Vine.com, YouTube Stars More Popular Than Mainstream Celebs Among U.S. Teens, August 2014

## About DEFY Media

DEFY Media is the top digital producer and programmer for 13-34 year olds, and the largest owner of YouTube channels and leading media brands across the comedy, lifestyle and gaming verticals. Each month, DEFY-produced content generates 500 million video views and reaches 125 million viewers across our 50 million YouTube subscribers, 80 million unique web visitors and consumers of our apps, which have been downloaded over 22 million times. DEFY Media brands include Smosh, recently named by Variety as the top brand for 13-18 year olds; Break, known for its top program "Prank It Forward"; and Screen Junkies, home to the highly influential digital series Honest Trailers. The world's top brands partner with DEFY to build immersive advertising solutions that deliver unparalleled access to this influential audience. With uniquely integrated capabilities in content development, studio production, distribution and promotion, DEFY Media is built for content delivery in the digital age. Please visit us at [www.DEFYMedia.com](http://www.DEFYMedia.com).

## Contacts

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Nichole Becker, Vice-President Research, [nbecker@defymedia.com](mailto:nbecker@defymedia.com)

DEFY  
MEDIA

## **EXHIBIT 2**



(http://ads.undertone.com/c/?

caparams=2\_\_bannerid=779929\_\_campaignid=206534\_\_zoneid=107045\_\_ccat=7531,7546,7555,7554,12940,183A%2F%2Fwww.undertone.com%2Fhighimpactprogrammatic%3Futm\_source%3DEMAR%26utm\_medium%3D728x90%26utm\_campaign%3DHIProgrammatic)

Go

# Young Users Zoom In on Instagram

Around one-third of US social networkers use Instagram

January 9, 2015 | Demographics (/articles/results.aspx?t=1000) | Social Media (/articles/results.aspx?t=1045)

SHARE

EMAIL (/ARTICLES/EMAIL.ASPX?R=1011795)

PRINT (/ARTICLES/PRINT.ASPX?R=1011795)

Taking photos and recording videos via smartphone (/Article.aspx?R=1011669) is getting big, and photo-sharing social network Instagram may be benefiting as a result. According to a November 2014 study by Frank N. Magid Associates (http://www.magid.com/), the percentage of US social users who used Instagram rose from 24% to 32% between 2013 and 2014—a figure more than double that in 2012 and in line with eMarketer’s estimate that Instagram penetration among social users in the US was 24.9% in 2013 and 30.4% last year. We expect this to reach 33.8% this year.

**Social Networks Used by US Social Network Users, 2012-2014**  
% of respondents

	2012	2013	2014
Facebook	93%	93%	90%
Twitter	36%	41%	39%
Google+	30%	30%	37%
Instagram	15%	24%	32%
Pinterest	21%	25%	30%
LinkedIn	23%	25%	29%
Snapchat	2%	9%	18%

Note: ages 13-64  
Source: Frank N. Magid Associates, "Social Media Study," Dec 30, 2014  
183694 www.eMarketer.com

Meanwhile, Magid found that the percentage of social media users who used Facebook and Twitter dropped slightly to 90% and 39%, respectively. Google+ was the only network that sat between fourth-place Instagram and second-place Twitter.

Research points to millennials as the key drivers of Instagram usage among the adult population.

**Social Networks Accessed by US Internet Users, by Age, Nov 2014**  
% of respondents

	18-29	30-44	45-60	60+
Facebook	23%	27%	26%	24%
LinkedIn	19%	28%	29%	23%
Pinterest	27%	28%	25%	19%
Twitter	33%	31%	19%	16%
Instagram	44%	28%	18%	10%
Snapchat	71%	19%	9%	1%
Tumblr	51%	21%	21%	7%
Tinder	50%	41%	4%	4%
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Note: in the past 30 days; numbers may not add up to 100% due to rounding  
Source: Cowen and Company, "Twitter/Social User Survey," Nov 10, 2014  
181910 www.eMarketer.com

November 2014 polling by Cowen and Company (<http://www.cowen.com/>) found that 18-to-29-year-old US internet users were more likely than any other age group to use Instagram. Fully 44% of respondents who had used the social network in the past 30 days were in that age range.

Moving down the age spectrum, teens are also big fans of Instagram, as evidenced by an AVG (<http://www.avg.com/us-en/homepage>) study conducted in September 2014. Here, 62% of 11-to-16-year-old US internet users reported using Instagram—the second-highest percentage, trailing Facebook (80%) and well ahead of third-place Twitter (39%).

eMarketer estimates that there will be 60.3 million Instagram users in the US this year, and 12- to 34-year-olds will represent a whopping 78% of that total (18.2% share for teens, 27.6% for those 18 to 24 and 32.2% for adults 25 to 34). Fully 56.0% of 18-to-24-year-old US internet users will access Instagram via any device at least monthly in 2015, as will 45.5% of web users ages 12 to 17 and 47.5% of those 25 to 34.

