

ESTTA Tracking number: **ESTTA1068370**

Filing date: **07/15/2020**

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	07/15/2020
Address	1601 WILLOW ROAD MENLO PARK, CA 94025 UNITED STATES
Attorney information	TYWANDA HARRIS LORD KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET NE, SUITE 2800 ATLANTA, GA 30309 UNITED STATES Primary Email: tlord@ktslaw.com Secondary Email(s): rdthomas@ktslaw.com, aroderick@ktslaw.com, kteilhaber@ktslaw.com, tmadmin@ktslaw.com 4048156500
Docket Number	

Applicant Information

Application No.	88679961	Publication date	03/17/2020
Opposition Filing Date	07/15/2020	Opposition Period Ends	07/15/2020
Applicant	Keepface Global, Inc. 220 HIGHLAND BOULEVARD APART B NEW CASTLE, DE 19720 UNITED STATES		

Goods/Services Affected by Opposition

<p>Class 035. First Use: 2016/10/01 First Use In Commerce: 2016/10/01 All goods and services in the class are opposed, namely: Marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; Marketing plan development; Marketing services; Marketing services in the nature of promotion of third-party goods and services by brand ambassadors; Advertising agencies specializing in influencer marketing; Advertising agencies specializing in digital marketing; Advertising agencies specializing in social media marketing; Business consultation and management regarding marketing activities and launching of new products; Development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; On-line customer-based social media brand marketing services; Planning, design, development, maintenance, tracking and reporting of online marketing activities for third parties; Promoting the goods and services of others by means of word-of-mouth and nontraditional</p>
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marketing programs; Promoting, advertising and marketing the on-line databases and electronic publications of others; Providing promotional marketing services to businesses in the broadband and media industries; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions

Grounds for Opposition

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

Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	3881770	Application Date	06/29/2006
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 classified advertising 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 users for transmission of messages concerning collegiate 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 groups concerning 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 net-</p>		

	working; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload,view and download digital photos 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
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U.S. Registration No.	3122052	Application Date	02/24/2005
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Registration Date	07/25/2006	Foreign Priority Date	NONE
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Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	NONE
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Goods/Services	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] 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
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U.S. Registration No.	3041791	Application Date	02/24/2005
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Registration Date	01/10/2006	Foreign Priority Date	NONE
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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: 2004/02/04 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 concerning collegiate life, classifieds, virtual community and social networking</p>

U.S. Registration No.	3734637	Application Date	05/24/2007
Registration Date	01/05/2010	Foreign Priority Date	NONE

Word Mark	FACEBOOK
Design Mark	<h1>FACEBOOK</h1>
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, post-</p>

	ing, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network
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U.S. Registration No.	3814888	Application Date	11/07/2006
Registration Date	07/06/2010	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/06/00 First Use In Commerce: 2007/06/00 Providing temporary use of non-downloadable software applications for video sharing		

U.S. Registration No.	3801147	Application Date	11/07/2006
Registration Date	06/08/2010	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 Computer software development tools for social networking, building social networking applications and for allowing data retrieval, upload, access and management; application programming interface (API) for third-party software and online services for social networking, building social networking applications and for allowing data retrieval, upload, access and management</p> <p>Class 038. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00 providing access to computer databases; electronic transmission of instant messages and data</p> <p>Class 041. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00</p>		

	<p>Electronic publishing services, namely, publishing of online works of others featuring user-created text, audio, video, and graphics; providing on-line journals and web logs featuring user-created content</p> <p>Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00</p> <p>Providing temporary use of non-downloadable software applications for classifieds, virtual community, social networking, photo sharing, and transmission of photographic images</p>
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U.S. Registration No.	4339123	Application Date	10/07/2010
Registration Date	05/21/2013	Foreign Priority Date	NONE

Word Mark	FACEBOOK
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 042. First use: First Use: 2004/02/00 First Use In Commerce: 2004/02/00</p> <p>computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting on-line web facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing of audio and video content, photographic images, text, graphics and data; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for enabling, facilitating, or enhancing social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio and video content, photographic images, text, graphics and data; peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos; providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software for enabling, facilitating or enhancing interactive, multiplayer and single player games for third parties</p>
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U.S. Registration	3935447	Application Date	12/17/2009
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No.			
Registration Date	03/22/2011	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of the word "FACEBOOK" in white letters with a blue background.		
Goods/Services	<p>Class 009. First use: First Use: 2006/08/00 First Use In Commerce: 2006/08/00 Computer software development tools; Computer software for use as an application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks</p>		

U.S. Registration No.	4129126	Application Date	12/17/2009
Registration Date	04/17/2012	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of an outline of the term "FACEBOOK" in stylized lettering.		
Goods/Services	<p>Class 035. First use: First Use: 2004/02/04 First Use In Commerce: 2004/02/04 Marketing, advertising and promotion services; market research and information services; advertising services, namely, promoting the goods and services of others via computer and communication networks; operating on-line marketplaces for sellers of goods and/or services; online retail store services featuring digital media, namely, pre-recorded digital sound, video and data recordings featuring music, text, video, games, comedy, drama, action, adventure or animation; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities</p> <p>Class 038. First use: First Use: 2009/04/00 First Use In Commerce: 2009/04/00 Delivery of digital music by electronic transmission</p> <p>Class 041. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00 Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product</p>		

