

In refusing registration of Applicant's mark, the Examining Attorney stated that Applicant's COLD mark, when applied to Applicant's services, so resembles the prior registered COLD CASE FILES trademark/service mark (Registration No. 2,717,249, hereinafter the '249 mark) as to be likely to cause confusion, or to cause mistake, or to deceive. The Examining Attorney has indicated that the following factors are most relevant to this analysis: similarity of the marks and relatedness of the goods/services. In view of the additional evidence and authorities submitted herewith, however, Applicant submits that there is no "likelihood of confusion" under the applicable standards.

The Examining Attorney has indicated that Applicant's COLD service mark, when compared to the registered '249 mark, is similar in commercial impression because Applicant's mark is wholly subsumed in the registered mark. Additionally, the Examining Attorney asserts that both marks refer to "cold" investigative cases, or ones which have remained unsolved for a long period of time, thus creating a similar commercial impression. Applicant respectfully disagrees with the Examining Attorney's conclusion.

First, Applicant asserts that the standard for a likelihood of confusion analysis is trademarks/service marks must be compared in their entirety and must be considered in connection with the particular goods/services with which they are used (see TMEP § 1207.01). The marks at issue differ in the areas for relevant consideration including appearance, sound, connotation and commercial impression (*Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014); TMEP § 1207.01(b)-(b)(v)). When taken in its entirety, the '249 mark is dissimilar in overall appearance, sound, connotation, and commercial impression to Applicant's standalone word mark. As a whole, the registered mark "COLD CASE FILES" has a different appearance and sound from the present application at face value, merely considering the addition of terms "CASE" and "FILES". With respect to connotation and commercial impression, the literal meaning of the term "COLD CASE FILES" implies that, as the Examining Attorney has stated, the mark refers to investigative cases which remain unsolved over a long period of time, which presents a specific, narrow, and defined connotation and commercial impression. In fact, the Cambridge Dictionary defines "cold case" as "a case (= a series of events investigated by the police) that has not been solved" (see Exhibit A). Conversely, Applicant asserts that the standalone term "COLD" does not in fact universally bear the same connotation and commercial impression. Indeed, the Cambridge Dictionary states that the term "cold" has a number of definitions including: "having a low temperature, esp. when compared to the temperature of the human body, and not hot or warm",

“not showing or influenced by affection, kindness, or feeling; no friendly”, “a common infection, esp. in the nose and throat, which often causes you to sneeze and cough, to feel tired, and sometimes to have pain the muscles”, “if a case (= a crime or series of events) that is being investigated is cold, it has not been solved and is no longer expected to be solved”, and “cold weather or temperatures” (see Exhibit B). As such, the standalone term, when used in conjunction with entertainment services, could refer to any number of subjects including medical advice, meteorology, or investigative journalism, and the average consumer is unlikely to instantly deduce the subject matter from the outset. Further, Applicant asserts that it is unlikely the average consumer would routinely and systematically disregard the words “CASE FILES” in the full ‘249 mark and thus assume that the ‘249 mark and the present application originate from the same source. Thus, Applicant asserts that the present application does not bear sufficient resemblance in overall appearance, sound, connotation, or commercial impression, when considering the whole of the ‘249 mark, to meet the applicable standard.

Second, Applicant notes that there are currently 178 records on the U.S. Patent and Trademark Office database containing the term “COLD” in International Class 41. In particular, Applicant notes the following registrations: BLOOD RUNS COLD (Reg. No. 5759321), COLD BLOODED THE CLUTTER FAMILY MURDERS (Reg. No. 5650302), COLD CASE K9 (Reg. No. 4732580), COLD COCKLE (reg. No. 4696883), COLD FRONT PRODUCTIONS (Reg. No. 4127776), COLD HARD TRUTH (Reg. No. 5466836), COLD HEARTED (Reg. No. 5542611), COLD WEST (Reg. No. 5751027), COLD WORLD WEB SERIES (Reg. No. 5521126), FREEZING COLD TAKES (Reg. No. 5601942), and ICE COLD GOLD (Reg. No. 4544508) (attached hereto as Exhibit C). Given the number of registered marks containing the term “COLD” which occupy a similar space to the ‘249 mark and the present application, it is clear that if consumers are capable of distinguishing between the ‘249 mark and the registered marks identified above, consumers would also be capable of distinguishing between the ‘249 mark and Applicant’s mark in commerce.