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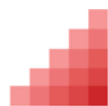
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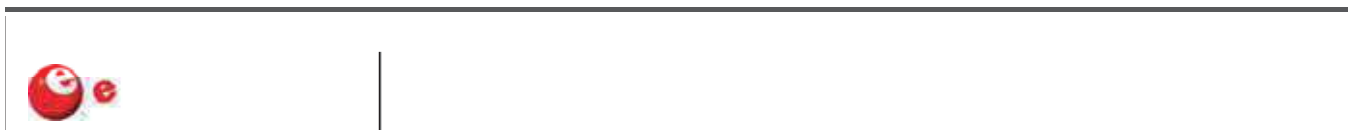


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## **EXHIBIT 3**



**United States of America**  
United States Patent and Trademark Office

# SNAPCHAT

**Reg. No. 4,375,712**

SNAPCHAT, INC. (DELAWARE CORPORATION)

**Registered July 30, 2013**

523 OCEAN FRONT WALK  
VENICE, CA 90291

**Int. Cl.: 9**

FOR: COMPUTER APPLICATION SOFTWARE FOR MOBILE PHONES, PORTABLE MEDIA PLAYERS, AND HANDHELD COMPUTERS, NAMELY, SOFTWARE FOR SENDING DIGITAL PHOTOS, VIDEOS, IMAGES, AND TEXT TO OTHERS VIA THE GLOBAL COMPUTER NETWORK, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK**

**PRINCIPAL REGISTER**

FIRST USE 9-30-2011; IN COMMERCE 9-30-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-800,506, FILED 12-12-2012.

PATRICIA EVANKO, EXAMINING ATTORNEY



*Suea Street Liu*

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

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Mark: SNAPCHAT

# SNAPCHAT

US Serial Number: 85800506

Application Filing Date: Dec. 12, 2012

US Registration Number: 4375712

Registration Date: Jul. 30, 2013

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 30, 2013

Publication Date: May 14, 2013

## Mark Information

Mark Literal Elements: SNAPCHAT

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

International Registration Number:

International Application(s) /Registration(s) Based on this Property: A0059375

## 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: Computer application software for mobile phones, portable media players, and handheld computers, namely, software for sending digital photos, videos, images, and text to others via the global computer network

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 30, 2011

Use in Commerce: Sep. 30, 2011

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

**Owner Name:** Snapchat, Inc.

**Owner Address:** 523 Ocean Front Walk  
Venice, CALIFORNIA 90291  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jennifer D. Arkowitz

**Docket Number:** 97246-926648

**Attorney Primary Email Address:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Jennifer D. Arkowitz  
Kilpatrick Townsend & Stockton LLP  
Two Embarcadero Center, 8th Floor  
San Francisco, CALIFORNIA 94111  
UNITED STATES

**Phone:** 415-576-0200

**Fax:** 415-576-0300

**Correspondent e-mail:** [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 18, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 18, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 30, 2013	REGISTERED-PRINCIPAL REGISTER	
Jun. 13, 2013	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 13, 2013	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
May 14, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 14, 2013	PUBLISHED FOR OPPOSITION	
Apr. 24, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 02, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 28, 2013	ASSIGNED TO EXAMINER	68603
Dec. 22, 2012	NOTICE OF PSEUDO MARK MAILED	
Dec. 21, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 15, 2012	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 30, 2013

## Proceedings

### Summary

**Number of Proceedings:** 9

### Type of Proceeding: Opposition

**Proceeding Number:** [91229564](#)

**Filing Date:** Aug 17, 2016

Status: Terminated

Status Date: Aug 23, 2016

Interlocutory Attorney: ANN LINNEHAN VOGLER

**Defendant**

Name: Victor Allen Wilson, Monica Eaton Wilson

Correspondent Address: VICTOR ALLEN WILSON  
MONICA EATON WILSON  
5207 BAMA DR  
ARLINGTON TX , 76017-3303  
UNITED STATES

Correspondent e-mail: [vmcwilson@msn.com](mailto:vmcwilson@msn.com); [victor\\_wilson@yahoo.com](mailto:victor_wilson@yahoo.com); [vmcmwilson@att.net](mailto:vmcmwilson@att.net)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPFACE	Abandoned - After Inter-Partes Decision	<a href="#">86781347</a>	

**Plaintiff(s)**

Name: Snapchat, Inc.

Correspondent Address: SABINA A VAYNER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES

Correspondent e-mail: [svayner@ktslaw.com](mailto:svayner@ktslaw.com) , [dwilson@ktslaw.com](mailto:dwilson@ktslaw.com) , [bjones@ktslaw.com](mailto:bjones@ktslaw.com) , [kteilhaber@ktslaw.com](mailto:kteilhaber@ktslaw.com) , [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>
SNAPCHAT	Registered	<a href="#">86619184</a>	<a href="#">4971934</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 17, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 17, 2016	Sep 26, 2016
3	PENDING, INSTITUTED	Aug 17, 2016	
4	W/DRAW OF APPLICATION	Aug 17, 2016	
5	BD DECISION: SUSTAINED	Aug 23, 2016	
6	TERMINATED	Aug 23, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: [91229081](#)

Filing Date: Jul 20, 2016

Status: Terminated

Status Date: Aug 20, 2016

Interlocutory Attorney: GEORGE POLOGEORGIS

**Defendant**

Name: Snapchur, Inc.