U.S. Registration No.	4099518	Application Date	12/17/2009
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Registration Date	02/14/2012	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of an outline of the term "FACEBOOK" in stylized lettering.		
Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing access to web sites for others hosted on computer servers accessible via a global computer network; providing access to third party web sites by enabling users to log in through a universal username and password via a global computer network and other communication networks; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; audio, text and video broadcasting services over the Internet or other communications networks featuring the uploaded, posted and tagged audio, text and video content of others; audio, text and video broadcasting services over the Internet or other communications networks, namely, electronically transmitting audio clips, text and video clips of others</p> <p>Class 045. First use: First Use: 2008/12/00 First Use In Commerce: 2008/12/00 Identification verification services, namely, providing authentication of personal identification information</p>		

U.S. Registration No.	4102822	Application Date	12/17/2009
Registration Date	02/21/2012	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consists of an outline of the term "FACEBOOK" in stylized lettering inserted.		
Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Peer-to-peer photo sharing services, namely, electronic transmission of digital-photo files among internet users</p> <p>Class 041. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; on-line journals, namely, blogs in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; electronic publishing</p>		

	<p>services, namely, publication of text and graphic works of others via computer and communications networks in the fields of entertainment, education, social, political, cultural, economic, scientific and general interest; publishing of electronic publications; entertainment services, namely, providing temporary use of interactive, multiplayer and single player games for games played via computer or communication networks; providing information about online computer games and video games via computer or communication networks; arranging and conducting competitions for video gamers and computer game players</p> <p>Class 042. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00</p> <p>Peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos; providing a web site featuring technology that enables users to upload and share video, photos, text, graphics and data; creating and maintaining blogs for others; providing a web hosting platform for use of non-downloadable software in connection with interactive, multiplayer and single player games for third parties</p>
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U.S. Registration No.	4102823	Application Date	12/17/2009
Registration Date	02/21/2012	Foreign Priority Date	NONE


Word Mark	FACEBOOK
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Description of Mark	The mark consists of an outline of the term "FACEBOOK" in stylized lettering.
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Goods/Services	<p>Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00</p> <p>Compiling of information into computer databases</p> <p>Class 042. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00</p> <p>Computer services, namely, creating on-line virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, creating indexes of information, sites and other resources available on computer networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data</p>
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U.S. Registration	4102824	Application Date	12/17/2009
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No.			
Registration Date	02/21/2012	Foreign Priority Date	NONE
Word Mark	FACEBOOK		
Design Mark			
Description of Mark	The mark consist of an outline of the term "FACEBOOK" in stylized lettering.		
Goods/Services	<p>Class 038. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Providing access to computer databases in the fields of social networking, social introduction [and dating]</p> <p>Class 045. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Social introduction, networking [and dating] services; providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities</p>		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	FACEBOOK		
Goods/Services	identified in Registration No. 3881770 and first use date identified in Registration No. 3881770		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	FACEBOOK		
Goods/Services	identified in Registration No. 3122052 and first use date identified in Registration No. 3122052		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	FACEBOOK		
Goods/Services	identified in Registration No. 3041791 and first use date identified in Registration No. 3041791		


U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	FACEBOOK		
Goods/Services	identified in Registration No. 3734637 and first use date identified in Registration No. 3734637		

U.S. Application/ Registration No.	NONE	Application Date	NONE
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Registration Date	NONE
Word Mark	FACEBOOK
Goods/Services	identified in Registration No. 3814888 and first use date identified in Registration No. 3814888


U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	FACEBOOK		
Goods/Services	identified in Registration No. 3801147 and first use date identified in Registration No. 3801147		


U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	FACEBOOK		
Goods/Services	identified in Registration No. 4339123 and first use date identified in Registration No. 4339123		


U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Design Mark			
Goods/Services	identified in Registration No. 3935447 and first use date identified in Registration No. 3935447		


U.S. Application/ Registration No.	NONE	Application Date	NONE
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Registration Date	NONE		
Design Mark			
Goods/Services	identified in Registration No. 4129126 and first use date identified in Registration No. 4129126		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		

Design Mark			
Goods/Services	identified in Registration No. 4099518 and first use date identified in Registration No. 4099518		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		

Design Mark			
Goods/Services	identified in Registration No. 4102822 and first use date identified in Registration No. 4102822		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		

Design Mark			
Goods/Services	identified in Registration No. 4102823 and first use date identified in Registration No. 4102823		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		

Design Mark	
Goods/Services	identified in Registration No. 4102824 and first use date identified in Registration No. 4102824

