

ESTTA Tracking number: **ESTTA1102801**

Filing date: **12/18/2020**

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	Bumble Holding Limited
Granted to Date of previous extension	12/20/2020
Address	20 PRIMROSE STREET THE BROADGATE TOWER, THIRD FLOOR LONDON, EC2A 2RS UNITED KINGDOM
Attorney information	LEE J. EULGEN NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET SUITE 1700 CHICAGO, IL 60423 UNITED STATES Primary Email: leulgen@nge.com Secondary Email(s): iblock@nge.com, martus@nge.com 312-269-8000
Docket Number	29046.6029

### Applicant Information

Application No.	88568761	Publication date	06/23/2020
Opposition Filing Date	12/18/2020	Opposition Period Ends	12/20/2020
Applicant	BITHIVE LIMITED 3M BUCKLEY INNOVATION CENTRE FIRTH STREET, HUDDERSFIELD WEST YORKSHIRE, HD13BD UNITED KINGDOM		

### Goods/Services Affected by Opposition

Class 042. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Computer and software service provider, namely, hosting, managing, developing and maintain websites for networking activities, for others; computer and software services for an online marketplace, namely, providing non-downloadable software where users can sell and purchase digital and physical goods and services; computer and software services for data analysis, namely, providing non-downloadable software for data analysis; computer and software services, namely, providing non-downloadable software for hosting online advertisements for others; computerservices and providing non-downloadable software, namely, for interactive hosting services which allows users to publish and share their own content, images and videos online; hosting of internet sites for third parties, namely, hosting third-party content featuring

photos, videos, text, data, images, websites and other electronic works; providing an online search engine service for users to request, recover and receive photos, videos, text, data, images, websites and other electronic works; computer and software services, namely, providing non-downloadable software that allow users to engage in social networking

## Applicant Information

Application No.	88602870	Publication date	06/23/2020
Opposition Filing Date	12/18/2020	Opposition Period Ends	
Applicant	BITHIVE LIMITED 3M BUCKLEY INNOVATION CENTRE FIRTH STREET, HUDDERSFIELD WEST YORKSHIRE, HD13BD UNITED KINGDOM		

## 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: Downloadable and recorded computer software for digital communication; Downloadable and recorded computer software and downloadable computer software applications to enable transmission, access, organization, and posting of multimedia content, instant messaging, online blog journals, text, web links, videos and images via the Internet and other communications networks; downloadable and recorded computer software used to enhance the capabilities and features of other software; downloadable and recorded computer software for accessing information on a global computer network; downloadable computer software via the Internet and wireless devices for the transmission, access, organization, and posting of multimedia content, instant messaging, online blog journals, text, web links, videos and images via the Internet and other communications networks; downloadable and recorded computer software in the field of social networking for the transmission, access, organization, and posting of multimedia content, instant messaging, online blog journals, text, web links, videos and images via the Internet and other communications networks; downloadable computer software in the nature of a mobile application for enabling transmission, access, organization, and posting of multimedia content, instant messaging, online blog journals, text, web links, videos and images via the Internet and other communications networks; downloadable computer software to facilitate online advertising, business promotion, connecting social network users with businesses and for tracking users and advertising of others to provide strategy, insight, marketing, and predicting consumer behavior; scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signaling, checking and supervision, teaching apparatus and instruments, namely, machine learning based downloadable software and downloadable software for advertising, analyzing data and providing communication means; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, namely, downloadable software for communication management; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers; blank recording discs; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus

## 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.	5478001	Application Date	01/17/2017
Registration Date	05/29/2018	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			