Correspondent Address: DARREN S RIMER  
RIMER & MATHEWSON LLP  
30021 TOMAS , STE 300  
RANCHO SANTA MARGARITA CA , 92688-2128  
UNITED STATES

Correspondent e-mail: [trademarks@rimermath.com](mailto:trademarks@rimermath.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHUR	Abandoned - After Inter-Partes Decision	<a href="#">86682680</a>	

**Plaintiff(s)**

Name: Snapchat, Inc.

**Correspondent** SABINA A VAYNER  
**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
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#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>
SNAPCHAT	Registered	<a href="#">86619184</a>	<a href="#">4971934</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 20, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 20, 2016	Aug 29, 2016
3	PENDING, INSTITUTED	Jul 20, 2016	
4	W/DRAW OF APPLICATION	Aug 19, 2016	
5	BD DECISION: SUSTAINED	Aug 20, 2016	
6	TERMINATED	Aug 20, 2016	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91222498](#)

**Filing Date:** Jun 23, 2015

**Status:** Terminated

**Status Date:** Nov 27, 2015

**Interlocutory Attorney:** YONG OH (RICHARD) KIM

#### Defendant

**Name:** Wang, Donald Saodon

**Correspondent Address:** NICOLE CHIU-WANG  
74 NEW MONTGOMERY ST, UNIT 214  
SAN FRANCISCO CA , 94105-3417  
UNITED STATES

**Correspondent e-mail:** [nicole@nicolechiu.com](mailto:nicole@nicolechiu.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SNAPVITE	Abandoned - After Inter-Partes Decision	<a href="#">86406614</a>	

#### Plaintiff(s)

**Name:** Snapchat, Inc.

**Correspondent Address:** ROBERT POTTER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1114 AVENUE OF THE AMERICAS  
NEW YORK NY , 10036  
UNITED STATES

**Correspondent e-mail:** [rpotter@kilpatricktownsend.com](mailto:rpotter@kilpatricktownsend.com), [sroe@ktslaw.com](mailto:sroe@ktslaw.com), [jarkowitz@ktslaw.com](mailto:jarkowitz@ktslaw.com), [jtomlinson@ktslaw.com](mailto:jtomlinson@ktslaw.com), [mmm@ktslaw.com](mailto:mmm@ktslaw.com), [awells@ktslaw.com](mailto:awells@ktslaw.com), [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 23, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 23, 2015	Aug 02, 2015
3	PENDING, INSTITUTED	Jun 23, 2015	
4	ANSWER	Jul 31, 2015	
5	STIP TO SUSP PEND SETTL NEGOTIATIONS	Nov 04, 2015	
6	SUSPENDED	Nov 04, 2015	

7 W/DRAW OF APPLICATION Nov 12, 2015  
 8 BD DECISION: SUSTAINED Nov 27, 2015  
 9 TERMINATED Nov 27, 2015

**Type of Proceeding: Opposition**

**Proceeding Number:** [91222225](#) **Filing Date:** Jun 03, 2015  
**Status:** Terminated **Status Date:** Oct 05, 2015  
**Interlocutory Attorney:** MIKE WEBSTER

**Defendant**

**Name:** SpotHopper, LLC  
**Correspondent Address:** JOHN P FREDRICKSON  
 BOYLE FREDRICKSON SC  
 840 N PLANKINTON AVE  
 MILWAUKEE WI , 53203  
 UNITED STATES  
**Correspondent e-mail:** [docketing@boylefred.com](mailto:docketing@boylefred.com) , [jpf@boylefred.com](mailto:jpf@boylefred.com) , [kmc@boylefred.com](mailto:kmc@boylefred.com) , [sxs@boylefred.com](mailto:sxs@boylefred.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SPOTCHAT	Abandoned - After Inter-Partes Decision	<a href="#">86168670</a>	

**Plaintiff(s)**

**Name:** Snapchat, Inc.  
**Correspondent Address:** ROBERT POTTER  
 KILPATRICK TOWNSEND & STOCKTON LLP  
 1114 AVENUE OF THE AMERICAS  
 NEW YORK NY , 10036  
 UNITED STATES  
**Correspondent e-mail:** [rpotter@kilpatricktownsend.com](mailto:rpotter@kilpatricktownsend.com) , [jarkowitz@kilpatricktownsend.com](mailto:jarkowitz@kilpatricktownsend.com) , [jtomlinson@kilpatricktownsend.com](mailto:jtomlinson@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com) , [agarcia@kilpatrick.com](mailto:agarcia@kilpatrick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 03, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 03, 2015	Jul 13, 2015
3	PENDING, INSTITUTED	Jun 03, 2015	
4	ANSWER	Jul 13, 2015	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 03, 2015	
6	SUSPENDED	Sep 03, 2015	
7	W/DRAW OF APPLICATION	Sep 22, 2015	
8	BD DECISION: SUSTAINED	Oct 05, 2015	
9	TERMINATED	Oct 05, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91221988](#) **Filing Date:** May 18, 2015  
**Status:** Terminated **Status Date:** Jul 13, 2015  
**Interlocutory Attorney:** ANDREW P BAXLEY

