

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of The Saul Zaentz Company

Serial No. 85815639 for GREEN DRAGON (Class 16)

**RESPONSE**

***Additional Information Required***

(a) Product Information: The Office has requested product information. The application is based on an intent to use and Applicant has not developed any materials to be sold under the mark. However, attached as Exhibit A are samples of materials showing products in Class 16 that Applicant is selling under some of its other registered marks. Applicant intends to sell the products to the general public through retail and Internet sales.

(b) Color of Applicant's products: Applicant's products will be in a variety of colors.

(c) Dragon feature on products: Applicant has not yet developed the products to be sold under the mark. Applicant has not yet determined whether packaging or labels for the products or actual products will include a dragon design.

# **EXHIBIT A**

Mark: ARKENSTONE



Mark: BILBO BAGGINS

Bilbo Baggins - The Hobbit Movie Cardboard Stand Up Stand Up at AllPosters.com

**AllPosters**  
.com

Need Help? 888-654-0143    Sign up for Special Offers    Track Your Order    Help    **Español**

Our Products | Our Services | Gift Certificates | My Favorites | Cart (0)

Expires 2/10/2013 | Use code: DHNE78    **15% OFF EVERYTHING\***    Get 15% Off!

Entertainment    Movies    Movies by Title    Now Playing    Browse Films Now Playing

**The Hobbit: An Unexpected Journey (2012)**

**Bilbo Baggins - The Hobbit Movie Cardboard Stand Up**    Item #: 9205060



1. Select Your Format

Size	Product Type
<b>21 x 50 in</b>	<b>Stand Up</b>

~~\$45.99~~ save 24%  
**\$34.99**

**Add to Cart**

Usually ships in 5-10 Days

Shop with confidence.

- 100% Satisfaction Guarantee
- No Hassle Returns
- Secure, Fast Shipping

Have Questions?  
Chat now with our experts

♥    f    t    e    r    i    o    q

About the Print    About the Artist    **About the Product**    Customer Reviews    Social Buzz

http://www.allposters.com/-sp/Bilbo-Baggins-The-Hobbit-Movie-Cardboard-Stand-Up-Posters\_9205060\_htm[2/8/2013 3:49:47 PM]

TECH/1362556.1

# Mark; THE HOBBIT: AN UNEXPECTED JOURNEY

Amazon.com: The Hobbit: An Unexpected Journey Poster - 2012 Movie Promo Flyer 11 X 17 - Create-Cos: Home & Kitchen

The screenshot shows an Amazon product page for a movie poster. The main product image is a vertical poster for 'The Hobbit: An Unexpected Journey' featuring a character on a path in a green landscape. The product title is 'The Hobbit: An Unexpected Journey Poster - 2012 Movie Promo Flyer 11 X 17 - Create-Cos: Home & Kitchen'. The price is \$9.94, with a 'You Save' of \$10.16 (51%). The page includes a search bar, navigation tabs, a 'Dorm Room' banner, a 'Sponsored Links' section for a movie poster shop, a 'Customers Who Viewed This Item Also Viewed' carousel with other movie posters, and a 'Product Features' section listing the poster's specifications. The page number 'Page 1 of 10' is visible at the bottom right.

**amazon** Your Amazon.com Today's Deals Gift Cards Help Save up to 25% on Back-to-School Essentials

Shop by Department Search Home & Kitchen

Home & Kitchen Best Sellers Markdowns Kitchen & Dining Appliances Bedding & Bath Furniture & Décor Patio & Garden Kids Home Store Gift Ideas

Quantity: 1

Add to Cart

Add to Cart with Amazon Prime Free Trial

Add to Wish List

More Buying Choices

See one to call? [Click here to see all.](#)

Share

**Customers View**

Movie Post

See a problem with this product?

**Customers Who Viewed This Item Also Viewed**

**Sponsored Links**

Save \$20 Off \$75 w/ Code "HOT20" [summersale.moviepostershop.com/](#)

**Product Features**

- Flyer to advertise the 2012 Movie The Hobbit An Unexpected Journey
- The Hobbit : An Unexpected Journey Movie Flyer
- Size 11 x 17 inches approx (22 x 43 cm)
- Window display/ Telephone Pole Flyer sized Poster

**Product Details**

Item Weight: 1 ounces

Shipping Weight: 8 ounces (View shipping rates and policies)

ASIN: B000K9M14Q

Average Customer Review: [See the first 10 reviews of this item.](#)

Amazon Best Sellers Rank: #7,646 in Home & Kitchen (See Top 100 in Home & Kitchen)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

