

In the Office Action dated June 21, 2015, the Examiner requested that the Applicant provide further information regarding the FROSTBITE mark as to the nature, purpose and channels of trade of the FROSTBITE goods.

FROSTBITE is a game engine, which is software designed for the creation and development of video games. FROSBITE is used to create video games developed and sold by the Applicant including, but not limited to, Dragon Age: Inquisition, Battlefield 4 and Star Wars Battlefront. Games bearing the FROSTBITE mark are primarily online multiplayer games that are both downloadable and online. Applicant's products bearing the FROSTBITE mark are sold directly to consumers online via Applicant's online Origin store, Xbox Marketplace and Playstation Store, as well as via retail outlets such as Walmart, Target, and Gamestop.

In addition to providing online and downloadable games bearing the FROSTBITE mark, Applicant operates a website bearing the FROSTBITE mark at frostbite.com. This web site delivers information relating to electronic computer games.

Attached to this response are examples showing Applicant's use of the FROSTBITE mark in marketing materials and on Applicant's product.

Attachment 1

Page 1 – use of the FROSTBITE mark on the opening screens of the official advertising trailer for Dragon Age: Inquisition – Game of the Year Edition.

Page 2 – use of the FROSTBITE mark on the dragonage.com web site, the official web site for the Dragon Age: Inquisition game.

Page 3 – use of the FROSTBITE mark on the battlefield.com web site, the official web site for Applicant's Battlefield game franchise.

Attachment 2

Use of the FROSTBITE mark on the back of the Battlefield 4 video game package sold at retail. Battlefield 4 is an online multiplayer game.

If the Examining Attorney has any questions or requires further information, she is invited to telephone the undersigned. There is no filing fee for this Response. However in the event that a fee for this response, or for any other fee related to this response, is due, please charge any fees that may be due or credit any overpayment to the Electronic Arts Inc. Deposit Account No. 501462.