

ESTTA Tracking number: **ESTTA739842**

Filing date: **04/13/2016**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Home Box Office, Inc.
Granted to Date of previous extension	04/13/2016
Address	1100 Avenue of the Americas New York, NY 10036 UNITED STATES

Attorney information	Tamara Carmichael OLSHAN FROME WOLOSKY LLP 65 East 55th Street New York, NY 10022 UNITED STATES tcarmichael@olshanlaw.com, aprovenio@olshanlaw.com Phone:212-451-2300
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Applicant Information

Application No	86668157	Publication date	12/15/2015
Opposition Filing Date	04/13/2016	Opposition Period Ends	04/13/2016
Applicant	B&B Biz Corp. 208 Cloverleaf Circle Suisun City, CA 94585 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Computer game software for use on mobile and cellular phones and desktop computers and tablets
Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Clothing, namely, hats, shirts, scarves, socks, jackets, underwears, pants, capes, belts, shoes, gloves
Class 028. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Board Games

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution by blurring	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration	3986288	Application Date	06/10/2009
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No.			
Registration Date	06/28/2011	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<p style="text-align: center;">GAME OF THRONES</p>		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2011/04/17 First Use In Commerce: 2011/04/17 Entertainment services in the nature of an ongoing television series featuring drama, action and adventure; interactive online entertainment in the nature of a website containing photographic, video and prose presentations, related film clips and other multimedia materials featuring an ongoing television series drama, action and adventure		

U.S. Application No.	86443952	Application Date	11/04/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<p style="text-align: center;">GAME OF THRONES</p>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 Lip balm, lip gloss, lip liner, lip stick, lip gloss palette, make-up kits comprised of gloss; eye make-up, eye liner, eye pencils, eye shadow, eye make-up corrector pen, mascara, make-up kits comprising of eye shadows, make-up kits comprising of mascara and eye liner, brow stencils, brow gel, brow powder, brow pencils; make-up kits comprising of blush; blush, body powder, face powder, make-up powder, perfumed powder; concealers for face; nail enamel, nail enamel remover, nail enamel corrector pen; perfume, perfume oils, eau de perfume; face and body soaps, bath beads, bath crystals, bath foam, bath gel, bath lotion, bath oil, bath salts, bubble bath, foam bath, liquid bath soaps, shower and bath foam, shower and bath gel, shower and bath scrub; body scrub, facial scrub, body masks, facial masks, skin masks; massage oil; scented body spray, scented		


	room spray; cologne; fragrances and perfumes		
U.S. Application No.	86333249	Application Date	07/10/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 0 First Use In Commerce: 0 Candle torches, candles, Christmas treecandles, scented wax for use in candle warmers, candle-making kits, decorative tabletop fueled torches, fragrant wax for use in potpourri burners, lamp oil, wood chips for smoking and grilling		
U.S. Registration No.	4396574	Application Date	12/16/2010
Registration Date	09/03/2013	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 008. First use: First Use: 2013/05/23 First Use In Commerce: 2013/05/23 Swords, daggers		
U.S. Registration No.	4388348	Application Date	06/10/2009
Registration Date	08/20/2013	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		

Design Mark	GAME OF THRONES
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2012/03/06 First Use In Commerce: 2012/03/06 Pre-recorded DVD's featuring a television series featuring drama, action and adventure; downloadable screensaver software for use on personal computers; digital materials, namely, downloadable graphic files for use in handheld wireless devices and all featuring content from or relating to a television series; headphones, earphones and ear buds; mousepads

U.S. Application No.	86180009	Application Date	01/30/2014
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	GAME OF THRONES
Design Mark	GAME OF THRONES
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Computer, video and interactive electronic game programs and software; downloadable computer, video and interactive electronic games via the internet and wireless devices; computer, video and interactive electronic game disks, cartridges, and cassettes; interactive multimedia computer game programs; virtual reality games, namely, virtual reality game software; multiplayer computer game programs; computer software that allows users to play computer games, video games, interactive multimedia games, virtual reality games, and multiplayer games via a globalcomputer network and other computer andcommunications networks, and via computers, wireless computers, handheld computers, personal digital assistants, electronic organizers, gaming machines, console games, set-top box games, mobile telephones, and electronic devices; computer software that allows computer game players to communicate with other computer game players and purchase virtual goods; downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magic-