Attachments	<p>78920322#TMSN.png(bytes) 78574730#TMSN.png(bytes) 78574726#TMSN.png(bytes) 77189479#TMSN.png(bytes) 77039123#TMSN.png(bytes) 77979375#TMSN.png(bytes) 85147950#TMSN.png(bytes) 77896312#TMSN.png(bytes) 77896315#TMSN.png(bytes) 77896318#TMSN.png(bytes) 77896322#TMSN.png(bytes) 77896323#TMSN.png(bytes) 77896325#TMSN.png(bytes) FACEBOOK_BLUE BACKGROUND.JPG FACEBOOK_BLUE BACKGROUND1.JPG FACEBOOK_BLUE BACKGROUND2.JPG FACEBOOK_BLUE BACKGROUND3.JPG FACEBOOK_BLUE BACKGROUND4.JPG FACEBOOK_BLUE BACKGROUND5.JPG 2020.07.15 Notice of Opposition (KEEPFACE).pdf(218814 bytes) Segment 001 of Exhibit A .pdf(3784220 bytes) Segment 002 of Exhibit A .pdf(3893194 bytes) Segment 003 of Exhibit A .pdf(4232584 bytes) Segment 004 of Exhibit A .pdf(3736391 bytes) Segment 005 of Exhibit A .pdf(1347043 bytes)</p>
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Signature	/Tywanda H. Lord/
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Name	TYWANDA H. LORD
Date	07/15/2020

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

In the matter of application Serial No. 88/679,961
For the Trademark KEEPFACE
Published in the *Official Gazette* on March 17, 2020

FACEBOOK, INC.,)	
)	
Opposer,)	
)	Opposition No. _____
v.)	
)	
KEEPFACE GLOBAL, INC.,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer Facebook, Inc. (“Facebook” or “Opposer”), a Delaware corporation having its principal place of business at 1601 Willow Rd., Menlo Park, California 94025, believes that it will be damaged by the issuance of a registration for the mark KEEPFACE (“Applicant’s Mark”) in International Class 35 as identified in Application Serial No. 88/679,961 (the “Subject Application”) filed by Keepface Global, Inc. (“Applicant”), with a mailing address of 220 Highland Boulevard, Apart B, New Castle, Delaware 19720. The Subject Application published on March 17, 2020, and Facebook timely requested and received one thirty-day extension of time and one sixty-day extension of time to oppose. Accordingly, Facebook timely opposes the Subject Application.

As grounds for opposition, Facebook states the following:

1. Facebook has validly and continuously used the FACEBOOK mark and marks incorporating the element FACEBOOK in connection with a variety of goods and services,

including, but not limited to, online networking services, since at least as early as February, 2004.

2. Since launching its online networking service under the FACEBOOK mark, Facebook has continued to use and expand its use of the FACEBOOK mark for a variety of goods and services including, without limitation:

- 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;
- Marketing, advertising and promotion services; advertising services, namely, promoting the goods and services of others via computer and communication networks
- Providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities;
- Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social, and community interest groups;
- Electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of entertainment, education, social, political, cultural, economic, scientific, and general interest;
- Providing computer, electronic and online databases in the field of cultural commentary, social entertainment events, art, performing arts, music, dance, and education;
- On-line journals, namely, blogs in the fields of cultural commentary, social entertainment events, art, performing arts, music, dance, education, politics, culture, economics, and science;
- Electronic publishing services, namely, publication of text and graphic works of others via computer and communications networks in the fields of cultural commentary, social entertainment events, art, performing arts, music, dance, education, politics, culture, economics, and science;
- Publishing of electronic publications;

- Software to enable uploading, posting, showing, displaying, tagging, blogging, sharing, or otherwise providing electronic media or information over the Internet or other communications networks;
- Audio and video broadcasting services over the Internet or other communications networks, 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;
- Internet based introduction and social networking services;
- Providing on-line computer databases and on-line searchable databases in the field of social networking;
- Providing online chat rooms and electronic bulletin boards for registered users for transmission of messages concerning collegiate 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;
- Provisions of on-line forums for communications on topics of general interest; and
- Online chat functions for transmission of messages, photographs, videos, and other user-defined content.

3. In addition to the common law rights Facebook owns in the FACEBOOK mark, it also owns the following federal registrations for marks comprised of or incorporating the FACEBOOK mark (collectively the “FACEBOOK Marks”):

Mark	Registration
FACEBOOK	3,881,770
FACEBOOK	3,122,052
FACEBOOK	3,041,791
FACEBOOK	3,734,637
FACEBOOK	3,814,888
FACEBOOK	3,801,147
FACEBOOK	4,339,123

Mark	Registration
facebook	3,935,447
facebook	4,129,126
facebook	4,099,518
facebook	4,102,822
facebook	4,102,823
facebook	4,102,824

4. True and correct copies of registrations for the above FACEBOOK Marks are attached hereto as **Exhibit A** and are incorporated by reference as though fully set forth herein.

5. The FACEBOOK Marks are highly distinctive with regard to social media, electronic publications, and online networking goods and services, among others. Moreover, through Facebook’s widespread use of the FACEBOOK Marks, extensive and continuous media coverage, the high degree of consumer recognition of the FACEBOOK Marks, Facebook’s enormous and loyal user base, its numerous trademark registrations and pending applications, and other factors, the FACEBOOK Marks have become famous within the meaning of Section 43(c) of the United States Trademark Act, 15 U.S.C. § 1125(c).

6. On November 5, 2019, Applicant filed the Subject Application on the basis of Applicant’s alleged use of the mark in commerce pursuant to 15 U.S.C. § 1051(a).

