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

Proceeding	91219851
Party	Plaintiff DC COMICS
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

DC COMICS,

Opposer,

v.

DEANNE RIVETTI

Applicant.

**Opposition No. 91219851**

**OPPOSER'S NOTICE OF RELIANCE ON PRINTED PUBLICATIONS**

DC Comics ("Opposer") hereby makes of record and notifies Applicant of its reliance on the following copies of printed publications, submitted pursuant to Rule 2.122(e) of the Trademark Rules of Practice, 37 C.F.R. § 2.122(e), TBMP § 704.08, and Fed. R. Evid. 401.

These printed publications are relevant to show the history, development, notoriety, strength and fame of Superman, Supergirl, Superwoman and Super Friends characters and Opposer's SUPER-formative marks.

1. "The top 10 gaming stories of 2011." *CNN Wire*. Published December 30, 2011 (DCSW 0002565 – 2568). Attached hereto as Opposer's **Exhibit 104**.
2. "Marvel Wins Court Battle Over Ghost Rider." *The New York Times*. Published December 30, 2011 (DCSW 0002568 – 2569). Attached hereto as Opposer's **Exhibit 105**.
3. "Defining the departed differs by generation; Heroes and villains judged by the living in farewells this year." *USA TODAY*. Published December 29, 2011 (DCSW 0002570 – 2572). Attached hereto as Opposer's **Exhibit 106**.
4. "Inside the List." *The New York Times*. Published December 25, 2011 (DCSW 0002574 – 2575). Attached hereto as Opposer's **Exhibit 107**.
5. "The year in pop culture." *San Jose Mercury News (California)*, December 21, 2011 (DCSW 0002589 – 2592). Attached hereto as Opposer's **Exhibit 108**.

6. "Obituaries; Joe Simon, 1913 - 2011; Comic book industry titan co-created Captain America." *Los Angeles Times*. December 17, 2011 (DCSW 0002597 – 2599). Attached hereto as Opposer's **Exhibit 109**.
7. "Zadzooks: Heroes here to save holiday shopping day." *The Washington Times*. December 15, 2011 (DCSW 0002599 – 2602). Attached hereto as Opposer's **Exhibit 110**.
8. "Jerry Robinson, 89, Godfather of a Comic-Book Villain." *The New York Times*. December 9, 2011 (DCSW 0002615 – 2617). Attached hereto as Opposer's **Exhibit 111**.
9. "A Tv Fan's Santaland; These Reviews Can Help You Select The Right Dvd As A Holiday Gift." *Pittsburgh Post-Gazette*. December 7, 2011 (DCSW 0002637 – 2643). Attached hereto as Opposer's **Exhibit 112**.
10. "Artifacts' aims to build Top Cow's readership; Sci-fi, fantasy elements could expand appeal beyond comics fans." *USA TODAY*. December 6, 2011 (DCSW 0002646 – 2647). Attached hereto as Opposer's **Exhibit 113**.
11. "New DC Comics' series off to a solid start." *The Union Leader* (Manchester, NH). December 04, 2011 (DCSW 0002653 – 2655). Attached hereto as Opposer's **Exhibit 114**.
12. "Movies, TV series, cartoons and more." *USA TODAY*. December 2, 2011 (DCSW 0002657 – 2661). Attached hereto as Opposer's **Exhibit 115**.
13. "America's Hottest Brands; Dc Comics." *Advertising Age*. November 28, 2011 (DCSW 0002671 – 2672). Attached hereto as Opposer's **Exhibit 116**.
14. "Holiday Gift Guide; HERO COMPLEX; Hey, baby, check out Superman." *Los Angeles Times*. November 26, 2011 (DCSW 0002677 – 2679). Attached hereto as Opposer's **Exhibit 117**.
15. "Black POW!-er." *The Chronicle of Higher Education*. November 20, 2011 (DCSW 0002681 – 2683). Attached hereto as Opposer's **Exhibit 118**.
16. "Les Daniels, 68, Historian of Comic Books in America." *The New York Times*. November 18, 2011 (DCSW 0002636 – 2637). Attached hereto as Opposer's **Exhibit 119**.
17. "Comic Books Becoming A Lost Art?" *Herald News* (Passaic County, NJ). November 14, 2011 (DCSW 0002693 – 2694). Attached hereto as Opposer's **Exhibit 120**.
18. "Cavill strikes with 'Immortals,' 'Man of Steel.'" *The Associated Press*. November 10, 2011 (DCSW 0002700 – 2702). Attached hereto as Opposer's **Exhibit 121**.