	<p>al charms, trinkets, potions, jewelry and crowns for use in virtual environments on online social networking sites; sunglasses; all the aforementioned goods relating to an ongoing television series</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Providing online computer, video and interactive electronic games via computer networks and global communications networks; providing online interactive multimedia games, virtual reality games and interactive multiplayer computer games played via computer networks and global communications networks; providing on-line, non-downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on social networking sites; all the aforementioned services relating to an ongoing television series</p>
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U.S. Registration No.	4724981	Application Date	01/29/2014
Registration Date	04/21/2015	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 2013/06/01 First Use In Commerce: 2013/06/01 jewelry; watches; key rings and collectible coins		

U.S. Registration No.	4168270	Application Date	06/11/2009
Registration Date	07/03/2012	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 016. First use: First Use: 2011/04/17 First Use In Commerce: 2011/04/17 Paper goods and printed matter, namely,calendars, posters, all the aforementioned goods relating to an ongoing television series featuring drama, action and adventure		
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U.S. Registration No.	4187110	Application Date	06/10/2009
Registration Date	08/07/2012	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<h1>GAME OF THRONES</h1>		
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 2011/10/20 First Use In Commerce: 2011/10/20 All-purpose carrying bags; knapsacks; backpacks; rucksacks; shoulder bags; all the aforementioned goods relating to an ongoing television series		

U.S. Registration No.	4376748	Application Date	01/13/2010
Registration Date	07/30/2013	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<h1>GAME OF THRONES</h1>		
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 2012/10/31 First Use In Commerce: 2012/10/31 resin figurines; featuring content from related to a television series		

U.S. Application No.	86082059	Application Date	10/03/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		

Design Mark	<h1>GAME OF THRONES</h1>		
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 0 First Use In Commerce: 0 Cosmetic brushes, eyebrow brushes, lip brushes, make-up brushes, nail brushes, powder compacts sold empty, powder puffs, bath products, namely, body sponges, bath brushes		

U.S. Registration No.	4010151	Application Date	12/09/2009
Registration Date	08/09/2011	Foreign Priority Date	NONE

Word Mark	GAME OF THRONES		
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Design Mark	<h1>GAME OF THRONES</h1>		
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 2011/03/30 First Use In Commerce: 2011/03/30 Mugs, drinking glasses, all related to an ongoing television series		

U.S. Registration No.	4632648	Application Date	02/11/2011
Registration Date	11/04/2014	Foreign Priority Date	NONE

Word Mark	GAME OF THRONES		
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Design Mark	<h1>GAME OF THRONES</h1>		
Description of Mark	NONE		
Goods/Services	Class 024. First use: First Use: 2013/07/18 First Use In Commerce: 2013/07/18 pillowcases, bed blankets		

U.S. Registration No.	4074517	Application Date	06/10/2009
Registration Date	12/20/2011	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<h1>GAME OF THRONES</h1>		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2011/04/17 First Use In Commerce: 2011/04/17 Clothing, namely, shirts; t-shirts; headgear, namely, caps; all the aforementioned goods relating to an ongoing television series		

U.S. Registration No.	4876924	Application Date	01/12/2015
Registration Date	12/29/2015	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 2012/03/24 First Use In Commerce: 2012/03/24 Action figures; collectible card games;puzzle games; playing cards; costume masks; decorations for Christmas trees; toy model and replica arms and armor; toy model and replica swords; toy model and replica knives

U.S. Application No.	86663720	Application Date	06/16/2015
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	GAME OF THRONES
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Design Mark	
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Description of Mark	The mark consists of the wording "GAMEOF THRONES" with 3 vertical lines in the letter "O" in each word along with long "T" that extends over entire word "THRONES".
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Goods/Services	Class 028. First use: First Use: 0 First Use In Commerce: 0 board games; toy bobblehead doll resin figurines; role playing games; arcade-type electronic video games; coin-operatedvideo games; and slot machines
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U.S. Application No.	86499708	Application Date	01/09/2015
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Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<p style="text-align: center;">GAME OF THRONES</p>		
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 0 First Use In Commerce: 0 board games; toy bobblehead resin figurines; role playing games; arcade-type electronic video games; coin-operated video games; and slot machines		