7. On March 17, 2020 the United States Patent and Trademark Office published the Subject Application in the Official Gazette in connection with the following services (“Applicant’s Services”) in International Class 35: *“Marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; Marketing plan development; Marketing services; Marketing services in the nature of promotion of third-party goods and services by brand ambassadors; Advertising agencies specializing in influencer marketing; Advertising agencies specializing in digital marketing; Advertising agencies specializing in social media marketing; Business consultation and management regarding marketing activities and launching of new products; Development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; On-line customer-based social media brand marketing services; Planning, design, development, maintenance, tracking and reporting of online marketing activities for third parties; Promoting the goods and services of others by means of word-of-mouth and nontraditional marketing programs; Promoting, advertising and marketing the on-line databases and electronic publications of others; Providing promotional marketing services to businesses in the broadband and media industries; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions”*.

**FIRST GROUND FOR OPPOSITION:
LIKELIHOOD OF CONFUSION**

8. Facebook incorporates by reference Paragraphs 1 through 7, inclusive, as if fully set forth herein.

9. Facebook began using the FACEBOOK Marks at least as early as February 2004, and filed applications resulting in federal registrations for the FACEBOOK Marks well prior to

when Applicant filed the Subject Application and, on information and belief, well prior to any actual use of Applicant's Mark, if any such use has been made.

10. The FACEBOOK Marks are strong and famous.

11. Applicant's Mark is highly similar in sight, sound, and commercial impression to the FACEBOOK Marks.

12. Applicant's Services in International Class 35 are similar or highly related to Facebook's goods and services.

13. On information and belief, Applicant's Services will be offered through the same channels of trade as Facebook's goods and services.

14. On information and belief, Applicant filed the Subject Application with knowledge of and intent to call to mind, create a likelihood of confusion with regard to, and/or trade off the fame of Facebook and the FACEBOOK Marks.

15. Applicant's Mark, and materials used to promote it, if any, suggest an affiliation or connection between Applicant and Facebook where none exists.

16. Facebook is not affiliated or connected with Applicant or Applicant's Services, nor has Facebook endorsed or sponsored Applicant or Applicant's Services.

17. Facebook has no control over the nature and quality of the goods and services that are, and/or will be, offered under Applicant's Mark, and the value of Facebook's FACEBOOK Marks would be jeopardized by the registration of Applicant's Mark. Because of the likelihood of confusion between the parties' marks, any defects, improprieties, or faults found with Applicant's Services marketed under Applicant's Mark would negatively reflect upon Facebook and injure the reputation that Facebook has established for the goods and services it offers in connection with the FACEBOOK Marks.

18. Registration of Applicant's Mark in connection with the applied-for goods and services will damage Facebook because Applicant's Mark is likely, when used on or in connection with such goods and services, to cause confusion, cause mistake, or deceive relevant consumers.

**SECOND GROUND FOR OPPOSITION:
DILUTION OF A FAMOUS MARK**

19. Facebook incorporates by reference Paragraphs 1 through 18, inclusive, as if fully set forth herein.

20. The FACEBOOK Marks are inherently distinctive in relation to goods and services for online networking and sharing.

21. Facebook has used the FACEBOOK trademarks since at least as early as 2004 in connection with goods and services related to online networking and has expanded use of the FACEBOOK Marks to many other goods and services since that time.

22. Facebook is the owner of numerous U.S. registrations for the FACEBOOK Marks.

23. Facebook has continuously used the FACEBOOK Marks throughout the United States.

24. As a result of the enormous publicity afforded the FACEBOOK Marks, and the strong and loyal base of customers who enjoy Facebook's goods and services, the FACEBOOK Marks have a high degree of consumer recognition, are widely recognized by the general consuming public of the United States as a designation of Facebook's goods and services, and are famous.

25. The FACEBOOK Marks became famous before Applicant applied to register Applicant's Mark on November 5, 2019.

26. The degree of similarity between Applicant's Mark and the registered FACEBOOK Marks is so great as to be likely to cause an association between the Parties' respective marks that impairs the distinctiveness of the FACEBOOK Marks and weakens the connection in the public's mind between the FACEBOOK Marks and Facebook's goods and services.

27. Applicant's Mark is likely to cause dilution by blurring based on a number of relevant considerations, including:

- (a) Applicant's Mark features a literal element highly similar to the FACEBOOK Marks;
- (b) Applicant's Mark is aurally highly similar to the FACEBOOK Marks;
- (c) The FACEBOOK Marks are inherently distinctive in relation to the goods and services with which Facebook uses its marks;
- (d) Facebook has made substantially exclusive use of the FACEBOOK Marks in connection with social media, social networking goods and services, electronic publications, advertising and marketing, and a number of other goods and services;
- (e) The FACEBOOK Marks are widely recognized by the general consuming public; and
- (f) On information and belief, Applicant selected and used Applicant's Mark with the intention to create an association with the FACEBOOK Marks.

28. Applicant's Mark is unregistrable in connection with the goods and services identified in the Subject Application due to a likelihood of confusion with, and dilution of, the FACEBOOK Marks under 15 U.S.C. §§ 1052(d) and 1125(c).

Wherefore, Facebook prays that this Opposition be sustained, and that registration of the Subject Application be refused.