Description of Mark	The mark consists of a rounded yellow square containing a white hexagon containing a yellow diamond formed by six horizontal yellow rounded bars, the color gray appears as outlining around the foregoing elements.
Goods/Services	<p>Class 025. First use: First Use: 0 First Use In Commerce: 0</p> <p>Clothing, namely, tops and bottoms; sweaters, shirts, T shirts, trousers, outer-clothing, namely, tops and bottoms, knitwear, namely, tops and bottoms, coats, skirts, aprons, parkas, camisoles, pants, underclothing, jerseys, vests, underwear, dresses, jeans, leggings, jumpers, beach clothes, namely, tops and bottoms, pyjamas, underpants, swim suits, bikinis, swimming trunks, waterproof clothing, namely, tops and bottoms, footwear, boots, shoes, sandals, slippers, caps, hats, headgear, namely, hats; lingerie, socks, gloves, scarves, ties, clothing belts</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Advertising; business management services; business management provided on-line from a computer database or the Internet; advertising and promotion services and information services relating thereto provided on-line from a computer database or the Internet; compilation of advertisements for use as web pages on the Internet; provision of space on websites for advertising goods and services; business administration services; business administration services for the processing of sales made on the Internet; customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes; public opinion polling; writing of publicity texts; searchengine optimization for sales promotion; database management; Collection and analysis of quality metric data for users of social introduction and social networking services for the purpose of dating and making social connections for business purposes; electronic data processing; compilation of data in computer databases; providing business information in the field of social media; providing marketing consulting in the field of social media; advertising and marketing services provided by means of social media; organisation, operation and supervision of loyalty and incentive schemes; business networking services; career networking services; arranging business introductions; agency services for arranging business introductions; information services relating to jobs and career opportunities; business information; business advice; business promotion; business intelligence services; employment agencies; employment recruitment; personnel recruitment; personnel recruitment advertising; providing employment information; personality testing for recruitment purposes; career placement; executive search and placement services; personnel placement and recruitment; assistance relating to recruitment and placement of staff; organising and conducting job fairs; writing of publicity texts; preparation of r��sum��s for others; writing of curriculum vitae for others; business data analysis; information, advisory and consultancy services relating to all the aforesaid</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>organizing and hosting seminars, video presentations and discussion groups and providing training in the fields of personal development, career development, relationship building, training, recruiting, business consulting, business development, and networking and providing course materials in connection therewith; electronic publishing services for others of magazines; electronic and on-line publishing services of magazines; hosting of exhibitions, conferences and seminars and networking events for business, cultural and educational purposes; organising and conducting online educational and training events, namely educational seminars in the fields of writing; writing of texts, other than publicity texts, namely screenplay writing; social club services, namely arranging, organizing, and hosting social events, get-togethers, and parties for club members; publication of documents in the field of social affairs; publishing services of magazines; electronic games services, including provision of computer games on line or by means of a global computer network; providing on-line computer games; providing online video games; information services relating to entertainment or education, provided on-line from a computer database or the In-</p>

	ternet; information, advisory and consultancy services relating to all the aforesaid; providing information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities
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U.S. Registration No.	5624296	Application Date	07/14/2016
Registration Date	12/04/2018	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a yellow square with rounded corners with a white hexagon in the center. Centered inside the hexagon are three yellow lines with rounded edges forming an upside-down pentagon representing a beehive.		
Goods/Services	<p>Class 009. First use: First Use: 2014/12/00 First Use In Commerce: 2014/12/00 Computer software to enable accessing, displaying, sharing or otherwise providing electronic or digital media or information via computer and communication networks, namely, a mobile application for dating</p> <p>Class 038. First use: First Use: 2014/12/00 First Use In Commerce: 2014/12/00 Telecommunications services, namely, electronic transmission of data, messages, graphics, images and information for facilitating social introductions and dating; electronic transmission of digital photo files, videos, audiovisual content relating to social introductions and dating via telecommunications networks, wireless communication networks and the internet</p> <p>Class 045. First use: First Use: 2014/12/00 First Use In Commerce: 2014/12/00 Online and internet based social introduction, social networking and dating services; match making services between individual users for dating purposes; social introduction, social networking and dating services</p>		

