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Mark

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer game software; video game software; sound recordings in the form of optical discs, magnetic discs and semiconductor ROMs all featuring music and fictional stories; audio visual recordings in the form of optical discs, magnetic discs and semiconductor ROMs all featuring music and animated fictional stories; prerecorded compact discs featuring music; prerecorded video discs featuring music and animated fictional stories; mouse pads; straps for cellular phones; downloadable musical sound recordings; downloadable ring tones for mobile phones; downloadable image files containing artworks, texts, graphics and photographs relating to video games, animated characters, card games, computer games, comics, novels, and magazines; downloadable wallpaper graphics for mobile phones; downloadable electronic publications in the nature of magazines, journals and newsletters in the field of computer games and video games

IC 016. US 002 005 022 023 029 037 038 050. G & S: Computer game strategy guidebooks; video game strategy guidebooks; song books; musical score books; comic books; magazines featuring information about computer games and video games; posters; stickers; calendars; postcards; stationery; printed collectable trading cards made of paper; trading cards; photographs

IC 028. US 022 023 038 050. G & S: Dolls; toy figures; plush toys; stuffed toys; inflatable toys; toy scale models; toy vehicles; toy guns; toy swords; playing cards; card games; board games; jigsaw puzzles; hand held units for playing video games other than those adapted for use with an external display screen or monitor; video game controllers

IC 041. US 100 101 107. G & S: Providing amusement facilities; amusement arcades; providing on-line computer games; providing on-line video games; providing information on computer game strategies and video game strategies via computer networks and global communication networks; providing information on entertainment in the field of computer games, video games, card games, animated cartoons, comics, novels and magazines; providing on-line non-downloadable comics; providing on-line non-downloadable magazines, journals and newsletters in the field of computer games, video games, cartoons and general entertainment; arranging, conducting and organization of concerts and music events; providing on-line non-downloadable images and pictures; providing on-line music, not downloadable; Providing on-line non-downloadable audio and video content featuring computer and video game tips, tricks, strategy, and information; Entertainment services in the nature of live musical performances; Providing information on musical performances and film presentations via a website featuring video clips, journal and blog entries, and other forms of social media output

IC 042. US 100 101. G & S: Design of hardware of computer games; Designing of computer and video game hardware; computer programming and maintenance of computer software programs; computer programming; consultancy and information services relating to computer programming; creating and maintaining web sites; technical advice relating to performance, operation, etc. and

function of computers, automobiles and other machines that require high levels of personal knowledge, skill or experience of the operators to meet the required accuracy in operating them; provision of information and data relating to scientific and technological research and development; rental of computers; providing computer programs, namely, providing temporary use of non-downloadable programs for creating and editing visual effects of computer graphics; computer co-location services, namely, providing facilities for the location of computer servers with the equipment of others; rental of storage area of servers on websites, namely, rental of web servers to enable social networking and to enable users to interact with others through the Internet; hosting web sites

Mark
Drawing Code (2) DESIGN ONLY
Design Search Code 01.11.02 - Moons, crescent; Moons, half; Partial moons, including half moons and crescent moons (not a moon with craters)
 02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards
 03.09.01 - Bunnies; Hares; Rabbit (animal)
 03.09.07 - Hedgehogs; Porcupines; Porcupines, armadillos, animals with exteriors of spines or quills
 04.05.25 - Other mythological or legendary animals
 05.05.25 - Daffodils; Iris (flower); Other flowers

Serial Number 87374113
Filing Date March 16, 2017
Current Basis 44E
Original Filing Basis 44D
Published for Opposition December 19, 2017
Registration Number 5415761
Registration Date March 6, 2018
Owner (REGISTRANT) Kabushiki Kaisha Square Enix Holdings (also trading as Square Enix Holdings Co., Ltd.) CORPORATION JAPAN 6-27-30 Shinjuku, Shinjuku-ku Tokyo JAPAN
Attorney of Record Timothy P. Fraelich
Priority Date February 20, 2017
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a cartoon-like caricature of an animal, with pointed ears, wings, and tail and holding a flower with a heart center in one paw.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Mark

Word Mark STUDIO ISTOLIA

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer game software; video game software; sound recordings in the form of optical discs, magnetic discs and semiconductor ROMs all featuring music and fictional stories; audio visual recordings in the form of optical discs, magnetic discs and semiconductor ROMs all featuring music and animated fictional stories; prerecorded compact discs featuring music; prerecorded video discs featuring music and animated fictional stories; mouse pads; straps for cellular phones; downloadable musical sound recordings; downloadable ring tones for mobile phones; downloadable image files containing artworks, texts, graphics and photographs relating to video games, animated characters, card games, computer games, comics, novels, and magazines; downloadable wallpaper graphics for mobile phones; downloadable electronic publications in the nature of magazines, journals and newsletters in the field of computer games and video games