Date: July 15, 2020

By: /Tywanda H. Lord/
Tywanda H. Lord
Ana-Claudia Roderick

Kilpatrick Townsend & Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta, Georgia 30309
Telephone: 404.815.6500
Facsimile: 404.815.6555
tlord@kilpatricktownsend.com
aroderick@kilpatricktownsend.com

Counsel for Opposer Facebook, Inc.

EXHIBIT A

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,881,770

Registered Nov. 23, 2010

**Int. Cls.: 35, 38, 41, 42,
and 45**

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: ADVERTISING AND INFORMATION DISTRIBUTION SERVICES, NAMELY, PROVIDING CLASSIFIED ADVERTISING 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, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 4-0-2004.

FOR: PROVIDING ONLINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR REGISTERED USERS FOR TRANSMISSION OF MESSAGES CONCERNING COLLEGIATE 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, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: 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 GROUPS CONCERNING SUBJECTS IN THE FIELDS OF ACADEMICS AND ENTERTAINMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: 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, IN CLASS 42 (U.S. CLS. 100 AND 101).



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,881,770 FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: INTERNET BASED INTRODUCTION AND SOCIAL NETWORKING SERVICES;
PROVIDING ON-LINE COMPUTER DATABASES AND ON-LINE SEARCHABLE DATA-
BASES IN THE FIELD OF SOCIAL NETWORKING, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 78-920,322, FILED 6-29-2006.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102, and 104

Reg. No. 3,122,052

United States Patent and Trademark Office

Registered July 25, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

FACEBOOK

FACEBOOK, INC. (DELAWARE CORPORATION)
156 UNIVERSITY AVENUE
PALO ALTO, CA 94301

FOR: PROVIDING AN ONLINE DIRECTORY INFORMATION SERVICE FEATURING INFORMATION REGARDING, AND IN THE NATURE OF, COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-16-2004; IN COMMERCE 11-16-2004.

FOR: PROVIDING ONLINE CHAT ROOMS FOR REGISTERED USERS FOR TRANSMISSION OF

MESSAGES CONCERNING COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-16-2004; IN COMMERCE 11-16-2004.

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

SN 78-574,730, FILED 2-24-2005.

MATTHEW KLINE, EXAMINING ATTORNEY

Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102 and 104

Reg. No. 3,041,791

United States Patent and Trademark Office

Registered Jan. 10, 2006

Amended

OG Date Nov. 14, 2006

**SERVICE MARK
PRINCIPAL REGISTER**



FACEBOOK, INC. (DELAWARE CORPORATION)
156 UNIVERSITY AVENUE
PALO ALTO, CA 94301

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

FOR: PROVIDING AN ONLINE DIRECTORY INFORMATION SERVICE FEATURING INFORMATION REGARDING, AND IN THE NATURE OF, COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: PROVIDING ONLINE CHAT ROOMS FOR REGISTERED USERS FOR TRANSMISSION OF MESSAGES CONCERNING COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

SER. NO. 78-574,726, FILED 2-24-2005.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 14, 2006.*

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,734,637 FACEBOOK, INC. (DELAWARE CORPORATION)
Registered Jan. 5, 2010 1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

Int. Cls.: 9, 38, 41, and 42 FOR: SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

FOR: 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, LISTSERVICES, 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, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: ON-LINE JOURNALS, NAMELY, BLOGS FEATURING USER-DEFINED CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: 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, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-189,479, FILED 5-24-2007.

TRACY CROSS, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,814,888

Registered July 6, 2010

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR VIDEO SHARING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-2007; IN COMMERCE 6-0-2007.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-039,123, FILED 11-7-2006.

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FACEBOOK

Reg. No. 3,801,147

Registered June 8, 2010

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

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

FOR: COMPUTER SOFTWARE DEVELOPMENT TOOLS FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, ACCESS AND MANAGEMENT; APPLICATION PROGRAMMING INTERFACE (API) FOR THIRD-PARTY SOFTWARE AND ONLINE SERVICES FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, ACCESS AND MANAGEMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

FOR: PROVIDING ACCESS TO COMPUTER DATABASES; ELECTRONIC TRANSMISSION OF INSTANT MESSAGES AND DATA, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLISHING OF ONLINE WORKS OF OTHERS FEATURING USER-CREATED TEXT, AUDIO, VIDEO, AND GRAPHICS; PROVIDING ON-LINE JOURNALS AND WEB LOGS FEATURING USER-CREATED CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR CLASSIFIEDS, VIRTUAL COMMUNITY, SOCIAL NETWORKING, PHOTO SHARING, AND TRANSMISSION OF PHOTOGRAPHIC IMAGES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

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

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-979,375, FILED 11-7-2006.

