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PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

**Trademark/Service Mark Application, Principal Register  
Handwritten Signature**

**To the Commissioner for Trademarks:**

**MARK:** GAMBLERS BONUS CASH FOR PLAY (stylized and/or with design, see below )



The literal element of the mark consists of GAMBLERS BONUS CASH FOR PLAY. The color(s) Blue, red, orange, yellow, white and black is/are claimed as a feature of the mark. The mark consists of The mark consists of the literal elements GAMBLERS BONUS CASH FOR PLAY. The terms GAMBLERS BONUS appears in larger red to orange ombre shaded colors with the word GAMBLERS stacked above the term BONUS. A blue-color outline surrounds the words GAMBLERS BONUS with black-color shading around GAMBLERS BONUS giving the lettering a three-dimensional appearance. A thin yellow-color outline surrounds the outer perimeter of the blue-color outline around GAMBLERS BONUS. The terms CASH FOR PLAY appears in smaller yellow-color stylized font positioned below the word BONUS. The terms CASH FOR PLAY is outlined in black-color which gives the lettering a three-dimensional appearance. The literal elements are positioned in front of an oval design with a white-color outline sandwiched between two yellow to orange ombre shaded colored outlines near the outer ring of the oval. The interior of the oval is black-color with blue-color triangular designs flanking the left and right sides of the words GAMBLERS BONUS. The words CASH FOR PLAY is positioned in front of a curved red-color banner with a blue and black outline around the banner design. The white-color background is not a feature of the mark.

The applicant, Century Gaming, Inc., a corporation of Montana, having an address of

P.O. Box 21138

Billings, Montana 59104

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office

on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Providing casino services featuring casino player membership services for redeeming cash, earning reward points, and other benefits.

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 09/00/2008, and first used in commerce at least as early as 09/00/2008, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) screen shot of client website, login screen and club benefits page..

[Specimen-1](#) [SPE0-3810437218-20181121143616845317\_.\_Spec\_1.JPG ]

[Specimen-2](#) [SPE0-3810437218-20181121143616845317\_.\_Spec\_2.JPG ]

[Specimen-3](#) [SPE0-3810437218-20181121165426640870\_.\_Spec\_3.JPG ]

The applicant's current Attorney Information:

Patricia Q. Hu and William A. Munck, Gregory M. Howison, John J. Arnott, Robert D. McCutcheon, Amanda K. Greenspon of Munck Wilson Mandala LLP

Docket Clerk  
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Dallas, Texas 75380  
United States  
972-628-3600(phone)  
972-628-3616(fax)  
trademarks@munckwilson.com (authorized)

The attorney docket/reference number is CNGM60-34421.

The applicant's current Correspondence Information:

Patricia Q. Hu  
Munck Wilson Mandala LLP  
Docket Clerk  
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trademarks@munckwilson.com (authorized)

**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 will be submitted with the application, representing payment for 1 class(es).

### Declaration

Read the following statements before signing. Acknowledge the statements by signing below.

• **Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

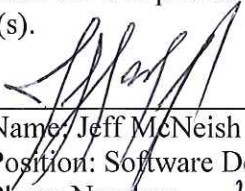
**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
  - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
  - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
  - To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
  - The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

**Signature Section:**

**NOTE:** The same person may sign the declaration on behalf of the other joint applicant(s), by merely making identical entries. The USPTO will presume that the one person who has signed was, in fact, authorized to sign on behalf of the other person(s).

Signature:  \_\_\_\_\_  
 Signatory's Name: Jeff McNeish  
 Signatory's Position: Software Development Coordinator  
 Signatory's Phone Number: 406-697-5026

Date Signed: 11/26/2018

**NOTE TO APPLICANT:** When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the declaration language. Do **not** include the entire application, but do ensure that the declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to

create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.

## IMPORTANT INFORMATION FOR APPLICANT:

### No filing fee refunds

Once your application is submitted, the USPTO we will not cancel the filing or refund your fee. The fee is a processing fee, which the USPTO does not refund even if a registration is not issued after substantive review of the application. This is true regardless of how soon after submission you might attempt to request cancellation of the filing.

### All information submitted made public

All information submitted to the USPTO at any point in the application and/or registration process will become public record, including your name, phone number, e-mail address, and street address. Please be aware that **YOU HAVE NO RIGHT TO CONFIDENTIALITY** in the information disclosed. The public will be able to view the information in the USPTO's on-line databases and through internet search engines and other on-line databases and may use this information to contact you directly. This information will remain public even if the application is later abandoned or any resulting registration is surrendered, cancelled, or expired. For any information that may be subject to copyright protection, by submitting it to the USPTO, the filer is representing that he or she has the authority to grant, and is granting, the USPTO permission to make the information available in its on-line database and in copies of the application or registration record.