**Defendant**

**Name:** ParksByNature Network LLC  
**Correspondent Address:** PHILIP I FRANKEL  
 BOND SCHOENECK & KING LLC  
 1 LINCOLN CENTER, SUITE 1800  
 SYRACUSE NY , 13202-1355  
 UNITED STATES

Correspondent e-mail: [bskpto@bsk.com](mailto:bskpto@bsk.com)

Mark	Application Status	Serial Number	Registration Number
SNATCHIT	Abandoned - No Statement Of Use Filed	<a href="#">86206363</a>	

**Plaintiff(s)**

Name: Snapchat, Inc.

Correspondent ROBERT POTTER  
Address: KILPATRICK TOWNSEND & STOCKTON LLP  
1114 AVENUE OF THE AMERICAS, THE GRACE BUILDING  
NEW YORK NY , 10036  
UNITED STATES

Correspondent e-mail: [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [tomlinson@ktslaw.com](mailto:tomlinson@ktslaw.com) , [jarkowitz@ktslaw.com](mailto:jarkowitz@ktslaw.com) , [rpotter@kilpatricktownsend.com](mailto:rpotter@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com)

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 18, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 18, 2015	Jun 27, 2015
3	PENDING, INSTITUTED	May 18, 2015	
4	MOT TO AMEND APPLICATION	May 26, 2015	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Jul 01, 2015	Jul 31, 2015
6	MOT TO AMEND APPLICATION	May 21, 2015	
7	BD DECISION: DISMISSED W/O PREJ	Jul 09, 2015	
8	TERMINATED	Jul 13, 2015	

**Type of Proceeding: Opposition**

Proceeding Number: [91221801](#)

Filing Date: May 04, 2015

Status: Terminated

Status Date: Dec 09, 2015

Interlocutory Attorney: YONG OH (RICHARD) KIM

**Defendant**

Name: Cameron Lisa Calcagno-Newell

Correspondent MARIA T GIAMMANCO  
Address: THE HECKER LAW GROUP PLC  
1925 CENTURY PARK EAST STE 2300  
LOS ANGELES CA , 90067  
UNITED STATES

Correspondent e-mail: [mgiammanco@hh.com](mailto:mgiammanco@hh.com)

Mark	Application Status	Serial Number	Registration Number
SNAPAUDIO	Abandoned - After Inter-Partes Decision	<a href="#">86205539</a>	

**Plaintiff(s)**

Name: Snapchat, Inc.

Correspondent ROBERT N POTTER  
Address: KILPATRICK TOWNSEND & STOCKTON LLP  
THE GRACE BLDG, 1114 AVENUE OF THE AMERICAS  
NEW YORK NY , 10036  
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Correspondent e-mail: [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [tomlinson@ktslaw.com](mailto:tomlinson@ktslaw.com) , [jarkowitz@ktslaw.com](mailto:jarkowitz@ktslaw.com) , [rpotter@kilpatricktownsend.com](mailto:rpotter@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com)

Mark	Application Status	Serial Number	Registration Number
			Registration



Mark	Application Status	Serial Number	Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 04, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 04, 2015	Jun 13, 2015
3	PENDING, INSTITUTED	May 04, 2015	
4	D APPEARANCE / POWER OF ATTORNEY	Jun 10, 2015	
5	D MOT FOR EXT W/ CONSENT	Jun 10, 2015	
6	EXTENSION OF TIME GRANTED	Jun 10, 2015	
7	D MOT FOR EXT W/ CONSENT	Jul 10, 2015	
8	EXTENSION OF TIME GRANTED	Jul 10, 2015	
9	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Aug 05, 2015	
10	SUSPENDED	Aug 05, 2015	
11	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Oct 09, 2015	
12	SUSPENDED	Oct 09, 2015	
13	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Nov 09, 2015	
14	SUSPENDED	Nov 09, 2015	
15	W/DRAW OF APPLICATION	Dec 02, 2015	
16	BD DECISION: DISMISSED W/O PREJ	Dec 09, 2015	
17	TERMINATED	Dec 09, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91221569](#) **Filing Date:** Apr 20, 2015  
**Status:** Terminated **Status Date:** Jul 13, 2016  
**Interlocutory Attorney:** GEORGE POLOGEORGIS

**Defendant**

**Name:** Schwartz, Justin  
**Correspondent Address:** JEAN-MARC ZIMMERMAN  
 ZIMMERMAN WEISER & PARAY LLP  
 226 ST PAUL STREET  
 WESTFIELD NJ , 07090  
 UNITED STATES  
**Correspondent e-mail:** [jmz@zwpllp.com](mailto:jmz@zwpllp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SCRAP CHAT	Abandoned - After Inter-Partes Decision	<a href="#">86358450</a>	