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

FACEBOOK

Reg. No. 4,339,123

Registered May 21, 2013

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: COMPUTER SERVICES, NAMELY, CREATING ON-LINE VIRTUAL COMMUNITIES FOR REGISTERED USERS TO ORGANIZE GROUPS AND EVENTS, PARTICIPATE IN DISCUSSIONS, AND ENGAGE IN SOCIAL, BUSINESS AND COMMUNITY NETWORKING; COMPUTER SERVICES, NAMELY, HOSTING ON-LINE WEB FACILITIES FOR OTHERS FOR ORGANIZING AND CONDUCTING MEETINGS, EVENTS AND INTERACTIVE DISCUSSIONS VIA COMMUNICATION NETWORKS; APPLICATION SERVICE PROVIDER (ASP) SERVICES, NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE OR FACILITATE THE UPLOADING, DOWNLOADING, STREAMING, POSTING, DISPLAYING, BLOGGING, LINKING, SHARING OF AUDIO AND VIDEO CONTENT, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; PROVIDING AN ONLINE NETWORK SERVICE THAT ENABLES USERS TO TRANSFER PERSONAL IDENTITY DATA TO AND SHARE PERSONAL IDENTITY DATA WITH AND AMONG MULTIPLE WEBSITES; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES ONLINE USERS TO CREATE PERSONAL PROFILES FEATURING SOCIAL NETWORKING INFORMATION AND TO TRANSFER AND SHARE SUCH INFORMATION AMONG MULTIPLE WEBSITES; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, SITES AND OTHER RESOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR ENABLING, FACILITATING, OR ENHANCING SOCIAL NETWORKING, CREATING A VIRTUAL COMMUNITY, AND TRANSMISSION OF AUDIO, VIDEO, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; COMPUTER SERVICES IN THE NATURE OF CUSTOMIZED WEB PAGES FEATURING USER-DEFINED OR SPECIFIED INFORMATION, PERSONAL PROFILES, AUDIO AND VIDEO CONTENT, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; PEER-TO-BROWSER PHOTO SHARING SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING TECHNOLOGY ENABLING USERS TO UPLOAD, VIEW, AND DOWNLOAD DIGITAL PHOTOS; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES USERS TO UPLOAD AND SHARE VIDEO, PHOTOS, TEXT, GRAPHICS AND DATA; CREATING AND MAINTAINING BLOGS FOR OTHERS; PROVIDING A WEB HOSTING PLATFORM FOR USE OF NON-DOWNLOADABLE SOFTWARE FOR ENABLING, FACILITATING OR ENHANCING INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR THIRD PARTIES, IN CLASS 42 (U.S. CLS. 100 AND 101).



Lea Street Lee

Acting Director of the United States Patent and Trademark Office

Reg. No. 4,339,123 FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

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

OWNER OF U.S. REG. NOS. 3,734,637, 3,881,770, AND OTHERS.

SN 85-147,950, FILED 10-7-2010.

CHRISTOPHER BUONGIORNO, 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.

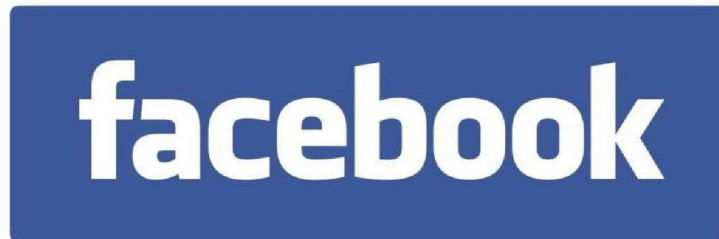
**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***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>.

United States of America

United States Patent and Trademark Office



Reg. No. 3,935,447

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 SOUTH CALIFORNIA AVENUE
PALO ALTO, CA 94304

Registered Mar. 22, 2011

Int. Cl.: 9

FOR: COMPUTER SOFTWARE DEVELOPMENT TOOLS; COMPUTER SOFTWARE FOR USE AS AN APPLICATION PROGRAMMING INTERFACE (API); APPLICATION PROGRAMMING INTERFACE (API) FOR COMPUTER SOFTWARE WHICH FACILITATES ONLINE SERVICES FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, DOWNLOAD, ACCESS AND MANAGEMENT; COMPUTER SOFTWARE TO ENABLE UPLOADING, DOWNLOADING, ACCESSING, POSTING, DISPLAYING, TAGGING, BLOGGING, STREAMING, LINKING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION VIA COMPUTER AND COMMUNICATION NETWORKS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637, AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.

SN 77-896,312, FILED 12-17-2009.