U.S. Registration No.	4448239	Application Date	09/27/2011
Registration Date	12/10/2013	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	<p style="text-align: center;">GAME OF THRONES</p>		
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2013/05/22 First Use In Commerce: 2013/05/22 cookies		


U.S. Registration No.	4358306	Application Date	02/09/2010
Registration Date	06/25/2013	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		

Design Mark	GAME OF THRONES
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2013/03/11 First Use In Commerce: 2013/03/11 alcoholic beverages, namely, beer, ale, relating to an ongoing television series

U.S. Application No.	86020763	Application Date	07/26/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	GAME OF THRONES		
Description of Mark	NONE		
Goods/Services	Class 033. First use: First Use: 0 First Use In Commerce: 0 Alcoholic beverages, namely, wines, spirits, liqueurs, cocktail mixes; all the aforementioned goods relating to an ongoing television series		

U.S. Registration No.	4049330	Application Date	04/20/2011
Registration Date	11/01/2011	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark	GAME OF THRONES		
Description of Mark	The mark consists of the wording "GAME OF THRONES" with 3 vertical lines in the letter "O" in each word, along with long "T" that extends over entire word "thrones".		
Goods/Services	Class 041. First use: First Use: 2011/04/17 First Use In Commerce: 2011/04/17 Entertainment services in the nature of an ongoing television series featuring drama, action and adventure; providing online non-downloadable video clips and		

	other multimedia materials featuring content from or related to a dramatic, action and adventure television series
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U.S. Registration No.	4045540	Application Date	04/19/2011
Registration Date	10/25/2011	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark			
Description of Mark	The mark consists of the wording "GAME OF THRONES" with 3 vertical lines in the letter "O" in each word, along with long "T" that extends over entire word "thrones".		
Goods/Services	Class 025. First use: First Use: 2010/12/31 First Use In Commerce: 2010/12/31 Clothing, namely, shirts, t-shirts		

U.S. Registration No.	4874475	Application Date	06/16/2015
Registration Date	12/22/2015	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES		
Design Mark			
Description of Mark	The mark consists of THE WORDING "GAME OF THRONES" WITH 3 VERTICAL LINES IN THE LETTER "O" IN EACH WORD ALONG WITH LONG "T" THAT EXTENDS OVER ENTIRE WORD "THRONES".		
Goods/Services	Class 028. First use: First Use: 2012/03/24 First Use In Commerce: 2012/03/24 Action figures; card games; collectible card games; puzzle games; playing cards; costume masks; decorations for Christmas trees; toy model and replica arms and armor; toy model and replica swords; toy model and replica knives		

U.S. Registration No.	4485803	Application Date	05/11/2012
Registration Date	02/18/2014	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES ASCENT		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 041. First use: First Use: 2013/02/21 First Use In Commerce: 2013/02/21 Providing online computer, video and interactive electronic games via computer networks and global communications networks; providing on-line, non-downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on social networking sites; all the aforementioned services relating to an ongoing television series
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U.S. Application No.	86008639	Application Date	07/12/2013
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	GAMES OF THRONES ASCENT
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Design Mark	
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Description of Mark	The mark consists of The words "GAMES OF THRONES" shown above the word "ASCENT" in which wings can be found on either side of the said word.
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Goods/Services	Class 021. First use: First Use: 0 First Use In Commerce: 0 Mugs, drinking glasses, beverage ware, shot glasses, barware, namely, bottle openers, cocktail shakers, wine buckets, wine openers, coolers for wine, coasters not of paper and other than table linen; porcelain figurines
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U.S. Application No.	86008649	Application Date	07/12/2013
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	GAMES OF THRONES ASCENT
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Design Mark	
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Description of Mark	The mark consists of the words "GAMES OF THRONES" shown above the word "ASCENT" in which wings can be found on either side of the said word.
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Goods/Services	Class 025. First use: First Use: 0 First Use In Commerce: 0 Clothing, namely, shirts, tank tops, sweat shirts, sweat pants, T-shirts, lounge wear, pants, jackets, sleepwear, robes, coats, hooded pullovers, hooded sweat shirts; headwear, namely, hats and caps; footwear; Halloween and masquerade costumes
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U.S. Registration No.	4485802	Application Date	05/11/2012
Registration Date	02/18/2014	Foreign Priority	NONE