**Plaintiff(s)**

**Name:** Snapchat, Inc.  
**Correspondent Address:** ROBERT POTTER  
 KILPATRICK TOWNSEND & STOCKTON LLP  
 1114 AVENUE OF THE AMERICAS, 21ST FLOOR  
 NEW YORK NY , 10036  
 UNITED STATES  
**Correspondent e-mail:** [rpotter@ktslaw.com](mailto:rpotter@ktslaw.com) , [svayner@ktslaw.com](mailto:svayner@ktslaw.com) , [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com) , [dwilson@ktslaw.com](mailto:dwilson@ktslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 20, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 20, 2015	May 30, 2015

3	PENDING, INSTITUTED	Apr 20, 2015
4	ANSWER	May 29, 2015
5	STIP FOR EXT	Dec 10, 2015
6	EXTENSION OF TIME GRANTED	Dec 10, 2015
7	STIP FOR EXT	Feb 05, 2016
8	EXTENSION OF TIME GRANTED	Feb 05, 2016
9	P MOT TO AMEND PLEADING/AMENDED PLEADING	Mar 15, 2016
10	SUSP PEND DISP OF OUTSTNDNG MOT	Mar 16, 2016
11	P'S MOT FOR LEAVE TO AMEND PLEADING GRANTED; TRIAL DATES RESET	Apr 26, 2016
12	NOTICE OF DEFAULT	May 28, 2016
13	BD DECISION: SUSTAINED	Jul 13, 2016
14	TERMINATED	Jul 13, 2016

**Type of Proceeding: Opposition**

**Proceeding Number:** [91215234](#) **Filing Date:** Mar 03, 2014  
**Status:** Terminated **Status Date:** Jun 18, 2014  
**Interlocutory Attorney:** CHERYL S GOODMAN

**Defendant**

**Name:** Team VMS, Inc.  
**Correspondent Address:** BRIAN P GREGG  
MCNEES WALLACE & NURICK LLC  
100 PINE STREET, PO BOX 1166  
HARRISBURG PA , 17108-1166  
UNITED STATES  
**Correspondent e-mail:** [trademarks@mwn.com](mailto:trademarks@mwn.com) , [bgregg@mwn.com](mailto:bgregg@mwn.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAP21	Registered	<a href="#">85884997</a>	<a href="#">4570739</a>

**Plaintiff(s)**

**Name:** Snapchat, Inc.  
**Correspondent Address:** TIMOTHY S BONTEMPS  
COOLEY LLP  
FIVE PALO ALTO SQUARE  
PALO ALTO CA , 94306  
UNITED STATES  
**Correspondent e-mail:** [trademarks@cooley.com](mailto:trademarks@cooley.com) , [thance@cooley.com](mailto:thance@cooley.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 03, 2014	Apr 12, 2014
3	PENDING, INSTITUTED	Mar 03, 2014	
4	D MOT FOR EXT W/ CONSENT	Apr 08, 2014	
5	EXTENSION OF TIME GRANTED	Apr 08, 2014	
6	MOT TO AMEND APPLICATION	May 13, 2014	
7	BD DECISION: DISMISSED W/ PREJ	Jun 18, 2014	
8	TERMINATED	Jun 18, 2014	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91214299](#) **Filing Date:** Jan 02, 2014  
**Status:** Terminated **Status Date:** May 22, 2015

**Interlocutory Attorney:** MIKE WEBSTER

**Defendant**

**Name:** Keyless Systems Ltd, DBA Keyless Systems Ltd.

**Correspondent Address:** L MARC ZELL  
ZELL ARON & CO  
350 FIFTH AVE, EMPIRE STATE BLDG 59TH FLOOR  
NEW YORK NY , 10018-0069  
UNITED STATES

**Correspondent e-mail:** [mzell@fandz.com](mailto:mzell@fandz.com) , [imichels@fandz.com](mailto:imichels@fandz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
LETSNAP	Registered	<a href="#">85897302</a>	<a href="#">4874781</a>

**Plaintiff(s)**

**Name:** Snapchat, Inc.

**Correspondent Address:** ROBERT POTTER  
KILPATRICK TOWNSEND & STOCKTON LLP  
THE GRACE BUILDING, 1114 AVENUE OF THE AMERICAS 21ST FLOOR  
NEW YORK NY , 10036-7703  
UNITED STATES

