

Trademark Snap Shot Amendment & Mail Processing Stylesheet
(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	77636476	FILING DATE	12/18/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	DOMBROW, COLLEEN M	L.O. ASSIGNED	101

PUB INFORMATION

RUN DATE	08/26/2010		
PUB DATE	04/14/2009		
STATUS	814-SU - RESPONSE AFTER NON-FINAL ACTION - ENTERED		
STATUS DATE	08/25/2010		
LITERAL MARK ELEMENT			
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	RE PUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	
MARK DRAWING CODE	2-AN ILLUSTRATION DRAWING WITHOUT ANY WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Zuffa, LLC
ADDRESS	2960 W. Sahara Ave., Ste. 100 Las Vegas, NV 89102
ENTITY	16-LTD LIABILITY CO

CITIZENSHIP	Nevada
GOODS AND SERVICES	
INTERNATIONAL CLASS	021
DESCRIPTION TEXT	Portable coolers

GOODS AND SERVICES CLASSIFICATION							
INTERNATIONAL CLASS	021	FIRST USE DATE	08/28/2009	FIRST USE IN COMMERCE DATE	08/28/2009	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS	
CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	Color is not claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of an octagon.

PROSECUTION HISTORY				
DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/25/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	019
08/24/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	018
08/24/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	017
02/24/2010	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	016
02/24/2010	GNRT	F	NON-FINAL ACTION E-MAILED	015
02/24/2010	CNRT	W	SU - NON-FINAL ACTION - WRITTEN	014
02/03/2010	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	013
12/30/2009	IUAF	S	USE AMENDMENT FILED	012
02/03/2010	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	011
12/30/2009	EISU	I	TEAS STATEMENT OF USE RECEIVED	010
07/07/2009	NOAM	O	NOA MAILED - SOU REQUIRED FROM APPLICANT	009
04/14/2009	PUBO	A	PUBLISHED FOR OPPOSITION	008
03/25/2009	NPUB	O	NOTICE OF PUBLICATION	007
03/12/2009	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	006
03/12/2009	ALIE	A	ASSIGNED TO LIE	005
03/12/2009	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	004
03/08/2009	DOCK	D	ASSIGNED TO EXAMINER	003
12/24/2008	MDSC	O	NOTICE OF DESIGN SEARCH CODE MAILED	002
12/23/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION	
ATTORNEY	Jennifer K. Craft
CORRESPONDENCE ADDRESS	JENNIFER K. CRAFT LEWIS AND ROCA LLP 3993 HOWARD HUGHES PKWY STE 600 LAS VEGAS, NV 89169-5996
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Zuffa, LLC
ADDRESS	2960 W. Sahara Ave., Ste. 100 Las Vegas, NV 89102
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Nevada