With respect to relatedness of the goods/services, the Examining Attorney has indicated that Applicant’s service mark uses broad wording to describe its entertainment services and such broad wording presumably encompasses all goods/services of the type described including registrant’s more narrow programming. Additionally, the Examining Attorney states that the goods/services of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and are

presumed to travel in the same channels of trade to the same class of purchasers. Applicant respectfully disagrees with the Examining Attorney's conclusion.

First, by this paper, Applicant hereby amends the description of services associated with this application as follows: "Entertainment services, namely, providing a website featuring photographic, video, and prose presentations in the field of current and historical events and information relating to domestic abuse, violence, aggressive behavior, illegal activities, immoral activities, public interest, news, and noteworthy phenomenon; providing information, news and commentary in the field of current and historical events relating to domestic abuse, violence, aggressive behavior, illegal activities, immoral activities, public interest, news, and noteworthy phenomenon, not including providing such information, news, and commentary on cable television programming; entertainment services, namely, providing podcasts in the field of current and historical events relating to domestic abuse, violence, aggressive behavior, illegal activities, immoral activities, public interest, news, and noteworthy phenomenon; providing information and news in the field of current and historical events relating to domestic abuse, violence, aggressive behavior, illegal activities, immoral activities, public interest, news, and noteworthy phenomenon, not including providing such information and news on cable television programming" in International Class 41. Applicant notes that the description of goods/services associated with the '249 registration are: "Pre-recorded audio and video discs featuring criminal investigations" in International Class 9 and "Cable television programs featuring criminal investigations" in International Class 41. Applicant hereby asserts that the addition of the language "not including ... on cable television programming" in Applicant's description sufficiently narrows the description of services associated with this mark to exclude registrant's goods/services.

Second, it is well recognized that similar marks can co-exist in the market where the goods or services on which those marks are used are distinguishable. For example, in *The Trustees of Columbia University in the City of New York v. Columbia/HCA Healthcare Corp.*, 43 U.S.P.Q.2d (BNA) 1083, 964 F. Supp. 733 (S.D.N.Y. 1997), the parties disputed the right to use the mark COLUMBIA for healthcare services. Where the plaintiff provided medical education services and the defendant provided healthcare services via licensed physicians, the Court concluded an eight day trial that "the services rendered by the parties are distinguishable." Furthermore, when comparing the marks, it is "a basic rule of comparison of marks...[t]hat marks must be considered in their entireties in determining whether there is likelihood of confusion or mistake." *Massey Junior College, Inc. v. Fashion Institute of Technology*, 492 F.2d 1399, 1402, 181 U.S.P.Q. 272 (C.C.P.A. 1974).

While it is understood that purchasers sophisticated or knowledgeable in a particular field are not necessarily immune to source confusion, “circumstances suggesting care in purchasing may tend to minimize the likelihood of confusion”. See, e.g., *In re N.A.D., Inc.*, 754 F.2d 996, 999-1000, 224 USPQ 969, 971 (Fed. Cir. 1985) (concluding that, because only sophisticated purchasers exercising great care would purchase the relevant goods, there would be no likelihood of confusion merely because of the similarity between the marks NARCO and NARKOMED); *In re Homeland Vinyl Prods., Inc.*, 81 USPQ2d 1378, 1380, 1383 (TTAB 2006) (TMEP § 1207.01(d)(vii)).

In this instance, Applicant’s mark is used in conjunction with podcasting, website content, and related services, including audio, short video, and written reporting related to investigative journalism. Podcasting was developed in 2004 and, as a digital medium, consumers of this and related services are typically relatively technologically savvy (see Exhibit D). Such consumers are focused on obtaining information “on demand”. The services are solely available online and through well-known third party websites which provide access to similar digital content. Given that podcasting and web content is free from government regulation, no licenses are required to broadcast programming or transmit information and the associated services are freely available. Thus, the channel of trade associated with these services is clearly defined.

Conversely, the description of goods/services for the cited ‘249 mark is specific to cable television programs and prerecorded audio and video discs, which represents an entirely different medium for information transmission than the present application. Consumers of these goods/services must either subscribe to cable television services or purchase prerecorded discs for personal viewing, which are entirely dissimilar to Applicant’s “on the go” services. Further, Applicant notes that there are a number of television programs that bear the term “COLD” in their title, including “Cold”, “Cold Case”, “Cold Justice”, and “Cold Squad”, among others (see Exhibit E). Thus, it is illogical to assume that consumers would be all goods and services offered under a mark containing the term “COLD” within the medium of television originate from the same source, let alone within a different medium.