**Correspondent e-mail:** [rpotter@kilpatricktownsend.com](mailto:rpotter@kilpatricktownsend.com) , [OHarris@kilpatricktownsend.com](mailto:OHarris@kilpatricktownsend.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 02, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 03, 2014	Feb 12, 2014
3	PENDING, INSTITUTED	Jan 03, 2014	
4	D MOT FOR EXT W/O CONSENT	Feb 12, 2014	
5	D APPEARANCE / POWER OF ATTORNEY	Feb 12, 2014	
6	EXTENSION OF TIME GRANTED	Feb 24, 2014	
7	ANSWER	Feb 25, 2014	
8	STIP FOR EXT	Aug 14, 2014	
9	EXTENSION OF TIME GRANTED	Aug 14, 2014	
10	STIP FOR EXT	Sep 24, 2014	
11	EXTENSION OF TIME GRANTED	Sep 24, 2014	
12	STIP TO SUSP PEND SETTL NEGOTIATIONS	Nov 17, 2014	
13	SUSPENDED	Nov 17, 2014	
14	P APPEARANCE / POWER OF ATTORNEY	Mar 10, 2015	
15	CHANGE OF CORRESP ADDRESS	Mar 10, 2015	
16	STIP TO SUSP PEND SETTL NEGOTIATIONS	Mar 10, 2015	
17	SUSPENDED	Mar 10, 2015	
18	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 09, 2015	
19	SUSPENDED	Apr 09, 2015	
20	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 11, 2015	
21	SUSPENDED	May 11, 2015	
22	W/DRAW OF OPPOSITION	May 12, 2015	
23	BD DECISION: DISMISSED W/O PREJ	May 22, 2015	
24	TERMINATED	May 22, 2015	

## **EXHIBIT 4**

# United States of America

United States Patent and Trademark Office

# SNAPCHAT

**Reg. No. 4,971,934**

**Registered June 7, 2016**

**Int. Cls.: 9, 38, 41, 42  
and 45**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SNAPCHAT, INC. (DELAWARE CORPORATION)  
63 MARKET STREET  
VENICE, CA 90291

FOR: SOFTWARE FOR MODIFYING THE APPEARANCE AND ENABLING TRANSMISSION OF PHOTOGRAPHS AND VIDEOS; SOFTWARE FOR USE IN TAKING AND EDITING PHOTOGRAPHS AND RECORDING AND EDITING VIDEOS; SOFTWARE TO ENABLE THE TRANSMISSION OF PHOTOGRAPHS AND VIDEOS TO MOBILE TELEPHONES; SOFTWARE FOR THE COLLECTION, EDITING, ORGANIZING, MODIFYING, TRANSMISSION, STORAGE AND SHARING OF DATA AND INFORMATION; COMPUTER SOFTWARE FOR USE AS AN APPLICATION PROGRAMMING INTERFACE (API); SOFTWARE TO ENABLE UPLOADING, DOWNLOADING, ACCESSING, POSTING, DISPLAYING, TAGGING, STREAMING, LINKING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION VIA COMPUTER AND COMMUNICATION NETWORKS; SOFTWARE FOR STREAMING AUDIO-VISUAL MEDIA CONTENT VIA A GLOBAL COMPUTER NETWORK AND TO MOBILE AND DIGITAL ELECTRONIC DEVICES; COMPUTER SOFTWARE WHICH ALLOWS USERS TO BUILD AND ACCESS SOCIAL NETWORK INFORMATION INCLUDING ADDRESS BOOK, FRIEND LISTS, PROFILES, PREFERENCES AND PERSONAL DATA; SOFTWARE FOR MANAGING CONTACT INFORMATION IN MOBILE DEVICE ADDRESS BOOKS; ELECTRONIC DATABASE IN THE FIELD OF ENTERTAINMENT RECORDED ON COMPUTER MEDIA, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-2011; IN COMMERCE 9-0-2011.



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

FOR: TELECOMMUNICATIONS SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA, MESSAGES, GRAPHICS, ANIMATIONS, IMAGES, VIDEOS, MULTIMEDIA CONTENT, AND INFORMATION IN THE FIELD OF ENTERTAINMENT; PEER-TO-PEER PHOTO SHARING SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DIGITAL PHOTO, VIDEO, AND MULTIMEDIA FILES; PROVIDING ACCESS TO COMPUTER, ELECTRONIC AND ONLINE DATABASES; BROADCASTING SERVICES OVER COMPUTER OR OTHER COMMUNICATION NETWORKS, NAMELY, UPLOADING, POSTING, DISPLAYING, TAGGING, AND ELECTRONICALLY TRANSMITTING DATA, INFORMATION, MESSAGES, GRAPHICS, ANIMATIONS, VIDEOS, MULTIMEDIA CONTENT, AND IMAGES; TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA, PHOTOS, MUSIC AND VIDEOS; BROADCASTING AND STREAMING OF AUDIO-VISUAL MEDIA CONTENT; TRANSMISSION OF DOWNLOADABLE AUDIO-VISUAL MEDIA CONTENT, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

**Reg. No. 4,971,934** FIRST USE 9-0-2011; IN COMMERCE 9-0-2011.

FOR: PUBLISHING SERVICES, NAMELY, PUBLISHING OF ELECTRONIC PUBLICATIONS FOR OTHERS; CREATION, DEVELOPMENT, PRODUCTION AND DISTRIBUTION OF ENTERTAINMENT CONTENT, NAMELY, MULTIMEDIA CONTENT, ANIMATIONS, VIDEO FOOTAGE, TEXT, STILL IMAGES, VIDEOS, AND ONGOING SERIES FEATURING COMEDY, DRAMA, MUSICAL ENTERTAINMENT, SPORTS, HEALTH AND WELLNESS, AND NEWS BROADCAST ONLINE OR DISTRIBUTED TO MOBILE ELECTRONIC DEVICES; PROVIDING ONLINE AUDIO-VISUAL ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK; PROVIDING INFORMATION VIA A GLOBAL COMPUTER NETWORK IN THE FIELD OF ENTERTAINMENT; ONLINE DATABASES IN THE FIELD OF ENTERTAINMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-27-2015; IN COMMERCE 1-27-2015.