U.S. Registration No.	5851934	Application Date	07/14/2016
Registration Date	09/03/2019	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a yellow square with rounded corners with a white hexagon in the center. Centered inside the hexagon are six yellow lines with rounded edges forming an upside-down pentagon representing a beehive.		
Goods/Services	<p>Class 042. First use: First Use: 2014/11/18 First Use In Commerce: 2014/11/18 Computer services, namely, creating an online community for registered users to organize groups and events, participate in discussions, form virtual communities, and engage in social and community networking; computer services, namely, hosting online web facilities for others for organizing and conducting meetings, events and interactive discussions relating to social introductions and dating via communication networks; application service provider (asp) services, namely, hosting computer software applications of others; application service provider (asp) featuring digital mapping software for use in the fields of geographic information systems and location-based services, namely, computer graphics software and computer software for providing information concerning location of persons and assets to facilitate social introductions and dating; 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 for purposes of social introduction and dating; providing temporary use of</p>		

	non-downloadable software and applications for social networking, creating a virtual community, and transmission of data, text, information, messages, images, graphics, photographic images, video, audio and audiovisual content relating to social introductions and dating; computer services in the nature of providing temporary use of non-downloadable software and applications for creating customized online user profiles featuring user-defined or specified information about the user's identity, preferences, interests, and introductory biographical data, including personal profiles, audio, video, photographic images, text, graphics and data relating to social introductions and dating; 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 to facilitate social introductions and dating; hosting on-line web facilities for others for organising and conducting meetings, gatherings and interactive discussions relating to social introductions and dating; hosting an online website community for registered users to share information, photos, audio and video content for the purposes of social introduction and dating; creating and maintaining blogs relating social introductions and dating for others; all of the aforesaid services relating to purposes of social introduction and dating
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U.S. Application No.	88171555	Application Date	10/26/2018
Registration Date	NONE	Foreign Priority Date	04/27/2018
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a hexagon with rounded corners that includes three lines with rounded corners, which forms the appearance of a beehive.		
Goods/Services	<p>Class 003. First use: First Use: 0 First Use In Commerce: 0 (Based on Intent to Use) Non-medicated cosmetics and toiletry preparations; non-medicated cosmetic skin care preparations; multifunctional cosmetics, namely, cosmetics that contain various surfactants, emollients, rheology modifiers, conditioning polymers, UV absorbers, fixative polymers, preservatives, and emulsifiers; multifunctional cosmetics in the nature of alphabet creams, namely, BB creams, CC creams, DD creams, and EE creams; natural cosmetics; organic cosmetics; sunblocking preparations; cosmetics for personal use; non-medicated dentifrices; perfumery, essential oils; bleaching preparations for cosmetic purposes; substances for laundry use, namely, laundry detergent; cleaning, polishing, scouring and abrasive preparations</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0 (Based on 44(e)) Clothing, namely, sweaters and sweatshirt, shirts, polo shirts, blouses, shell tops, T-shirts, tank tops, crop tops, camisoles, vests, tunics, cardigans, clothing wraps, trousers, pants, chinos, shorts, skorts, jeans, leggings, jeggings, joggers, tracksuits, loungewear, dresses, jumpsuits, play suits, dungarees, skirts; outer clothing, namely, gilets, capes, jackets, quilted jackets, suit jackets, blazers, kimonos, jumpers, knitwear sweaters, hoodies, coats, parkas, ponchos, hand muffs; aprons, jerseys, underwear, underclothing, pyjamas, nightwear, dressing gowns, bath robes, bodysuits, hosiery, shapewear, corsets being clothing, nighties, underpants, cuffs; beach clothes, namely, swimming caps, swim wear, bikinis, tankinis, swimming trunks, swim suits; suspenders, suspender belts; waterproof clothing, namely, waterproof jackets and waterproof pants; footwear; boots, shoes, sandals, slippers, caps being headwear, hats; headwear; lingerie, socks, gloves, scarves, ties as clothing, clothing belts</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0 (Based on 44(e)) Advertising and promotion services and information services relating thereto provided on-line from a computer database or the Internet; compilation of advertisements for use as web pages on the Internet; provision of</p>		

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