IC 016. US 002 005 022 023 029 037 038 050. G & S: Computer game strategy guidebooks; video game strategy guidebooks; song books; musical score books; comic books; magazines featuring information about computer games and video games; posters; stickers; calendars; postcards; stationery; printed collectable trading cards made of paper; trading cards; photographs

IC 028. US 022 023 038 050. G & S: Dolls; toy figures; plush toys; stuffed toys; inflatable toys; toy scale models; toy vehicles; toy guns; toy swords; playing cards; card games; board games; jigsaw puzzles; hand held units for playing video games other than those adapted for use with an external display screen or monitor; video game controllers

IC 041. US 100 101 107. G & S: Providing amusement facilities; amusement arcades; providing on-line computer games; providing on-line video games; providing information on computer game strategies and video game strategies via computer networks and global communication networks; providing information on entertainment in the field of computer games, video games, card games, animated cartoons, comics, novels and magazines; providing on-line non-downloadable comics; providing on-line non-downloadable magazines, journals and newsletters in the field of computer games, video games, cartoons and general entertainment; arranging, conducting and organization of concerts and music events; providing on-line non-downloadable images and pictures; providing on-line music, not downloadable; Providing on-line non-downloadable audio and video content featuring computer and video game tips, tricks, strategy, and information; Entertainment services in the nature of live musical performances; Providing information on musical performances and film presentations via a website featuring video clips, journal and blog entries, and other forms of social media output

IC 042. US 100 101. G & S: Design of hardware of computer games; Designing of computer and video game hardware; computer programming and maintenance of computer software programs;

computer programming; consultancy and information services relating to computer programming; creating and maintaining web sites; technical advice relating to performance, operation, etc. and function of computers, automobiles and other machines that require high levels of personal knowledge, skill or experience of the operators to meet the required accuracy in operating them; provision of information and data relating to scientific and technological research and development; rental of computers; providing computer programs, namely, providing temporary use of non-downloadable programs for creating and editing visual effects of computer graphics; computer co-location services, namely, providing facilities for the location of computer servers with the equipment of others; rental of storage area of servers on websites, namely, rental of web servers to enable social networking and to enable users to interact with others through the Internet; hosting web sites

Standard Characters Claimed

Mark

Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87366693

Filing Date March 10, 2017

Current Basis 44E

Original Filing Basis 44D

Published for Opposition December 19, 2017

Registration Number **5415749**

Registration Date March 6, 2018

Owner (REGISTRANT) Kabushiki Kaisha Square Enix Holdings (also trading as Square Enix Holdings Co., Ltd. CORPORATION JAPAN 6-27-30 Shinjuku, Shinjuku-ku Tokyo JAPAN

Attorney of Record Timothy P. Fraelich

Priority Date December 2, 2016

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STUDIO" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Mark

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Cartridges and memory cards containing puzzles, stories, and video games; Computer game programs; Computer game software; Computer programs for parental controls in the field of video games; Downloadable computer game programs; Downloadable computer game software; Downloadable computer programs; Downloadable electronic game programs; Downloadable electronic game software; Downloadable multimedia files, including, computer games, puzzles, stories and video games; Downloadable video game programs; Downloadable video game software; Electronic game programs; Electronic game software; Electronic video game programs; Electronic video game software; Game programs for hand held video game apparatus; Game programs for video game apparatus; Video game cartridges; Video game memory cards; Video game memory devices, including, cartridges and memory cards; Video game operating system software programs and utility programs; Video game programs; Video game software; Accessories for electronic video and computer game systems, namely, AC Adapters, chargers, earphones, microphones, power adapters; Electronic memory devices for use with electronic video and computer game systems. FIRST USE: 20170303. FIRST USE IN COMMERCE: 20170303

IC 028. US 022 023 038 050. G & S: Action figures; Computer game machines; Electronic game consoles; Electronic game controllers and electronic game joysticks; Electronic game controllers with an integrated video display; Electronic game machines; Electronic memory devices for use with electronic video and computer game systems; Electronic video game machines for use with a monitor or television; Fitted plastic films known as skins specially adapted for covering and protecting hand-held video game units and video game consoles; Hand-held units for playing electronic games; Hand-held units for playing video games; Fitted plastic films known as skins for covering and protecting electronic game playing apparatus, namely, video game machines and hand-held units for playing video games; Protective carrying cases and storage cases specially adapted for video game systems; Protective films specially adapted for screens for portable game machines; Video game consoles; Video game controllers; Video game joysticks; Video game machines. FIRST USE: 20170303. FIRST USE IN COMMERCE: 20170303

