

United States of America

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NEWSZAP

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SERVICE MARK

PRINCIPAL REGISTER

INDEPENDENT NEWSPAPERS, INC. (DELAWARE CORPORATION)
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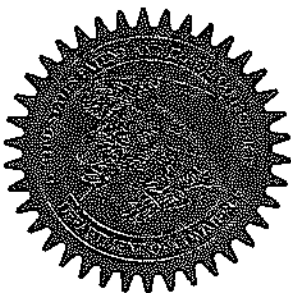
FOR: PROVIDING A SEARCHABLE ON-LINE ADVERTISING WEBSITE AND GUIDE FEATURING THE GOODS AND SERVICES OF OTHER VENDORS VIA THE INTERNET; PROVIDING ADVERTISING SERVICE TO DISTRIBUTE ADVERTISEMENTS FOR DISPLAY ON INTERNET, NAMELY, IN WEBSITES, SOCIAL CONVERSATIONS OVER THE INTERNET, EMAILS, MICROBLOGS, BLOGS, ELECTRONIC MESSAGES, INSTANT MESSAGES, TEXT MESSAGES, MULTIMEDIA MESSAGES, SOCIAL NETWORKS, STATUS UPDATES, FORUMS, ELECTRONIC BULLETIN BOARDS; PROVISION OF SPACE ON WEBSITES FOR ADVERTISING GOODS AND SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-19-1997; IN COMMERCE 9-19-1997.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-776,350, FILED 7-8-2009.

AMEEN IMAM, EXAMINING ATTORNEY



David J. Kyfas

Director of the United States Patent and Trademark Office