Based on the factors, the amendments to the description, and the additional information provided herein, Applicant respectfully submits that there is no likelihood of confusion and requests that the refusal to register under Section 2(d) be withdrawn and that the mark be approved for publication.

EXHIBIT A



Meaning of **cold case** in English



cold case

noun [C]

UK / ,kəʊld 'keɪs/ US / ,koʊld 'keɪs/



a case (= a series of events investigated by the police) that has not been solved:

- *The Police Department began using interns last September to take a fresh look at old, unsolved murder cases, also known as cold cases.*
- *A cold case unit was formed specifically to review and reinvestigate all of the department's unsolved killings, according to police.*

— More examples

- *More than six years after the murder, the homicide unit's cold case squad is reinvestigating the case.*
- *We're reopening this cold case, based on this information, and will be doing follow-up interviews as soon as possible.*
- *Law enforcement agencies in Washington and across the country rely on DNA databases to help solve so-called cold cases.*

+ Thesaurus: synonyms and related words

(Definition of **cold case** from the **Cambridge Advanced Learner's Dictionary & Thesaurus** © Cambridge University Press)

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cold case

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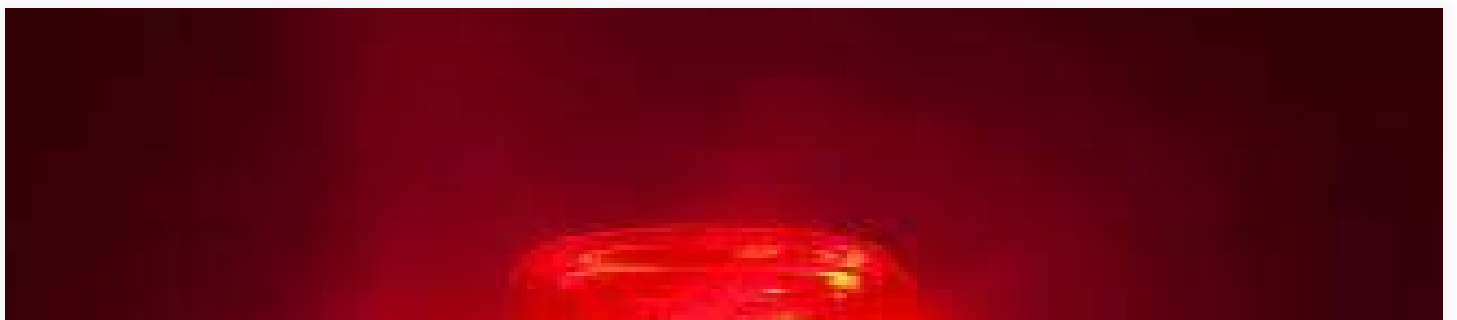