FOR: HOSTING OF DIGITAL CONTENT ON THE INTERNET; PROVIDING INFORMATION FROM SEARCHABLE INDEXES AND DATABASES OF INFORMATION, INCLUDING TEXT, ELECTRONIC DOCUMENTS, DATABASES, GRAPHICS, PHOTOGRAPHIC IMAGES AND AUDIO VISUAL INFORMATION, BY MEANS OF COMPUTER AND COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, CREATING VIRTUAL COMMUNITIES FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSIONS AND ENGAGE IN SOCIAL, BUSINESS AND COMMUNITY NETWORKING; APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE OR FACILITATE THE UPLOADING, DOWNLOADING, STREAMING, POSTING, DISPLAYING, LINKING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER COMMUNICATION NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2011; IN COMMERCE 9-0-2011.

FOR: GLOBAL COMPUTER NETWORK-BASED SOCIAL INTRODUCTION AND NETWORKING; PROVIDING COMPUTER DATABASES VIA A GLOBAL COMPUTER NETWORK IN THE FIELDS OF SOCIAL NETWORKING AND SOCIAL INTRODUCTION; PROVIDING INFORMATION AND ADVICE IN THE FIELD OF PROVIDING SECURE ELECTRONIC COMMUNICATION, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2011; IN COMMERCE 9-0-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 4,375,712.

SER. NO. 86-619,184, FILED 5-4-2015.

ELIZABETH KAJUBI, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

**Generated on:** This page was generated by TSDR on 2016-09-13 17:36:11 EDT

**Mark:** SNAPCHAT

# SNAPCHAT

**US Serial Number:** 86619184

**Application Filing Date:** May 04, 2015

**US Registration Number:** 4971934

**Registration Date:** Jun. 07, 2016

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jun. 07, 2016

**Publication Date:** Mar. 22, 2016

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## Mark Information

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**Mark Literal Elements:** SNAPCHAT

**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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## Related Properties Information

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**International Registration Number:**

**International Application(s) /Registration(s) Based on this Property:** A0059375

**Claimed Ownership of US Registrations:** 4375712

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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:** Software for modifying the appearance and enabling transmission of photographs and videos; software for use in taking and editing photographs and recording and editing videos; software to enable the transmission of photographs and videos to mobile telephones; software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; computer software for use as an application programming interface (API); software to enable uploading, downloading, accessing, posting, displaying, tagging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks; software for streaming audio-visual media content via a global computer network and to mobile and digital electronic devices; computer software which allows users to build and access social network information including address book, friend lists, profiles, preferences and personal data; software for managing contact information in mobile device address books; electronic database in the field of entertainment recorded on computer media

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)



**First Use:** Sep. 2011

**Use in Commerce:** Sep. 2011

**For:** Telecommunications services, namely, electronic transmission of data, messages, graphics, animations, images, videos, multimedia content, and information in the field of entertainment; peer-to-peer photo sharing services, namely, electronic transmission of digital photo, video, and multimedia files; providing access to computer, electronic and online databases; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, animations, videos, multimedia content, and images; telecommunication services, namely, electronic transmission of data, photos, music and videos; broadcasting and streaming of audio-visual media content; transmission of downloadable audio-visual media content

**International Class(es):** 038 - Primary Class

**U.S Class(es):** 100, 101, 104

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 2011

**Use in Commerce:** Sep. 2011

**For:** Publishing services, namely, publishing of electronic publications for others; creation, development, production and distribution of entertainment content, namely, multimedia content, animations, video footage, text, still images, videos, and ongoing series featuring comedy, drama, musical entertainment, sports, health and wellness, and news broadcast online or distributed to mobile electronic devices; providing online audio-visual entertainment information via a global computer network; providing information via a global computer network in the field of entertainment; online databases in the field of entertainment

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 27, 2015

**Use in Commerce:** Jan. 27, 2015

**For:** Hosting of digital content on the internet; providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, by means of computer and communication networks; computer services, namely, creating virtual communities for registered users to participate in discussions and engage in social, business and community networking; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, linking, sharing or otherwise providing electronic media or information over communication networks

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

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 2011

**Use in Commerce:** Sep. 2011

**For:** Global computer network-based social introduction and networking; providing computer databases via a global computer network in the fields of social networking and social introduction; providing information and advice in the field of providing secure electronic communication

**International Class(es):** 045 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 2011

**Use in Commerce:** Sep. 2011

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** Snapchat, Inc.