		Date	
Word Mark	GAME OF THRONES ASCENT		
Design Mark			
Description of Mark	The mark consists of the words "GAME OF THRONES" shown above the word "ASCENT" in which wings can be found on either side of the said word.		
Goods/Services	Class 041. First use: First Use: 2013/02/21 First Use In Commerce: 2013/02/21 Providing online computer, video and interactive electronic games via computer networks and global communications networks; providing on-line, non-downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on social networking sites; all the aforementioned services relating to an ongoing television series		

U.S. Application No.	86853609	Application Date	12/18/2015
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GAME OF THRONES CONQUEST		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 downloadable computer game software for use on mobile phones and devices; downloadable electronic game software for use on mobile phones and devices		

Attachments	77756222#TMSN.png(bytes) 86443952#TMSN.png(bytes) 86333249#TMSN.png(bytes) 85199350#TMSN.png(bytes) 77756220#TMSN.png(bytes) 86180009#TMSN.png(bytes) 86178627#TMSN.png(bytes) 77756999#TMSN.png(bytes) 77756480#TMSN.png(bytes)
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	77911031#TMSN.png(bytes) 86082059#TMSN.png(bytes) 77982152#TMSN.png(bytes) 85240594#TMSN.png(bytes) 77756225#TMSN.png(bytes) 86500697#TMSN.png(bytes) 86663720#TMSN.png(bytes) 86499708#TMSN.png(bytes) 85433058#TMSN.png(bytes) 77931572#TMSN.png(bytes) 86020763#TMSN.png(bytes) 85299977#TMSN.png(bytes) 85298788#TMSN.png(bytes) 86663729#TMSN.png(bytes) 85623470#TMSN.png(bytes) 86008639#TMSN.png(bytes) 86008649#TMSN.png(bytes) 85623430#TMSN.png(bytes) 86853609#TMSN.png(bytes) Not of Opposition GAME OF MONARCHS.pdf(145374 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Tamara Carmichael/
Name	Tamara Carmichael
Date	04/13/2016




the United States Patent and Trademark Office (“PTO”), including, but not limited to:

	Mark	App. No.	Reg. No.	Class/Goods/Services
1.	GAME OF THRONES	77756222	3986288	Class 41 - Entertainment services in the nature of an ongoing television series featuring drama, action and adventure; interactive online entertainment in the nature of a website containing photographic, video and prose presentations, related film clips and other multimedia materials featuring an ongoing television series drama, action and adventure
2.	GAME OF THRONES	86443952		Class 3- Lip balm, lip gloss, lip liner, lip stick, lip gloss palette, make-up kits comprised of gloss; eye make-up, eye liner, eye pencils, eye shadow, eye make-up corrector pen, mascara, make-up kits comprising of eye shadows, make-up kits comprising of mascara and eye liner, brow stencils, brow gel, brow powder, brow pencils; make-up kits comprising of blush; blush, body powder, face powder, make-up powder, perfumed powder; concealers for face; nail enamel, nail enamel remover, nail enamel corrector pen; perfume, perfume oils, eau de perfume; face and body soaps, bath beads, bath crystals, bath foam, bath gel, bath lotion, bath oil, bath salts, bubble bath, foam bath, liquid bath soaps, shower and bath foam, shower and bath gel, shower and bath scrub; body scrub, facial scrub, body masks, facial masks, skin masks; massage oil; scented body spray, scented room spray; cologne; fragrances and perfumes
3.	GAME OF THRONES	86333249		Class 4 - Candle torches, candles, Christmas tree candles, scented wax for use in candle warmers, candle-making kits, decorative tabletop fueled torches, fragrant wax for use in potpourri burners, lamp oil, wood chips for smoking and grilling
4.	GAME OF THRONES	85199350	4396574	Class 8 - Swords, daggers
5.	GAME OF THRONES	77756220	4388348	Class 9 - Pre-recorded DVD's featuring a television series featuring