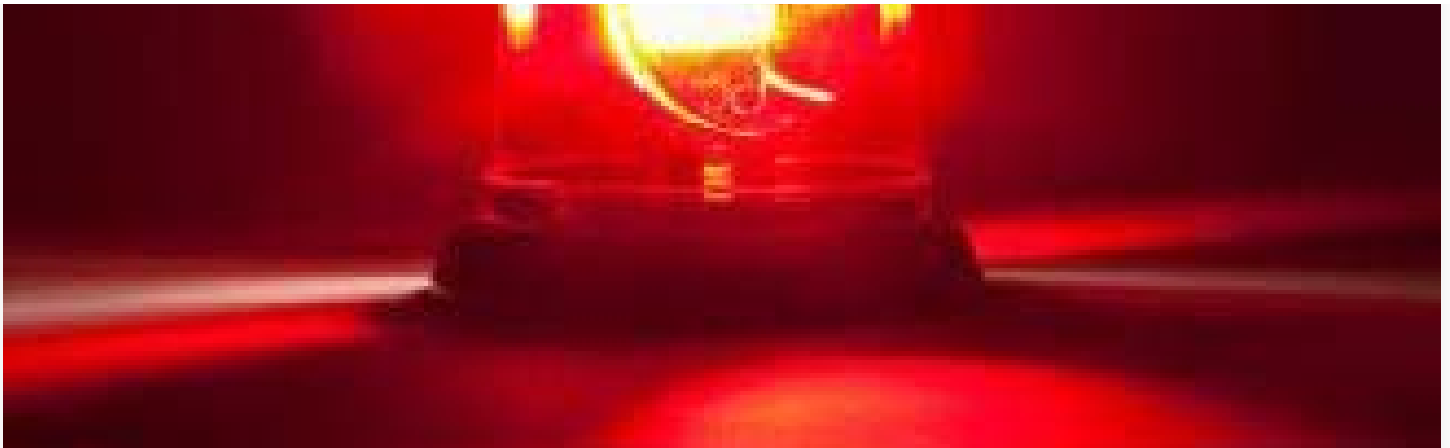
WORD OF THE DAY

brownie

a small, square chocolate cake, often with nuts in it

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EXHIBIT B



Meaning of **cold** in English



cold

adjective [-er/-est only]

US /kəʊld/

cold adjective [-er/-est only] (LOW TEMPERATURE)



having a low temperature, esp. when compared to the temperature of the human body, and not hot or warm:

- *cold weather*
- *I forgot my gloves and my hands are getting cold.*

cold adjective [-er/-est only] (UNFRIENDLY)



not showing or influenced by affection, kindness, or feeling; not friendly:

- *a cold greeting/reception*

Idioms

[cold turkey](#)

[get cold feet](#)

[in cold blood](#)



cold

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cold *noun* (ILLNESS)



[C]

a common infection, esp. in the nose and throat, which often causes you to sneeze and cough, to feel tired, and sometimes to have pain in the muscles:

- *I'm afraid I'm catching a cold.*



cold *noun* (LOW TEMPERATURE)



[U]

The cold is cold temperature or cold weather:

- *Don't stand out there in the cold – come in here and get warm.*

(Definition of **cold** from the [Cambridge Academic Content Dictionary](#) © Cambridge University Press)

cold | ENGLISH

cold

adjective

UK /kəʊld/ US /koʊld/

cold *adjective* (LOW TEMPERATURE)



at a low temperature, especially when compared to the temperature of the human body, and not hot, or warm:

- *a cold day/house*
- *cold food/water*
- *cold hands*
- *cold weather*
- *My feet are so cold.*
- ***It's freezing*** *cold today.*
- *You'll feel cold if you don't wear a coat.*

— **More examples**

- *It's very cold so put a jumper on.*
- *"I'm cold." "Shall I close this window?"*
- *A blast of cold air hit him as he opened the window.*
- *We spent the day on the beach but it was too cold to go swimming.*
- *I had a cold chicken breast and salad for lunch.*

+ **Thesaurus: synonyms and related words**

cold *adjective* (UNFRIENDLY)



B1

not showing kindness, love, or emotion and not friendly:

- *His handshake was cold, and his eyes lifeless.*
- *He stared into her cold, blue eyes.*
- *She would never feel welcome in this city with its cold, unsmiling inhabitants.*
- *The school was a cold, unwelcoming place.*

+ **Thesaurus: synonyms and related words**



If a case (= a crime or series of events) that is being investigated is cold, it has not been solved and is no longer expected to be solved:

- *The police spared no effort to keep the case from going cold.*
- *At the time of his confession, the trail was turning cold, and investigators had given up on ever catching the killer.*

+ More examples

+ Thesaurus: synonyms and related words

Related word

coldness

Idioms

be (as) cold as ice

be cold comfort

cold hands, warm heart

get cold feet

give sb the cold shoulder

in cold blood

in the cold light of day



cold

noun

UK /kəʊld/ US /koʊld/

cold *noun* (ILLNESS)



A2 [C]

a common infection, especially in the nose and throat, that often causes a cough, a slight fever, and sometimes some pain in the muscles:

- *I've **got** a cold.*
- *She **caught** a cold at school.*
- UK informal *Don't come near me - I've got a **stinking/streaming** cold (= extremely bad cold).*

+ Thesaurus: synonyms and related words

cold *noun* (LOW TEMPERATURE)



B1 [S or U]

cold weather or temperatures:

- *Don't stand out there in **the** cold, come in here and get warm.*
- *Old people tend to **feel the** cold (= feel uncomfortable in cold temperatures) more than the young.*
- *My feet were numb with cold.*

+ Thesaurus: synonyms and related words

(Definition of **cold** from the Cambridge Advanced Learner's Dictionary & Thesaurus © Cambridge University Press)





cold

We are of the opinion that this is just the main thermodynamic difference between the "cold" ablation and the organic material ablation.