JAY FLOWERS, EXAMINING ATTORNEY

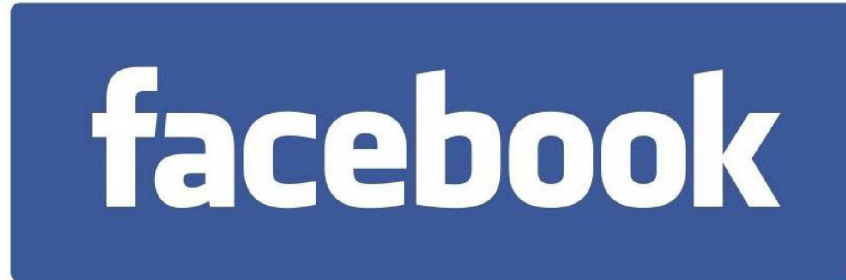


David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,129,126

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

Registered Apr. 17, 2012

Int. Cls.: 35, 38, and 41

FOR: MARKETING, ADVERTISING AND PROMOTION SERVICES; MARKET RESEARCH AND INFORMATION SERVICES; ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS VIA COMPUTER AND COMMUNICATION NETWORKS; OPERATING ON-LINE MARKETPLACES FOR SELLERS OF GOODS AND/OR SERVICES; ONLINE RETAIL STORE SERVICES FEATURING DIGITAL MEDIA, NAMELY, PRE-RECORDED DIGITAL SOUND, VIDEO AND DATA RECORDINGS FEATURING MUSIC, TEXT, VIDEO, GAMES, COMEDY, DRAMA, ACTION, ADVENTURE OR ANIMATION; CHARITABLE SERVICES, NAMELY, PROMOTING PUBLIC AWARENESS ABOUT CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICE AND HUMANITARIAN ACTIVITIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: DELIVERY OF DIGITAL MUSIC BY ELECTRONIC TRANSMISSION, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 4-0-2009; IN COMMERCE 4-0-2009.



FOR: CONTEST AND INCENTIVE AWARD PROGRAMS DESIGNED TO RECOGNIZE, REWARD AND ENCOURAGE INDIVIDUALS AND GROUPS WHICH ENGAGE IN SELF-IMPROVEMENT, SELF-FULFILLMENT, CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICE AND HUMANITARIAN ACTIVITIES AND SHARING OF CREATIVE WORK PRODUCT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2007; IN COMMERCE 9-0-2007.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637, AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

David J. Kyffers

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.

Director of the United States Patent and Trademark Office

Reg. No. 4,129,126 SN 77-896,315, FILED 12-17-2009.

JAY FLOWERS, 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.

**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>.

United States of America

United States Patent and Trademark Office



Reg. No. 4,099,518

Registered Feb. 14, 2012

Amended Nov. 3, 2015

Int. Cls.: 38 and 45

SERVICE MARK

PRINCIPAL REGISTER

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

FOR: PROVIDING ACCESS TO COMPUTER, ELECTRONIC AND ONLINE DATABASES; TELECOMMUNICATIONS SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA, MESSAGES AND INFORMATION; PROVIDING ONLINE FORUMS FOR COMMUNICATION ON TOPICS OF GENERAL INTEREST; PROVIDING ONLINE COMMUNICATIONS LINKS WHICH TRANSFER WEB SITE USERS TO OTHER LOCAL AND GLOBAL WEB PAGES; PROVIDING ACCESS TO WEB SITES FOR OTHERS HOSTED ON COMPUTER SERVERS ACCESSIBLE VIA A GLOBAL COMPUTER NETWORK; PROVIDING ACCESS TO THIRD PARTY WEB SITES BY ENABLING USERS TO LOG IN THROUGH A UNIVERSAL USERNAME AND PASSWORD VIA A GLOBAL COMPUTER NETWORK AND OTHER COMMUNICATION NETWORKS; PROVIDING ONLINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG USERS IN THE FIELD OF GENERAL INTEREST; AUDIO, TEXT AND VIDEO BROADCASTING SERVICES OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORKS FEATURING THE UPLOADED, POSTED AND TAGGED AUDIO, TEXT AND VIDEO CONTENT OF OTHERS; AUDIO, TEXT AND VIDEO BROADCASTING SERVICES OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORKS, NAMELY, ELECTRONICALLY TRANSMITTING AUDIO CLIPS, TEXT AND VIDEO CLIPS OF OTHERS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

FOR: IDENTIFICATION VERIFICATION SERVICES, NAMELY, PROVIDING AUTHENTICATION OF PERSONAL IDENTIFICATION INFORMATION, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 12-0-2008; IN COMMERCE 12-0-2008.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637 AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Reg. No. 4,099,518 SER. NO. 77-896,318, FILED 12-17-2009.

**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/>.

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United States of America
United States Patent and Trademark Office



Reg. No. 4,102,822

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

Registered Feb. 21, 2012

Amended Nov. 3, 2015

Int. Cls.: 38, 41 and 42

FOR: PEER-TO-PEER PHOTO SHARING SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DIGITAL PHOTO FILES AMONG INTERNET USERS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

SERVICE MARK

PRINCIPAL REGISTER

FOR: PROVIDING COMPUTER, ELECTRONIC AND ONLINE DATABASES IN THE FIELD OF ENTERTAINMENT AND IN THE FIELDS OF SECONDARY, COLLEGIATE, SOCIAL AND COMMUNITY INTEREST GROUPS; ON-LINE JOURNALS, NAMELY, BLOGS IN THE FIELDS OF ENTERTAINMENT, EDUCATION, SOCIAL, POLITICAL, CULTURAL, ECONOMIC, SCIENTIFIC AND GENERAL INTEREST; ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLICATION OF TEXT AND GRAPHIC WORKS OF OTHERS VIA COMPUTER AND COMMUNICATIONS NETWORKS IN THE FIELDS OF ENTERTAINMENT, EDUCATION, SOCIAL, POLITICAL, CULTURAL, ECONOMIC, SCIENTIFIC AND GENERAL INTEREST; PUBLISHING OF ELECTRONIC PUBLICATIONS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING TEMPORARY USE OF INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR GAMES PLAYED VIA COMPUTER OR COMMUNICATION NETWORKS; PROVIDING INFORMATION ABOUT ONLINE COMPUTER GAMES AND VIDEO GAMES VIA COMPUTER OR COMMUNICATION NETWORKS; ARRANGING AND CONDUCTING COMPETITIONS FOR VIDEO GAMERS AND COMPUTER GAME PLAYERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

