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Filing date: **09/06/2012**

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

Proceeding	92056020
Party	Plaintiff Zuffa, LLC
Correspondence Address	MICHAEL N FEDER GORDON SILVER LTD 3960 HOWARD HUGHES PARKWAY , 9TH FLOOR LAS VEGAS, NV 89169 UNITED STATES TRADEMARKS@GORDONSILVER.COM
Submission	Other Motions/Papers
Filer's Name	Michael N. Feder
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Signature	/Michael N. Feder/
Date	09/06/2012
Attachments	Notice of Ineffective Service.pdf (14 pages)(54051 bytes)

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

Zuffa, LLC, a Nevada limited liability
company,

Petitioner,

v.

Premier Championship Fighting, LLC, a
Colorado Limited Liability Company,

Respondent.

Cancellation No.	92056020
Mark	PREMIER CHAMPIONSHIP FIGHTING
Reg. No.	3539442
Date Registered	December 2, 2008

NOTICE OF INEFFECTIVE SERVICE

On August 13, 2012, Petitioner, Zuffa, LLC ("Zuffa"), forwarded the Petition to Cancel attached hereto as **Exhibit 1** to Registrant's correspondence address of record. On August 27, 2012, the Petition to Cancel was returned to Zuffa's counsel as undeliverable.

On August 30, 2012, the Board provided a new address for the Registrant. Zuffa is forwarding the Petition to Cancel to the new address.

Dated: September 6, 2012

Respectfully submitted,

GORDON SILVER

/Michael N. Feder/
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Attorneys for Petitioner,
Zuffa, LLC

CERTIFICATE OF SERVICE

I hereby certify that, on this 6th day of September, 2012, a true and complete copy of the foregoing Notice of Ineffective Service has been served by United States mail, first class postage prepaid, on the following correspondent of record for Registrant:

Jeffrey Smith
6930 South Waco Street
Foxfield, CO 80016

/Katie Sitto/
An employee of Gordon Silver Ltd.

Exhibit 1

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Mark

PREMIER
CHAMPIONSHIP
FIGHTING

Reg. No.

3539442

Date Registered

December 2, 2008

PETITION TO CANCEL

Petitioner, Zuffa, LLC ("Zuffa"), believes that it will be damaged by Registration No. 3539442 for the mark PREMIER CHAMPIONSHIP FIGHTING in International Class 41 for the goods and services that include "ultimate fighting," and hereby petitions to cancel the same. As grounds for its petition, Zuffa alleges as follows:

1. Petitioner Zuffa is a Nevada limited liability company with its principal place of business at 2960 W. Sahara Avenue, Las Vegas, Nevada 89102.
2. To the best of Zuffa's knowledge, the current owner of the contested registration is Premier Championship Fighting LLC, 3535 Boodel Circle, Elizabeth, CO 80107.
3. The grounds for cancellation are as follows:
 - (a) The registration at issue was obtained contrary to the provisions of 15 U.S.C. § 1052(d), in that it is likely to cause confusion, or to cause mistake, or to deceive;
 - (b) The registration at issue was obtained contrary to the provisions of 15 U.S.C. § 1125(c), in that it dilutes the famous and distinctive quality of Zuffa's marks; and
 - (c) The registration at issue was obtained contrary to the provisions of 15 U.S.C. § 1052(a), in that it falsely suggests a connection with Zuffa.

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