**Owner Address:** 63 Market Street  
Venice, CALIFORNIA 90291  
UNITED STATES

Legal Entity Type: CORPORATION

State or Country: DELAWARE  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Jennifer D. Arkowitz

Docket Number: 97246-929322

Attorney Primary Email Address: [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: JENNIFER D. ARKOWITZ  
Kilpatrick Townsend & Stockton Llp  
2 Embarcadero Ctr FI 8  
San Francisco, CALIFORNIA 94111-3833  
UNITED STATES

Phone: 415-576-0200

Fax: 415-576-0300

Correspondent e-mail: [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) [jarkowitz@ktsl.com](mailto:jarkowitz@ktsl.com) [aw.com@kilpatricktownsend.com](mailto:aw.com@kilpatricktownsend.com) [ppico@kilpatricktownsend.com](mailto:ppico@kilpatricktownsend.com) [ugreen@kilpatricktownsend.com](mailto:ugreen@kilpatricktownsend.com) [awells@ktslaw.com](mailto:awells@ktslaw.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 07, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 22, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 22, 2016	PUBLISHED FOR OPPOSITION	
Mar. 02, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 11, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 11, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 11, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 11, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 11, 2016	EXAMINERS AMENDMENT -WRITTEN	83280
Feb. 08, 2016	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Feb. 02, 2016	WITHDRAWN FROM PUB - OG REVIEW QUERY	99910
Jan. 10, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 17, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 16, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 16, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 17, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 17, 2015	NON-FINAL ACTION E-MAILED	6325
Jun. 17, 2015	NON-FINAL ACTION WRITTEN	83280
Jun. 14, 2015	ASSIGNED TO EXAMINER	83280
May 15, 2015	NOTICE OF PSEUDO MARK E-MAILED	
May 14, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 07, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 07, 2016

## Proceedings

### Summary

Number of Proceedings: 2

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**Type of Proceeding: Opposition**

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**Proceeding Number:** [91229564](#)**Filing Date:** Aug 17, 2016**Status:** Terminated**Status Date:** Aug 23, 2016**Interlocutory Attorney:** ANN LINNEHAN VOGLER**Defendant****Name:** Victor Allen Wilson, Monica Eaton Wilson**Correspondent Address:** VICTOR ALLEN WILSON  
MONICA EATON WILSON  
5207 BAMA DR  
ARLINGTON TX , 76017-3303  
UNITED STATES**Correspondent e-mail:** [vmcwilson@msn.com](mailto:vmcwilson@msn.com); [victor\\_wilson@yahoo.com](mailto:victor_wilson@yahoo.com); [vmcmwilson@att.net](mailto:vmcmwilson@att.net)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPFACE	Abandoned - After Inter-Partes Decision	<a href="#">86781347</a>	

**Plaintiff(s)****Name:** Snapchat, Inc.**Correspondent Address:** SABINA A VAYNER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1100 PEACHTREE STREET, SUITE 2800  
ATLANTA GA , 30309  
UNITED STATES**Correspondent e-mail:** [svayner@ktslaw.com](mailto:svayner@ktslaw.com) , [dwilson@ktslaw.com](mailto:dwilson@ktslaw.com) , [bjones@ktslaw.com](mailto:bjones@ktslaw.com) , [kteilhaber@ktslaw.com](mailto:kteilhaber@ktslaw.com) , [tadmin@ktslaw.com](mailto:tadmin@ktslaw.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>
SNAPCHAT	Registered	<a href="#">86619184</a>	<a href="#">4971934</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 17, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 17, 2016	Sep 26, 2016
3	PENDING, INSTITUTED	Aug 17, 2016	
4	W/DRAW OF APPLICATION	Aug 17, 2016	
5	BD DECISION: SUSTAINED	Aug 23, 2016	
6	TERMINATED	Aug 23, 2016	

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**Type of Proceeding: Opposition**

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**Proceeding Number:** [91229081](#)**Filing Date:** Jul 20, 2016**Status:** Terminated**Status Date:** Aug 20, 2016**Interlocutory Attorney:** GEORGE POLOGEORGIS**Defendant****Name:** Snapchur, Inc.**Correspondent Address:** DARREN S RIMER  
RIMER & MATHEWSON LLP  
30021 TOMAS , STE 300  
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Mark	Application Status	Serial Number	Registration Number
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**Plaintiff(s)****Name:** Snapchat, Inc.**Correspondent Address:** SABINA A VAYNER  
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Mark	Application Status	Serial Number	Registration Number
SNAPCHAT	Registered	<a href="#">85800506</a>	<a href="#">4375712</a>
SNAPCHAT	Registered	<a href="#">86619184</a>	<a href="#">4971934</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 20, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 20, 2016	Aug 29, 2016
3	PENDING, INSTITUTED	Jul 20, 2016	
4	W/DRAW OF APPLICATION	Aug 19, 2016	
5	BD DECISION: SUSTAINED	Aug 20, 2016	
6	TERMINATED	Aug 20, 2016	