	Mark	App. No.	Reg. No.	Class/Goods/Services
				drama, action and adventure; downloadable screensaver software for use on personal computers; digital materials, namely, downloadable graphic files for use in handheld wireless devices and all featuring content from or relating to a television series; headphones, earphones and ear buds; mousepads
6.	GAME OF THRONES	86180009		Class 9 - Computer, video and interactive electronic game programs and software; downloadable computer, video and interactive electronic games via the internet and wireless devices; computer, video and interactive electronic game disks, cartridges, and cassettes; interactive multimedia computer game programs; virtual reality games, namely, virtual reality game software; multiplayer computer game programs; computer software that allows users to play computer games, video games, interactive multimedia games, virtual reality games, and multiplayer games via a global computer network and other computer and communications networks, and via computers, wireless computers, handheld computers, personal digital assistants, electronic organizers, gaming machines, console games, set-top box games, mobile telephones, and electronic devices; computer software that allows computer game players to communicate with other computer game players and purchase virtual goods; downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on online social networking sites; sunglasses; all the aforementioned goods relating to an ongoing

	Mark	App. No.	Reg. No.	Class/Goods/Services
				television series Class 41 - Providing online computer, video and interactive electronic games via computer networks and global communications networks; providing online interactive multimedia games, virtual reality games and interactive multiplayer computer games played via computer networks and global communications networks; providing on-line, non-downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on social networking sites; all the aforementioned services relating to an ongoing television series
7.	GAME OF THRONES	86178627	4724981	Class 14 - jewelry; watches; key rings and collectible coins
8.	GAME OF THRONES	77756999	4168270	Class 16 - Paper goods and printed matter, namely, calendars, posters, all the aforementioned goods relating to an ongoing television series featuring drama, action and adventure
9.	GAME OF THRONES	77756480	4187110	Class 18 - All-purpose carrying bags; knapsacks; backpacks; rucksacks; shoulder bags; all the aforementioned goods relating to an ongoing television series
10.	GAME OF THRONES	77911031	4376748	Class 20 - resin figurines; featuring content from or related to a television series
11.	GAME OF THRONES	86082059		Class 21 - Cosmetic brushes, eyebrow brushes, lip brushes, make-up brushes, nail brushes, powder compacts sold empty, powder puffs, bath products, namely, body sponges, bath brushes
12.	GAME OF THRONES	77982152	4010151	Class 21 - Mugs, drinking glasses, all related to an ongoing television series
13.	GAME OF THRONES	85240594	4632648	Class 24 - pillowcases, bed blankets

	Mark	App. No.	Reg. No.	Class/Goods/Services
14.	GAME OF THRONES	77756225	4074517	Class 25 - Clothing, namely, shirts; t-shirts; headgear, namely, caps; all the aforementioned goods relating to an ongoing television series
15.	GAME OF THRONES	86500697	4876924	Class 28 - Action figures; collectible card games; puzzle games; playing cards; costume masks; decorations for Christmas trees; toy model and replica arms and armor; toy model and replica swords; toy model and replica knives
16.	GAME OF THRONES	86663720		Class 28 - board games; toy bobblehead doll resin figurines; role playing games; arcade-type electronic video games; coin-operated video games; and slot machines
17.	GAME OF THRONES	86499708		Class 28 - board games; toy bobblehead resin figurines; role playing games; arcade-type electronic video games; coin-operated video games; and slot machines
18.	GAME OF THRONES	85433058	4448239	Class 30 - cookies
19.	GAME OF THRONES	77931572	4358306	Class 32 - alcoholic beverages, namely, beer, ale, relating to an ongoing television series
20.	GAME OF THRONES	86020763		Class 33 - Alcoholic beverages, namely, wines, spirits, liqueurs, cocktail mixes; all the aforementioned goods relating to an ongoing television series
21.	GAME OF THRONES GAME OF THRONES	85299977	4049330	Class 41 - Entertainment services in the nature of an ongoing television series featuring drama, action and adventure; providing online non-downloadable video clips and other multimedia materials featuring content from or related to a dramatic, action and adventure television series
22.	GAME OF THRONES GAME OF THRONES	85298788	4045540	Class 25 Clothing, namely, shirts, t-shirts
23.	GAME OF THRONES GAME OF THRONES	86663729	4874475	Class 28 Action figures; card games; collectible card games; puzzle games; playing cards; costume masks; decorations for Christmas trees; toy model and replica arms and armor; toy model and replica swords; toy model and replica knives