### Review of application

Registration is not automatic or guaranteed. A USPTO examining attorney will review your application approximately three months after the filing date for compliance with all legal requirements. This may result in a letter (an "Office action") being issued that will require you to submit a response within a strict time deadline, even if a filing company has filed the original application on your behalf. Failure to submit a timely response will result in the abandonment of your application.

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Trademark/Service Mark Application, Principal Register

**NOTE:** Data fields with the \* are mandatory. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	N/A
<b>MARK INFORMATION</b>	
*MARK	<a href="#">MRK3810437218-143616845_._logo_without_black_background.jpg</a>
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO

LITERAL ELEMENT	GAMBLERS BONUS CASH FOR PLAY
COLOR MARK	YES
COLOR(S) CLAIMED (If applicable)	The color(s) Blue, red, orange, yellow, white and black is/are claimed as a feature of the mark.
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of The mark consists of the literal elements GAMBLERS BONUS CASH FOR PLAY. The terms GAMBLERS BONUS appears in larger red to orange ombre shaded colors with the word GAMBLERS stacked above the term BONUS. A blue-color outline surrounds the words GAMBLERS BONUS with black-color shading around GAMBLERS BONUS giving the lettering a three-dimensional appearance. A thin yellow-color outline surrounds the outer perimeter of the blue-color outline around GAMBLERS BONUS. The terms CASH FOR PLAY appears in smaller yellow-color stylized font positioned below the word BONUS. The terms CASH FOR PLAY is outlined in black-color which gives the lettering a three-dimensional appearance. The literal elements are positioned in front of an oval design with a white-color outline sandwiched between two yellow to orange ombre shaded colored outlines near the outer ring of the oval. The interior of the oval is black-color with blue-color triangular designs flanking the left and right sides of the words GAMBLERS BONUS. The words CASH FOR PLAY is positioned in front of a curved red-color banner with a blue and black outline around the banner design. The white-color background is not a feature of the mark.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	500 x 389
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Century Gaming, Inc.
*STREET	P.O. Box 21138
*CITY	Billings
*STATE (Required for U.S. applicants)	Montana
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	59104
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Montana
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	041
	Providing casino services featuring casino player membership

<b>*IDENTIFICATION</b>	services for redeeming cash, earning reward points, and other benefits.
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 09/00/2008
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 09/00/2008
<b>SPECIMEN FILE NAME(S)</b>	<a href="#">SPE0-3810437218-20181121143616845317_._Spec_1.JPG</a>
	<a href="#">SPE0-3810437218-20181121143616845317_._Spec_2.JPG</a>
	<a href="#">SPE0-3810437218-20181121165426640870_._Spec_3.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	screen shot of client website, login screen and club benefits page.
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Patricia Q. Hu
<b>ATTORNEY DOCKET NUMBER</b>	CNGM60-34421
<b>FIRM NAME</b>	Munck Wilson Mandala LLP
<b>INTERNAL ADDRESS</b>	Docket Clerk
<b>STREET</b>	P.O. Drawer 800889
<b>CITY</b>	Dallas
<b>STATE</b>	Texas
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	75380
<b>PHONE</b>	972-628-3600
<b>FAX</b>	972-628-3616
<b>EMAIL ADDRESS</b>	trademarks@munckwilson.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	William A. Munck, Gregory M. Howison, John J. Arnott, Robert D. McCutcheon, Amanda K. Greenspon
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Patricia Q. Hu
<b>FIRM NAME</b>	Munck Wilson Mandala LLP
<b>INTERNAL ADDRESS</b>	Docket Clerk
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<b>CITY</b>	Dallas
<b>STATE</b>	Texas
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	75380

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<b>*EMAIL ADDRESS</b>	trademarks@munckwilson.com
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>APPLICATION FILING OPTION</b>	TEAS RF
<b>NUMBER OF CLASSES</b>	1
<b>APPLICATION FOR REGISTRATION PER CLASS</b>	275
<b>*TOTAL FEES DUE</b>	275
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATORY'S NAME</b>	Jeff McNeish
<b>SIGNATORY'S POSITION</b>	Software Development Coordinator

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