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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	86363993
Applicant	Smooch Labs Inc.
Applied for Mark	JSWIPE
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Submission	MOTION TO SUSPEND APPEAL PROCEEDING (CORRECTED)
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant : Smooch Labs Inc.
Serial No. : 86/363993
Date Filed : August 12, 2014
Mark : JSWIPE
Class No. : 45

MOTION TO SUSPEND APPEAL PROCEEDING

Pursuant to 37 C.F.R. § 2.117(c) and TBMP §§ 510 and 1213, Applicant Smooch Labs Inc. (“Applicant” or “Smooch Labs”), through its undersigned counsel, hereby moves the Board for an order suspending the appeal of the refusal to register U.S. Application Serial No. 86/363993 for the mark JSWIPE (the “’993 Application”) pending the outcome of a related civil action. Said action (1) was filed in U.S. District Court for the Western District of Texas by Match Group, LLC (“Cited Registrant”), owner of U.S. Registration No. 4465926 for the mark SWIPE (the “Cited Mark”), which Registration was cited by the Examining Attorney in the likelihood of confusion refusal on which the instant appeal is based, (2) alleges infringement by a third party of the Cited Mark, and (3) will likely involve a challenge to the validity of the Cited Mark. Because the outcome of the civil action will likely directly affect the outcome of the instant appeal, Applicant submits that good cause exists for suspension of the same pending resolution of the civil action.

BACKGROUND AND GROUND FOR MOTION

On April 3, 2018, Applicant filed a Request for Reconsideration (“Request”) of the Examining Attorney’s refusal to register the ’993 Application under Trademark Act § 2(d) on the ground of likelihood of confusion in view of the Cited Mark. Applicant timely filed with its Request a Notice of Appeal. On May 3, 2018, the Examining Attorney denied Applicant’s

Request, and on May 24, 2018, the Board resumed the appeal proceeding and set the Appeal Brief deadline for July 23, 2018. Accordingly, Applicant's motion is timely filed.

On March 16, 2018, Cited Registrant filed an amended complaint against a third party, Bumble Trading Inc. ("Defendant"), in the U.S. District Court for the Western District of Texas, in which Cited Registrant alleged, *inter alia*, that Defendant had infringed the Cited Mark. [See Exhibit A, First Amended Complaint, at 39 ¶¶ 139–45.] Defendant's answer deadline is set for July 31, 2018. [See Exhibit B, Docket Report, June 29, 2018 Text Order.] Because the validity of the Cited Mark is likely to be challenged by Defendant in the district court proceeding, and thus directly bears on the outcome of the instant appeal, Applicant submits that good cause exists for granting the requested suspension.

In view of the above, Applicant respectfully requests that the Board grant its motion and suspend the instant appeal pending the outcome of Cited Registrant's district court infringement proceeding.

Respectfully submitted,



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x07/23/18x

EXHIBIT A

**IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF TEXAS
WACO DIVISION**

MATCH GROUP, LLC

Plaintiff,

v.

BUMBLE TRADING, INC.

Defendant.

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No. 6:18-cv-00080-RP-JCM

JURY TRIAL DEMANDED

PLAINTIFF MATCH GROUP, LLC'S FIRST AMENDED COMPLAINT

I. INTRODUCTION

Match Group, Inc. is the worldwide leader in online dating, with multiple popular brands of matchmaking services, including Match, Plenty of Fish, OkCupid, and more. Plaintiff Match Group, LLC, a wholly-owned subsidiary of Match Group, Inc., owns Tinder and its related intellectual property. Tinder is one of Match's flagship brands. When released, it launched a cultural revolution in social networking and online dating. Tinder is famously characterized by a stack of swipeable cards containing photographs of potential matches nearby. If a user is interested in the person shown, the user swipes right. If not, the user swipes left. If two users swipe right on each other, a match has been made, and the users are permitted to communicate with one another through the app. The app has become so well-known that an entire generation is often described as the "Tinder generation."

Match, through Tinder, spent significant time and effort developing and implementing the inventions embodied in versions of the Tinder app and claimed in a recently issued utility patent. Match, through its Tinder team, has spent significant time and money advertising the

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