	Mark	App. No.	Reg. No.	Class/Goods/Services
24.	GAME OF THRONES ASCENT	85623470	4485803	Class 41 - Providing online computer, video and interactive electronic games via computer networks and global communications networks; providing on-line, non-downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on social networking sites; all the aforementioned services relating to an ongoing television series
25.	GAMES OF THRONES ASCENT 	86008639		Class 21 - Mugs, drinking glasses, beverage ware, shot glasses, barware, namely, bottle openers, cocktail shakers, wine buckets, wine openers, coolers for wine, coasters not of paper and other than table linen; porcelain figurines
26.	GAMES OF THRONES ASCENT 	86008649		Class 25 - Clothing, namely, shirts, tank tops, sweat shirts, sweat pants, T-shirts, loungewear, pants, jackets, sleepwear, robes, coats, hooded pullovers, hooded sweat shirts; headwear, namely, hats and caps; footwear; Halloween and masquerade costumes
27.	GAME OF THRONES ASCENT 	85623430	4485802	Class 41 - Providing online computer, video and interactive electronic games via computer networks and global communications networks; providing on-line, non-downloadable virtual goods, namely, food and beverage products, clothing, land, real estate, weapons, armor, protective clothing, shields, armies, soldiers, animals, supernatural creatures, vehicles, beverage containers, storage barrels, coins, bags and pouches, magical charms, trinkets, potions, jewelry and crowns for use in virtual environments on social networking sites; all the aforementioned services relating to

	Mark	App. No.	Reg. No.	Class/Goods/Services
				an ongoing television series
28.	GAME OF THRONES CONQUEST	86853609		Class 9 - downloadable computer game software for use on mobile phones and devices; downloadable electronic game software for use on mobile phones and devices

The foregoing registrations and applications are valid, subsisting, and owned by Opposer.

4. By virtue of the popularity of Opposer's goods and services offered or sold in connection with the GAME OF THRONES Marks, Opposer has built up and now owns an extremely valuable goodwill which is symbolized by its GAME OF THRONES Marks.

5. Applicant's application for, and use of, GAME OF MONARCHS for "computer game software for use on mobile and cellular phones and desktop computers and tablets" in International Class 9, "clothing, namely, hats, shirts, scarves, socks, jackets, underwears, pants, capes, belts, shoes, gloves" in International Class 25 and "board games" for International Class 28 ("Applicant's Goods") is without Opposer's consent or permission.

COUNT I – LIKELIHOOD OF CONFUSION

6. Opposer realleges the allegations in Paragraphs 1 through 5.

7. Applicant's use of GAME OF MONARCHS in connection with Applicant's Goods is likely to cause confusion, mistake, or deception in that consumers are likely to believe that Applicant's Goods are Opposer's goods, or the goods of a person or company that is sponsored, authorized or licensed by, or in some other way legitimately connected with, Opposer.

COUNT II – DILUTION

8. Opposer realleges the allegations of Paragraphs 1 through 7.

9. Prior to Applicant's filing date that is subject of the Application, Opposer's GAME OF

THRONES Marks became distinctive and famous in accordance with 15 U.S.C. § 1125(c).

10. Applicant's proposed use of GAME OF MONARCHS in connection with Applicants' Goods is likely to cause dilution of Opposer's famous GAME OF THRONES Marks.

WHEREFORE, Opposer respectfully requests that this opposition be sustained and that Application Serial No. 86668157 be denied registration.

Please debit our Deposit Account No. 504261 for the filing fee and for any additional necessary fees.

Please address all correspondence to: Tamara F. Carmichael, Esq., OLSHAN FROME WOLOSKY LLP, 65 East 55th Street, New York, New York 10022.

OLSHAN FROME WOLOSKY LLP

Date: April 13, 2016

/s/ Tamara Carmichael
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Attorneys for Opposer, Home Box Office, Inc.

CERTIFICATE OF SERVICE

I, Tamara Carmichael, hereby certify that a copy of this **NOTICE OF OPPOSITION** has been served upon:

Pete Tormey
ANTERO & TORMEY, PC
201 Spear Street, Suite 1100
San Francisco, CA 94105

via first-class U.S. mail, postage prepaid on April 13, 2016.

/s/ Tamara Carmichael