IC 041. US 100 101 107. G & S: Organizing, arrangement, and producing video game events for entertainment purposes; Providing information about video games, including downloadable video games, non-downloadable video games and online game services by computer networks, handheld game apparatus and video game apparatus; Providing entertainment-related blogs, information and news on video games, computer games and related products, and on the video game and computer game industries; Providing non-downloadable images and photographs by computer networks, handheld game apparatus and video game apparatus; Providing non-downloadable pictures and photographs by computer networks, hand held game apparatus and video game apparatus; Providing non-downloadable videos in the field of video games by computer networks, handheld game apparatus and video game apparatus; Providing non-downloadable video games and video

game samples by computer network, handheld game apparatus and video game apparatus;
 Providing online games and game samples by computer network, handheld game apparatus and
 video game apparatus. FIRST USE: 20161020. FIRST USE IN COMMERCE: 20161020

Mark
Drawing Code (2) DESIGN ONLY
Design 26.01.02 - Circles, plain single line; Plain single line circles
Search Code 26.01.13 - Circles, two (not concentric); Two circles
 26.01.21 - Circles that are totally or partially shaded.
 26.11.13 - Rectangles (exactly two rectangles); Two rectangles
 26.11.21 - Rectangles that are completely or partially shaded
 26.11.25 - Rectangles with one or more curved sides
 26.15.25 - Polygons with one or more curved sides

Serial Number 87976047
Filing Date October 20, 2016
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 18, 2017
Registration Number 5352230
Registration Date December 5, 2017
Owner (REGISTRANT) Nintendo of America Inc. CORPORATION WASHINGTON 4600 150th Avenue NE
 Redmond WASHINGTON 98052
Attorney of Record Jerald E. Nagae, Reg. No. 29,418
Description of Mark Color is not claimed as a feature of the mark.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Mark

Goods and Services IC 028. US 022 023 038 050. G & S: Electronic game controllers; Electronic game controllers for video game machines; Video game controllers; Electronic game machines, video game consoles, video game machines, video game machines for use with an external display screen or monitor, and electronic game and video game programs and software therefor sold as a unit. FIRST USE: 19851001. FIRST USE IN COMMERCE: 19851001

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 24.13.02 - Cross, Greek (equal sides); Greek cross (equal sized lines)
 26.01.13 - Circles, two (not concentric); Two circles
 26.01.21 - Circles that are totally or partially shaded.
 26.09.02 - Plain single line squares; Squares, plain single line
 26.09.20 - Squares inside one another
 26.09.21 - Squares that are completely or partially shaded
 26.11.02 - Plain single line rectangles; Rectangles (single line)
 26.11.20 - Rectangles inside one another
 26.11.27 - Oblongs not used as carriers for words, letters or designs

Serial Number 87246397

Filing Date November 23, 2016

Current Basis 1A

Original Filing Basis 1A

Published for Opposition September 5, 2017

Registration Number 5338334

Registration Date November 21, 2017

Owner (REGISTRANT) Nintendo of America Inc. CORPORATION WASHINGTON 4600 150th Avenue NE Redmond WASHINGTON 98052

Attorney of Record Jerald E. Nagae, Reg. No. 29,418

Description of Mark Color is not claimed as a feature of the mark. The mark consists of an inner rectangle having an outer rectangular border. The left side of the inner rectangle features a cross. The center of the inner rectangle features stacked rounded rectangles, one of which contains two oval designs. The right side of the inner rectangle contains two squares and a circle within each square.

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Mark

Word Mark JOY-CON**Goods and Services** IC 028. US 022 023 038 050. G & S: Computer game machines; electronic game consoles; electronic game controllers and electronic game joysticks; electronic game controllers with an integrated video display; electronic game machines; hand-held units for playing electronic games; hand-held units for playing video games; fitted plastic films known as skins for covering and protecting hand-held units for playing video games and video game machines; protective carrying cases and storage cases specially adapted for video game systems; video game consoles; video game controllers; video game joysticks; video game machines. FIRST USE: 20170303. FIRST USE IN COMMERCE: 20170303**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 87975683**Filing Date** October 20, 2016**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** March 28, 2017**Registration Number** 5298339**Registration Date** September 26, 2017**Owner** (REGISTRANT) Nintendo of America Inc. CORPORATION WASHINGTON 4600 150th Avenue NE Redmond WASHINGTON 98052**Attorney of Record** Jerald E. Nagae, Reg. No. 29,418**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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