19. “Hero Complex; Wonder Woman’s mythic makeover.” *Los Angeles Times* November 5, 2011 (DCSW 0002712 – 2714). Attached hereto as Opposer’s **Exhibit 122**.
20. “Boosted by relaunch, DC overtakes Marvel.” *The Associated Press*. November 4, 2011 (DCSW 0002718 – 2719). Attached hereto as Opposer’s **Exhibit 123**.
21. “History’s fine messes.” *Plain Dealer* (Cleveland, OH). October 24, 2011 (DCSW 0002751 – 2753). Attached hereto as Opposer’s **Exhibit 124**.
22. “Muslim Superhero Comics Gain Fans and Controversy.” *States News Service*. October 21, 2011 (DCSW 0002755 – 2757). Attached hereto as Opposer’s **Exhibit 125**.
23. “Sex, violence, and . . . superheroes?” *The Boston Globe*. October 19, 2011 (DCSW 0002757 – 2758). Attached hereto as Opposer’s **Exhibit 126**.
24. “Truth, justice, and plenty of violence; DC Comics reboot is brutal and racy, but it is also reviving sales.” *The Boston Globe*. October 15, 2011 (DCSW 0002775 – 2777). Attached hereto as Opposer’s **Exhibit 127**.
25. “Comic bull’s-eye.” *Chicago Tribune*. October 14, 2011 (DCSW 0002784 – 2785 ). Attached hereto as Opposer’s **Exhibit 128**.
26. “Rebound via reboot; Sales of DC’s comicbooks sizzling.” *Daily Variety*. October 14, 2011 (DCSW 0002786). Attached hereto as Opposer’s **Exhibit 129**.
27. “Post-relaunch, DC sells more than 5M comics.” *The Associated Press*. October 13, 2011 (DCSW 0002796 – 2797). Attached hereto as Opposer’s **Exhibit 130**.
28. “Along the Heated Trail of the Man Who Created Muslim Superheroes.” *The New York Times*. October 13, 2011 (DCSW 0002798 – 2800). Attached hereto as Opposer’s **Exhibit 131**.
29. “Muslim comic series aims to break through in US.” *The Associated Press*. October, 12, 2011 (DCSW 0002803 – 2805). Attached hereto as Opposer’s **Exhibit 132**.
30. “A Superhero’s Crash Landing – Sadly, the solution won’t be arriving in costume.” *The Oregonian* (Portland Oregon). October 12, 2011 (DCSW 0002808 – 2810). Attached hereto as Opposer’s **Exhibit 133**.
31. “Heroes & Villains: Sci-Fi And Comic Book Fans Pilgrimage To The Comiccon Festivities This Week.” *The New York Post*. October 9, 2011 (DCSW 0002824 – 2826). Attached hereto as Opposer’s **Exhibit 134**.
32. “Alex Ross’ comic-book art shows influences including Norman Rockwell.” *Pittsburgh Tribune Review*. October 9, 2011 (DCSW 0002826 – 2828). Attached hereto as Opposer’s **Exhibit 135**.

33. "Company Town; DC Comics deal produces backlash; Barnes & Noble won't stock physical books that it can't also sell on its Nook e-reader." *Los Angeles Times*. October 8, 2011 (DCSW 0002828 – 2829). Attached hereto as Opposer's **Exhibit 136**.
34. "UPI NewsTrack Entertainment New." *UPI*. October 8, 2011 (DCSW 0002829 – 2832). Attached hereto as Opposer's **Exhibit 137**.
35. "Best Sellers: Hardcover Graphic Books: Sunday, October 2nd 2011." *The New York Times*. October 2, 2011 (DCSW 0002841 – 2842). Attached hereto as Opposer's **Exhibit 138**.
36. "Your Turn." *San Antonio Express-News*. October 2, 2011 (DCSW 0002842 – 2844). Attached hereto as Opposer's **Exhibit 139**.
37. "So Far, Sales for New DC Comics Are Super." *The New York Times*. October 1, 2011 (DCSW 0002844 – 2846). Attached hereto as Opposer's **Exhibit 140**.
38. "Not All Superheroes Are Equal (At Least the Second Time Around)." *The New York Times*. October 1, 2011 (DCSW 0002846 – 2847). Attached hereto as Opposer's **Exhibit 141**.
39. "Brush With Superheroes; Alex Ross Puts Batman, Superman And The Dc; Marvel Crew On The Canvas." *Pittsburgh Post-Gazette* (Pennsylvania). September 29, 2011 (DCSW 0002851 – 2854). Attached hereto as Opposer's **Exhibit 142**.
40. "Jack Adler, 93, Longtime Comics Artist." *Washington Jewish Week*. September 29, 2011 (DCSW 0002860 – 2861). Attached hereto as Opposer's **Exhibit 143**.
41. "Final week of DC's 'All New 52': The big guys add some punch; Aquaman, the Flash, Hawkman, and Superman headline the last batch of first issues of revamped story lines from DC Comics." *The Christian Science Monitor*. September 28, 2011 (DCSW 0002862 – 2863). Attached hereto as Opposer's **Exhibit 144**.
42. "Best Sellers: Hardcover Graphic Books: Sunday, September 25th 2011." *The New York Times*. September 25, 2011 (DCSW 0002909 – 2910). Attached hereto as Opposer's **Exhibit 145**.
43. "Police and fellow fans swoop in after comic books stolen \ Theft of Illinois man's Superman collection stirs outpouring and arrest." *Chicago Tribune*. September 21, 2011 (DCSW 0002918 – 2920). Attached hereto as Opposer's **Exhibit 146**.
44. "Women are in the spotlight as DC Comics 'All New 52' rollout continues; Wonder Woman, Supergirl, Catwoman, and the Birds of Prey are among the 12 new #1's this week." *The Christian Science Monitor*. September 21, 2011 (DCSW 0002921 – 2922). Attached hereto as Opposer's **Exhibit 147**.

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