From *Cambridge English Corpus*



The *cold* fusion claims of 1989, in contrast, attracted criticism that spilled over from the purely theoretic domain to the professional one.

From *Cambridge English Corpus*



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More examples

Translations of cold

in Spanish



frío, resfriado...

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cold





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More meanings of *cold*

– All

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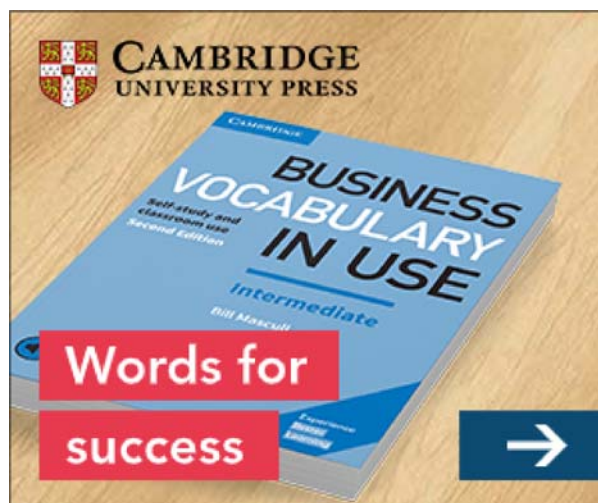
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[cold brew](#)

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+ Idioms



WORD OF THE DAY



a small, square chocolate cake, often with nuts in it

About this

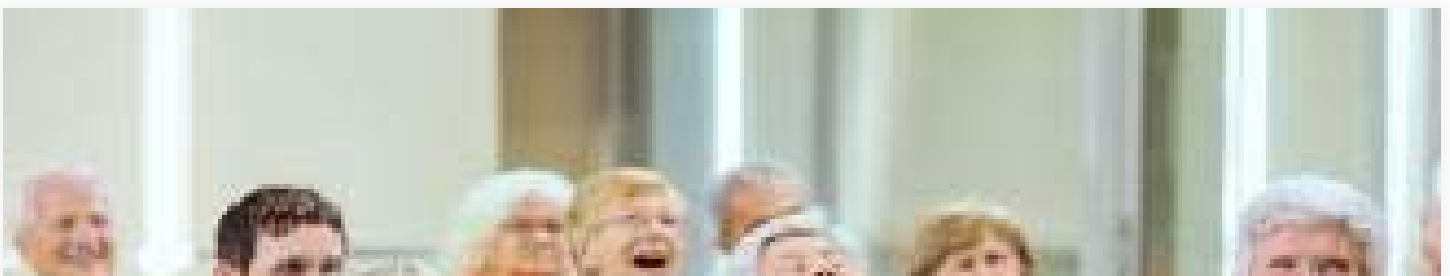


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BLOOD RUNS COLD

Word Mark BLOOD RUNS COLD

Goods and Services IC 041. US 100 101 107. G & S: Entertainment and educational services in the nature of television and multimedia program series featuring subjects of general human interest distributed via various platforms across multiple forms of transmission media; providing entertainment information to others via a global computer network. FIRST USE: 20181104. FIRST USE IN COMMERCE: 20181104

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88029501

Filing Date July 9, 2018

Current Basis 1A

Original Filing Basis 1B

Published for Opposition November 27, 2018

Registration Number 5759321

Registration Date May 21, 2019

Owner (REGISTRANT) Discovery Communications, LLC LIMITED LIABILITY COMPANY DELAWARE One Discovery Place Silver Spring MARYLAND 20910

Attorney of Anthony V. Lupo

Record

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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COLD BLOODED THE CLUTTER FAMILY MURDERS

Word Mark COLD BLOODED THE CLUTTER FAMILY MURDERS

Goods and Services IC 041. US 100 101 107. G & S: entertainment services in the nature of an on-going reality based television program; entertainment services in the nature of an on-going docuseries television program. FIRST USE: 20171118. FIRST USE IN COMMERCE: 20171118

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87518294

Filing Date July 6, 2017

Current Basis 1A

Original Filing Basis 1B

Published for Opposition November 7, 2017

Registration Number 5650302

Registration Date January 8, 2019

Owner (REGISTRANT) SundanceTV LLC LIMITED LIABILITY COMPANY DELAWARE 11 Penn Plaza New York NEW YORK 10001

