

From: Gustason, Anne

Sent: 8/10/2011 4:39:28 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 77894876 - CASINO WORLD -
N/A - Request for Reconsideration Denied - Return to TTAB - Message 1 of 2

Attachment Information:

Count: 16

Files: evidence1-1.jpg, evidence1-2.jpg, evidence1-3.jpg, evidence1-4.jpg,
75838815P001OF002.JPG, 75838815P002OF002.JPG, 77001016P001OF003.JPG,
77001016P002OF003.JPG, 77001016P003OF003.JPG, 77026156P001OF003.JPG,
77026156P002OF003.JPG, 77026156P003OF003.JPG, 77977364P001OF003.JPG,
77977364P002OF003.JPG, 77977364P003OF003.JPG, 77894876.doc

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77894876

MARK: CASINO WORLD



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GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: ZYNGA INC.

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

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REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: **8/10/2011**

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a), 715.04(a). The requirement(s) and/or refusal(s) made final in the Office action dated January 19, 2011, are maintained and continue to be final. *See* TMEP §§715.03(a), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

Please see the additional evidence from http://www.reviewed-casinos.com/online_casino_reviews/aladdins-gold-casino.html, and <http://golden.software.informer.com/download-golden-nugget-casino/>, which demonstrates that a single entity provides both casino services and computer gaming software. Also attached are copies of printouts from the USPTO X-Search database, which show third-party registrations of marks used in connection with the same or similar goods and/or services as those of applicant and registrant in this case. These printouts have probative value to the extent that they serve to suggest that the goods and/or

services listed therein, namely casino services and gaming software, are of a kind that may emanate from a single source. In re Infinity Broad. Corp., 60 USPQ2d 1214, 1217-18 (TTAB 2001); In re Albert Trostel & Sons Co., 29 USPQ2d 1783, 1785-86 (TTAB 1993); In re Mucky Duck Mustard Co., 6 USPQ2d 1467, 1470 n.6 (TTAB 1988); TMEP §1207.01(d)(iii).

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §§715.03, 715.03(a), (c).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal when the time for responding to the final Office action has expired. *See* TMEP §715.04(a).

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This is Google's cache of http://www.reviewed-casinos.com/online_casino_reviews/aladdins-gold-casino.html. It is a snapshot of the page as it appeared on Aug 6, 2011 09:41:17 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **software** These terms only appear in links pointing to this page: **aladdin casino computer**



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HOME PAGE REVIEWS NEWS & ARTICLES BONUSES PLAY & LEARN PLAY SAFE

Gambling News
Gambling Articles

ALADDINS GOLD CASINO

ONLINE CASINO REVIEWS +1 0 Tweet 0



The name Aladdin's Gold Casino brings to mind flying carpets, big blue genies and beautiful, exotic princesses adorned with only the most gorgeous Middle Eastern jewels and garments. With that in mind, Aladdin's Gold Casino's homepage doesn't quite live up to expectations, even if I did have slightly unrealistic ones. Sure, they're on the right track with the color scheme; the purple background with gold header text alludes to royalty, but while the inviting woman on the homepage is certainly attractive, she's lacking that Princess Jasmine vibe.

Setting aside my disappointment and realigning my expectations of exotic, Arabian princesses, I have to say that the rest of the homepage is well laid out, user-friendly, and straightforward in displaying the benefits of playing at this top virtual casino.

It's obvious right from the start that Aladdin's Gold Casino offers a generous Welcome Bonus, a great selection of games, and big payouts that make me anxious to learn more about additional benefits of playing with them, and how to get started!

WE COMEBONIS AND PROMOTIONAL OFFERINGS

VISIT ALADDINS GOLD CASINO

US PLAYERS ECOGRA SPECIAL BEWARE

MAXIMUM FIRST DEPOSIT BONUS	FIRST DEPOSIT BONUS MATCH	PLAYTHROUGH REQUIREMENT	NO DEPOSIT BONUS
nl	200%	30x	n/a

REGULAR BONUS:

The welcome offers can be claimed an unlimited amount of times for 7 days starting from your first deposit. However, bonus chips are UNREDEEMABLE. Only winnings made with those bonus chips can be withdrawn.

http://webcache.googleusercontent.com/search?q=cache:WnW-LcgXl-VkJ:www.reviewed-casinos.com/online_casino_reviews/aladdins-gold-casino.html+%22aladdin+casino%22+and+computer+software&cd=2&hl=en&ct=clink&gl=us&source=www.google.com 08/10/2011 01:51:27 PM

WELCOME BONUS AND PROMOTIONAL OFFERINGS

The Promotion's page both in design and information more than makes up for the lacking Aladdin theme on the homepage, with icons that boast cartoon genies, camels and entombed mummies. But more important than the theme is the information contained on the page.

Since Aladdin's Gold Casino also hosts slots tournaments, they offer special bonuses for those looking to compete in the competition, which allows players to cash in on free competition chips; however, specific terms and conditions vary depending upon the tournament. They also offer other bonuses which take place at undisclosed dates, so players need to keep checking back; but the most exciting of all is the Steal the Magic Lamp Bonus where members of the virtual casino have to guess the 6-letter password once it's announced in order to receive huge payouts of cash prizes and other bonuses. These bonuses are a nice twist on the traditional Welcome and Players bonuses often seen at other casinos, and also work as an incentive for people to keep coming back to the site to have a chance at these [exclusive bonuses](#).

Now that I know I'll keep coming back to Aladdin's Gold Casino based on their interesting bonus ideas, I can't wait to check out what kind of Loyalty Rewards program they have for their return players!

LOYALTY

Like many online casinos, Aladdin's Gold Casino offers Comp Points to reward its players, which can then be turned into cash to play with on their online casino games. Typically you get 1 Comp Point for every \$10 wagered, but with certain games and progressive jackpots available through Aladdin's Gold you have the opportunity to earn double the Comp Points, which is a great plus! Aladdin's Casino also has VIP Rewards available to all players on a daily or monthly basis which are sent out via email and could include free chips or other bonus offers.

Between the great loyalty offers and the bonus rewards, I can't wait to get myself registered so I can check out everything else at Aladdin's Gold Palace Casino!

DOWNLOAD AND REGISTRATION

While I am a PC User, I was impressed to see that flash **software** for Aladdin's Gold Casino is supported by Mac's too, which isn't always the case with other virtual casinos out there. To download the casino **software**, you can click "download now" on the menu bar at the top of any of the site's pages, or choose the large gold download button on the main homepage. The **software** is quick to download, and doesn't take up much space, so it seems like it could be run

[incorrect info?](#)

ALADDINS GOLD CASINO DETAILS

[Aladdins Gold Casino player comments](#)

[Realtime Gaming](#)

Netherlands Antilles

English

EXCLUSIVE BONUSES

	HIGHER % + EXCLUSIVE NO DEPOSIT BONUS!	VISIT REVIEW
	HIGHER BONUS MATCH (%)	VISIT REVIEW
	HIGHER BONUS & HIGHER %	VISIT REVIEW
	HIGHER BONUS MATCH (%)	VISIT REVIEW
	HIGHER BONUS + HIGHER %	VISIT REVIEW
	EXCLUSIVE NO DEPOSIT BONUS!	VISIT REVIEW
	EXCLUSIVE NO DEPOSIT BONUS + FREE SPINS	VISIT REVIEW
	HIGHER % + HIGHER BONUS	VISIT REVIEW
	HIGHER % + HIGHER BONUS	VISIT REVIEW

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