[http://www.amazon.com/gp/product/B000K9M14Q/ref=pd\\_bpo\\_dp\\_cr\\_1?pf\\_rd\\_p=48539518&pf\\_rd\\_p=10-10-10-10&pf\\_rd\\_p=201&pf\\_rd\\_p=006697V0W&pf\\_rd\\_p=ATV7DKICX0DER&pf\\_rd\\_p=0TV2WENZCV712IDSRM01/2012 11-09-04 AM](http://www.amazon.com/gp/product/B000K9M14Q/ref=pd_bpo_dp_cr_1?pf_rd_p=48539518&pf_rd_p=10-10-10-10&pf_rd_p=201&pf_rd_p=006697V0W&pf_rd_p=ATV7DKICX0DER&pf_rd_p=0TV2WENZCV712IDSRM01/2012 11-09-04 AM)

Mark: ARWEN

WORLD'S LARGEST TOLKIEN STORE

Contact Us | FAQ | Printable Catalog | Affiliate program | Login | Create Account | Cart Contents | Check

Home: Store: Lord of the Rings Bookmark: Fellowship Bookmarks

**Search LOTR Items**   **Product information**   **Shopping Cart**

Use keywords to find the product you are looking for.  
**Advanced Search**

**Search by Category**

- Lord of the Rings Swords
- Lord of the Rings Posters
- Lord of the Rings Collectibles
- Lord of the Rings Jewelry
- Lord of the Rings Games
- Lord of the Rings Action Figures
- Lord of the Rings Toys
- Lord of the Rings Costumes
- J.R.R. Tolkien Biographies
- Lord of the Rings Maps
- Lord of the Rings Bookmark**
  - Fellowship Bookmarks**
    - Two Towers Bookmarks
    - Return of the King Bookmarks
  - Lord of the Rings Books
  - Lord of the Rings Calendars
  - Lord of the Rings Keychains
  - Lord of the Rings Art
  - Lord of the Rings Movies
  - Lord of the Rings Magnet
  - Lord of the Rings Mugs & Goblets
  - Other Books by Tolkien
  - Lord of the Rings Party Supplies
  - Lord of the Rings Pipe
  - Lord of the Rings Postcards
  - Lord of the Rings Clothes
  - Lord of the Rings Audio Books
  - Lord of the Rings Patch
  - Lord of the Rings Standups
  - Lord of the Rings Journal

**Arwen Bookmark with Ring**  
Product price - ~~2.99~~  
Our price - **\$2.45**

Arwen Movie Bookmark with Ring

[Click here for enlarged photos](#)

Comes with a gold color metal ring with Elvish engraving inside and out (size is about 6 and a half US)

Bookmarks are printed in full color on sturdy, lamentated plastic


TT - C184

Current Reviews: 7

This product was added to our catalog on Wednesday 27 March, 2002.

[Reviews](#)   [Add to Wishlist](#)   [Tell A Friend](#)   [Add to Cart](#)


**Customers who bought this product also purchased**

- 
- 
-   
Sam Button

**Shopping Cart**  
0 items

**WishList**  
0 items

**LOTR Item Review**



I like the color and th  
Its a very nice bookn  
★★★★☆

Mark: GOLLUM



The screenshot shows a website header for 'THE LORD OF THE RINGS' with a search bar and navigation links: 'CONTACT US', 'VIEW CART', and 'MY ACCOUNT'. The main section is titled 'Gollum-Smeagol Bookends'. It features two bronze sculptures of Gollum and Smeagol, each mounted on a book. The Gollum sculpture is on the left, and the Smeagol sculpture is on the right. The book behind the Smeagol sculpture is 'The Return of the King'. The text describes the sculptures as 'exquisite' and 'cast in fine pewter'. The price is listed as 'NN2394 \$195.00 Available Now'. There is an 'Add to My Cart' button and a 'CLICK IMAGE ABOVE TO ENLARGE' link. A shopping cart summary on the right shows 'Items:' and 'Total:'. The footer contains links for 'About us', 'Security/Privacy', 'FAQ', 'International', 'Contact Us', and 'View Cart'.

**THE LORD OF THE RINGS**

SEARCH  GO Go to any section CONTACT US VIEW CART MY ACCOUNT The Noble Collection

### Gollum-Smeagol Bookends

These exquisite sculpture bookends depict the dual personalities of one of the most complex characters from the Lord of The Rings. Each piece is cast in fine pewter and mounted on a wood base. Measure 8 inches in height. Available as a pair only.



SHOPPING CART

Items: 0  
Total: \$0.00

**NN2394 \$195.00**  
Available Now

[Add to My Cart](#)

[CLICK IMAGE ABOVE TO ENLARGE](#)

[About us](#) [Security/Privacy](#) [FAQ](#) [International](#) [Contact Us](#) [View Cart](#)