Attorney of Record Nancy Sabarra

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

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Cold Case K9

Word Mark COLD CASE K9

Goods and Services IC 041. US 100 101 107. G & S: Dog training services related to the detection of human bones; Educational services, namely, providing training of dog handlers for certification in the field of detection of human bones. FIRST USE: 20140103. FIRST USE IN COMMERCE: 20140825

Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86154793

Filing Date December 30, 2013

Current Basis 1A

Original Filing Basis 1B

Published for June 17, 2014

Opposition
Registration Number 4732580

Registration Date May 5, 2015

Owner (REGISTRANT) VAN TINE, MARILEE A. INDIVIDUAL UNITED STATES 2801 50TH ST SW NAPLES FLORIDA 34116

(REGISTRANT) LICKLIDER, KENNETH D. INDIVIDUAL UNITED STATES 7953 N OLD RT 31 DENVER INDIANA 46926

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Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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COLD COCKLE

Word Mark	COLD COCKLE
Goods and Services	IC 041. US 100 101 107. G & S: Film and video production. FIRST USE: 20131130. FIRST USE IN COMMERCE: 20131130
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86104905
Filing Date	October 29, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 1, 2014
Registration Number	4696883
Registration Date	March 3, 2015
Owner	(REGISTRANT) Anderson Cowan INDIVIDUAL UNITED STATES 2267 Kelmscott Court Westlake Village CALIFORNIA 91361
Attorney of Record	Sirina Tsai
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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COLD FRONT PRODUCTIONS

Word Mark	COLD FRONT PRODUCTIONS
Goods and Services	IC 041. US 100 101 107. G & S: television show and film production services; television and film script writing and directing. FIRST USE: 19940000. FIRST USE IN COMMERCE: 20080816
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85252382
Filing Date	February 25, 2011
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 31, 2012
Registration Number	4127776
Registration Date	April 17, 2012
Owner	(REGISTRANT) Cold Front Productions CORPORATION CALIFORNIA c/o Jackoway Tyerman Wertheimer et al 1925 Century Park East, 22nd Floor Los Angeles CALIFORNIA 90067
Attorney of Record	Lori N. Boatright
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PRODUCTIONS" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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Indicator** LIVE

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COLD HARD TRUTH

Word Mark	COLD HARD TRUTH
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Series of books in the fields of personal finance and business development
	IC 041. US 100 101 107. G & S: development and production of radio programs
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86523395
Filing Date	February 3, 2015
Current Basis	44E
Original Filing Basis	44D
Published for Opposition	February 27, 2018
Registration Number	5466836
Registration Date	May 15, 2018
Owner	(REGISTRANT) O'Leary, Kevin INDIVIDUAL CANADA 40 Chestnut Park Road Toronto CANADA M4W1W8
Attorney of Record	John P. Bostany
Priority Date	December 12, 2014
Type of Mark	TRADEMARK. SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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COLD HEARTED

Word Mark COLD HEARTED

Goods and Services IC 041. US 100 101 107. G & S: Entertainment and educational services in the nature of television and multimedia program series featuring subjects of general human interest distributed via various platforms across multiple forms of transmission media; providing entertainment information to others via a global computer network. FIRST USE: 20180312. FIRST USE IN COMMERCE: 20180312

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87641777

Filing Date October 11, 2017

Current Basis 1A

Original Filing Basis 1B

Published for Opposition February 27, 2018

Registration Number 5542611

Registration Date August 14, 2018

Owner (REGISTRANT) Discovery Communications, LLC LIMITED LIABILITY COMPANY DELAWARE One Discovery Place Silver Spring MARYLAND 20910

Attorney of Anthony V. Lupo

Record

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Cold West

Word Mark COLD WEST
Goods and Services IC 009. US 021 023 026 036 038. G & S: Downloadable fiction e-books on a variety of topics; Downloadable non-fiction e-books on a variety of topics. FIRST USE: 20171209. FIRST USE IN COMMERCE: 20171209
 IC 016. US 002 005 022 023 029 037 038 050. G & S: Fiction books on a variety of topics; Non-fiction books on a variety of topics. FIRST USE: 20171209. FIRST USE IN COMMERCE: 20171209
 IC 041. US 100 101 107. G & S: Publishing of books, e-books, audio books, music and illustrations. FIRST USE: 20171209. FIRST USE IN COMMERCE: 20171209
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 88143131
Filing Date October 4, 2018
Current Basis 1A
Original Filing Basis 1A
Published for Opposition February 26, 2019
Registration Number 5751027
Registration Date May 14, 2019
Owner (REGISTRANT) Creative Texts Publishers, LLC LIMITED LIABILITY COMPANY PENNSYLVANIA PO Box 50 Barto PENNSYLVANIA 19504
Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Other Data The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