FOR: PEER-TO-BROWSER PHOTO SHARING SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING TECHNOLOGY ENABLING USERS TO UPLOAD, VIEW, AND DOWNLOAD DIGITAL PHOTOS; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES USERS TO UPLOAD AND SHARE VIDEO, PHOTOS, TEXT, GRAPHICS AND DATA; CREATING AND MAINTAINING BLOGS FOR OTHERS; PROVIDING A WEB HOSTING PLATFORM FOR USE OF NON-DOWNLOADABLE SOFTWARE IN CONNECTION WITH INTERACTIVE, MULTIPLAYER AND SINGLE PLAYER GAMES FOR THIRD PARTIES, IN CLASS 42 (U.S. CLS. 100 AND 101).

Reg. No. 4,102,822 FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637 AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.

SER. NO. 77-896,322, FILED 12-17-2009.

**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/>.

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United States of America

United States Patent and Trademark Office



Reg. No. 4,102,823

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

Registered Feb. 21, 2012

Amended Nov. 3, 2015

FOR: COMPILING OF INFORMATION INTO COMPUTER DATABASES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

Int. Cls.: 35 and 42

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

SERVICE MARK

PRINCIPAL REGISTER

FOR: COMPUTER SERVICES, NAMELY, CREATING ON-LINE VIRTUAL COMMUNITIES FOR REGISTERED USERS TO ORGANIZE GROUPS AND EVENTS, PARTICIPATE IN DISCUSSIONS, AND ENGAGE IN SOCIAL, BUSINESS AND COMMUNITY NETWORKING; COMPUTER SERVICES, NAMELY, HOSTING ELECTRONIC FACILITIES FOR OTHERS FOR ORGANIZING AND CONDUCTING MEETINGS, EVENTS AND INTERACTIVE DISCUSSIONS VIA COMMUNICATION NETWORKS; APPLICATION SERVICE PROVIDER (ASP) SERVICES, NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE OR FACILITATE THE UPLOADING, DOWNLOADING, STREAMING, POSTING, DISPLAYING, BLOGGING, LINKING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER COMMUNICATION NETWORKS; PROVIDING AN ONLINE NETWORK SERVICE THAT ENABLES USERS TO TRANSFER PERSONAL IDENTITY DATA TO AND SHARE PERSONAL IDENTITY DATA WITH AND AMONG MULTIPLE WEBSITES; PROVIDING A WEB SITE FEATURING TECHNOLOGY THAT ENABLES ONLINE USERS TO CREATE PERSONAL PROFILES FEATURING SOCIAL NETWORKING INFORMATION AND TO TRANSFER AND SHARE SUCH INFORMATION AMONG MULTIPLE WEBSITES; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, SITES AND OTHER RESOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR SOCIAL NETWORKING, CREATING A VIRTUAL COMMUNITY, AND TRANSMISSION OF AUDIO, VIDEO, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA; COMPUTER SERVICES IN THE NATURE OF CUSTOMIZED WEB PAGES FEATURING USER-DEFINED OR SPECIFIED INFORMATION, PERSONAL PROFILES, AUDIO, VIDEO, PHOTOGRAPHIC IMAGES, TEXT, GRAPHICS AND DATA, IN CLASS 42 (U.S. CLS. 100 AND 101).



Michelle K. Lee

Director of the United States
Patent and Trademark Office

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637 AND OTHERS.

Reg. No. 4,102,823 THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.

SER. NO. 77-896,323, FILED 12-17-2009.

**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/>.

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United States of America
United States Patent and Trademark Office



Reg. No. 4,102,824

FACEBOOK, INC. (DELAWARE CORPORATION)
1601 WILLOW ROAD
MENLO PARK, CA 94025

Registered Feb. 21, 2012

Amended June 2, 2015

Int. Cls.: 38 and 45

FOR: PROVIDING ACCESS TO COMPUTER DATABASES IN THE FIELDS OF SOCIAL NETWORKING, SOCIAL INTRODUCTION AND DATING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

SERVICE MARK

PRINCIPAL REGISTER

FOR: SOCIAL INTRODUCTION, NETWORKING AND DATING SERVICES; PROVIDING SOCIAL SERVICES AND INFORMATION IN THE FIELD OF PERSONAL DEVELOPMENT, NAMELY, SELF-IMPROVEMENT, SELF-FULFILLMENT, CHARITABLE, PHILANTHROPIC, VOLUNTEER, PUBLIC AND COMMUNITY SERVICES, AND HUMANITARIAN ACTIVITIES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 8-0-2005; IN COMMERCE 8-0-2005.

OWNER OF U.S. REG. NOS. 3,041,791, 3,734,637 AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FACEBOOK" IN WHITE LETTERS WITH A BLUE BACKGROUND.

SER. NO. 77-896,325, FILED 12-17-2009.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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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*

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