Live/Dead Indicator LIVE

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Cold World Web Series

Word Mark COLD WORLD WEB SERIES
Goods and Services IC 041. US 100 101 107. G & S: Entertainment services, namely, an ongoing series featuring Relationships, Music and Inspirational stories provided through webcasts. FIRST USE: 20160105. FIRST USE IN COMMERCE: 20160105
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 87612848
Filing Date September 18, 2017
Current Basis 1A
Original Filing Basis 1B
Published for Opposition February 20, 2018
Registration Number 5521126
Registration Date July 17, 2018
Owner (REGISTRANT) Brown, Natasha INDIVIDUAL UNITED STATES P.O Box 4121 Harrisburg PENNSYLVANIA 17111
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WEB SERIES" APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead LIVE

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FREEZING COLD TAKES

Word Mark	FREEZING COLD TAKES
Goods and Services	IC 041. US 100 101 107. G & S: Providing an Internet website portal in the field of entertainment, cultural and sporting events. FIRST USE: 20180101. FIRST USE IN COMMERCE: 20180101
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87216760
Filing Date	October 26, 2016
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 3, 2017
Registration Number	5601942
Registration Date	November 6, 2018
Owner	(REGISTRANT) FNFTC, LLC LIMITED LIABILITY COMPANY FLORIDA 153 NW 104TH AVE CORAL SPRINGS FLORIDA 33071
Attorney of Record	Holly L. Collins, Esquire
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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ICE COLD GOLD

Word Mark ICE COLD GOLD

Goods and Services IC 041. US 100 101 107. G & S: Entertainment and educational services in the nature of television and multimedia program series featuring subjects of general human interest distributed via various platforms across multiple forms of transmission media; providing entertainment information to others via a global computer network. FIRST USE: 20130421. FIRST USE IN COMMERCE: 20130421

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85843957

Filing Date February 7, 2013

Current Basis 1A

Original Filing Basis 1B

Published for Opposition October 1, 2013

Registration Number 4544508

Registration Date June 3, 2014

Owner (REGISTRANT) Discovery Communications, LLC LIMITED LIABILITY COMPANY DELAWARE One Discovery Place Silver Spring MARYLAND 20910

Attorney of Anthony V. Lupo

Record

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Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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PODCASTS GO MAINSTREAM – 57 MILLION AMERICANS LISTEN IN A MONTH

03.17.16 (/PODCASTS-GO-MAINSTREAM-57-MILLION-AMERICANS-LISTEN-IN-A-MONTH/) | POSTED BY: PAUL RIISMANDEL
([HTTP://WWW.MIDROLL.COM/AUTHOR/PAUL-RIISMANDEL/](http://www.midroll.com/author/paul-riismandel/))

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Edison Research's annual Infinite Dial (<http://www.edisonresearch.com/the-infinite-dial-2016/>) survey has been charting the rise of podcasting with hard data. This year's report, released March 10, validated what podcast advertisers and listeners already know about the continuing growth of the medium.

The can't miss headline is that monthly podcast listenership jumped up 23% this year. 21% of Americans aged 12+, 57 million, have listened to a podcast in the last month. Overall, 36%, or 98 million, have ever listened to a podcast—an increase of 11% over 2015.

To put this in perspective, 20% of American adults use Twitter, and 24% use Instagram. That's according to the Pew Research Center's 2015 report on Mobile Messaging and Social Media (<http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>). No doubt, podcasts are now mainstream.

Age demographics are looking great, too. In the 12 – 24 age group 27% have listened in the last month, and in the 25-54 demo it's 24%. Let's emphasize how incredible the number is for that young age demo—it's a higher percentage than the nation as a whole.



The takeaway is that more young millennials and the generation coming up behind them are tuning in to podcasts every year. Now is the time to begin building brand awareness and loyalty with these valuable listeners. It also means that these age groups likely will be pushing podcast listening up in the years to come.

The picture keeps getting clearer: podcasts are a great way to reach a growing audience of awesome listeners (<http://www.midroll.com/results-from-midrolls-listener-survey-are-awesome/>) to drive spectacular results (<http://www.midroll.com/podcast-listeners-have-spectacular-recall/>). This is something today's podcast advertisers have known for a long time (<http://www.midroll.com/survey-says-advertisers-love-podcast-ads/>). Now it's time to put podcast ads to work (<http://www.midroll.com/contact/?psrc=blog>) for your brand or product.

You can find the full Infinite Dial slide deck at the Edison Research website (<http://www.edisonresearch.com/the-infinite-dial-2016/>).

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cold television show



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Cold (TV Series 2016–) - IMDb

www.imdb.com > title

Rating: 7.9/10 - 89 votes

Jim True-Frost in Cold (2016) Annalise Basso and David Ferry in Cold (2016) Cold (2016)

Annalise ... In the Vault (TV Series 2017) Show more on IMDbPro » ...

Episode List · Full Cast & Crew · Annalise Basso and David ...

Videos



COLD ft. Annalise Basso | Official Trailer | Watch on go90

New Form
YouTube - Sep 29, 2016



"Cold Case" TV Intro

The Rap Sheet
YouTube - Aug 18, 2013



On My Block: Season 2 | Clip: Cold Opening [HD] | Netflix

Netflix
YouTube - Mar 7, 2019

People also ask

- Why was Cold Case TV show Cancelled?
- Will there be a season 6 of cold justice?
- Where can I see cold case?
- Is Cold Justice still on TV?

Feedback

Cold Case (TV Series 2003–2010) - IMDb

www.imdb.com > title

Rating: 7.5/10 - 22,871 votes

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Cold Case - Wikipedia

en.wikipedia.org > wiki > Cold_Case

Cold Case is an American police procedural television series which ran on CBS from ... The show is set in Philadelphia, Pennsylvania, and follows Detective Lilly Rush (Kathryn Morris), a homicide detective with the Philadelphia Police ...

Cold Squad - Wikipedia

en.wikipedia.org > wiki > Cold_Squad

Cold Squad is a Canadian police procedural television series that premiered on CTV on Also in 2011, My Family TV added Cold Squad to its roster of programs and continued to carry the series after rebranding as The Family Channel.

Cold

TV program

7.9/10 · IMDb

A 16-year-old girl runs away to a remote min learns more about her mother's death.

Episodes

E10 · A Good Daughter
Dec 8, 2016

E09 · Doctor Moriarty
Dec 1, 2016

E08 · Stranger Danger
Nov 24, 2016

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Cast



Annalise Basso · Todd Lowe · Devery Jacobs · Jim True-Frost

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Cold Case (American television series)
Episodes: S07 E22 · Shattered, S07 E21 · Alr
Cast: Kathryn Morris, Danny Pino, Jeremy R

Cold Justice (TV series)
Episodes: S05 E19 · Osage County, OK
Networks: Oxygen, TNT

Cold Squad (Canadian television series)
Sgt. Ali McCormick and her Vancouver Polic colleagues in the department's ...



cold television show



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Rating: 66% - 5 reviews

Jul 10, 2018 - Watch full episodes of **Cold Justice** and get the latest breaking news, exclusive videos and pictures, episode recaps and much more at ...

What happened to the real Russian spies who inspired "The ...

qz.com > [what-happened-to-the-real-russian-spies...](#) ▾

Mar 7, 2017 - In 2013, Joe Weisberg made a **TV show** about them: *The Americans*. ... way to remedy that for **television** was to stick it back in the **Cold War**."

Cold Justice - Home | Facebook

www.facebook.com > ... > [TV Show](#) ▾

Rating: 4.9 - 823 votes

Cold Justice digs into murder cases that have lingered for years without answers. ... Contact **Cold Justice** on Messenger. Highlights info row image. **TV Show**.

Cold Squad TV Review - Common Sense Media

www.common Sense Media.org > [tv-reviews](#) > [cold...](#) ▾

Rating: 2 - Review by Lucy Maher

Sep 20, 2019 - Read Common Sense Media's **Cold Squad** review, age rating, and parents guide. ... The parents' guide to what's in this **TV show**. Positive ...

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