

ORIGINAL

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

COOLEY LLP  
MICHAEL G. RHODES (SBN 116127)  
(rhodesmg@cooley.com)  
101 California Street, 5th Floor  
San Francisco, CA 94111-5800  
Phone: (415) 693-2000  
Fax: (415) 693-2222

ANNE H. PECK (SBN 124790) (peckah@cooley.com)  
EMILY F. BURNS (SBN 228123) (eburns@cooley.com)  
3175 Hanover Street  
Palo Alto, CA 94304-1130  
Telephone: (650) 843-5000  
Facsimile: (650) 849-7400

Attorneys for Plaintiff  
FACEBOOK, INC.

ADR

E-filing

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN JOSE DIVISION

MEJ

FACEBOOK, INC.,  
Plaintiff,  
v.  
TEACHBOOK.COM LLC,  
Defendant.

Case No. **CV 10-03654** MEJ

**COMPLAINT SEEKING DAMAGES AND INJUNCTIVE RELIEF FOR:**

- (1) FEDERAL TRADEMARK INFRINGEMENT, 15 U.S.C. § 1114;
- (2) FEDERAL TRADEMARK DILUTION, 15 U.S.C. § 1125;
- (3) FALSE DESIGNATION OF ORIGIN, 15 U.S.C. § 1125;
- (4) COMMON LAW TRADEMARK INFRINGEMENT;
- (5) COMMON LAW UNFAIR COMPETITION;
- (6) TRADEMARK DILUTION UNDER CAL. BUS. & PROF. CODE § 14247;
- (7) UNFAIR COMPETITION UNDER CAL. BUS. & PROF. CODE §§ 17200, *ET SEQ.*;
- AND
- (8) VIOLATION OF THE ANTI-CYBERSQUATTING CONSUMER PROTECTION ACT, 15 U.S.C. § 1125(D).

**JURY TRIAL DEMANDED**

FILED  
2010 12 13 P 11 51  
9

FAXED



1 enjoy personalized and relevant internet experiences. As of the filing of this Complaint, more  
2 than 500 million monthly active Facebook users spend more than 700 billion minutes per month  
3 on <http://www.facebook.com>, making the site the second most trafficked website in the United  
4 States. More than 150 million Facebook users also engage with Facebook through external, third-  
5 party websites every month. And more than one million websites have implemented tools  
6 Facebook makes available to engage users and to make their sites more social and relevant.  
7 Through Facebook, users can interact with over 900 million objects (individual and community  
8 pages, groups, and events) and 30 billion pieces of content (web links, news stories, blog posts,  
9 notes, photo albums, etc.).

10 8. Through this usage, Facebook has permeated the web and Facebook users are  
11 accustomed to seeing and expect to see Facebook across the world wide web, not just on the  
12 Facebook site. Facebook, and its FACEBOOK trademark, are famous.

#### 13 THE FAME OF THE FACEBOOK MARKS

14 9. Since its online networking service was launched in February 2004, Facebook has  
15 continuously used the mark FACEBOOK in interstate commerce in the United States in  
16 connection with its goods and services. FACEBOOK is an arbitrary mark, which is highly  
17 distinctive with regard to online networking services.

18 10. Facebook owns a number of U.S. registrations for the mark FACEBOOK. These  
19 registrations cover a wide variety of goods and services, including, but not limited, to:

- 20 • Online networking services, online chat functions for transmission of messages  
21 and electronic media, and online forums;
- 22 • Online journals featuring user-defined content and electronic publishing services;  
23 and
- 24 • Software to enable uploading, tagging, and sharing of electronic media or  
25 information.

26 True and correct copies of registrations for the FACEBOOK mark are attached hereto as  
27 Exhibit A, and are hereby incorporated by reference as though set forth in full herein.

28 11. In addition, Facebook has U.S. common law rights in the FACEBOOK mark in

1 connection with various other goods and services, including as identified in pending U.S.  
2 trademark applications. These applications cover a wide variety of goods and services, including:

- 3 • Online computer databases in the fields of classified ads, collegiate life, general  
4 interest, classifieds, virtual community, social networking, photo sharing, and  
5 transmission of photographic images;
- 6 • Customized web pages featuring user-defined information, personal profiles and  
7 information; and
- 8 • Hosting online web facilities for others for organizing and conducting online  
9 meetings, gatherings, and interactive discussions.

10 True and correct copies of the U.S. Patent and Trademark Office online status pages for  
11 these trademark applications are attached hereto as Exhibit B, and are hereby incorporated by  
12 reference as though set forth in full herein.

13 **12.** Facebook also owns a number of other pending U.S. applications to register marks  
14 that incorporate the FACEBOOK mark, many of which currently are in use in U.S. commerce.  
15 All of Facebook's marks that consist of or incorporate the term FACEBOOK will hereafter be  
16 referred to as the "FACEBOOK Marks."

17 **13.** The BOOK component of the FACEBOOK mark has no descriptive meaning and  
18 is arbitrary and highly distinctive in the context of online communities and networking websites.  
19 If others could freely use "generic plus BOOK" marks for online networking services targeted to  
20 that particular generic category of individuals, the suffix BOOK could become a generic term for  
21 "online community/networking services" or "social networking services." That would dilute the  
22 distinctiveness of the FACEBOOK Marks, impairing their ability to function as unique and  
23 distinctive identifiers of Facebook's goods and services.

24 **14.** As a result of Facebook's widespread use of the FACEBOOK Marks worldwide,  
25 its prolific presence on third party websites, the continuous and unsolicited media coverage of  
26 Facebook, the high degree of consumer recognition of the FACEBOOK Marks, the strong and  
27 loyal base of customers that enjoys Facebook's services, among other factors, the FACEBOOK  
28 Marks are famous within the meaning of Section 43(c) of the United States Trademark Act, 15

1 U.S.C. §1125(c).

2 **DEFENDANT'S USE OF THE TEACHBOOK NAME AND MARK**

3 15. Defendant uses the name and mark TEACHBOOK in connection with a business  
4 and online website, accessible at <http://www.teachbook.com>, that offers online networking  
5 services for teachers. Defendant's TEACHBOOK mark (including as used in connection with the  
6 teachbook.com website) and the Teachbook.com domain name are referred to collectively herein  
7 as the "TEACHBOOK Mark."

8 16. Defendant has touted on its website that TEACHBOOK is a substitute for  
9 Facebook: "Many schools forbid their teachers to maintain Facebook and MySpace accounts  
10 because of the danger that students might learn personal information about their teachers. With  
11 Teachbook, you can manage your profile so that only other teachers and/or school administrators  
12 can see your personal information, blogs, posts, and so on. Teachbook is all about community,  
13 utility, and communication for teachers." Defendant uses the TEACHBOOK Mark in connection  
14 with offering and/or promoting the aforementioned online networking services. Attached as  
15 Exhibit C are true and correct copies of the home page and other pages from the Teachbook.com  
16 website as they appeared in December 2009 and as they appeared on August 16, 2010, and are  
17 hereby incorporated by reference as though set forth in full herein.

18 17. On March 16, 2009, Defendant applied on an intent-to-use basis to register the  
19 TEACHBOOK trademark with the United States Patent and Trademark Office in International  
20 Class 38 (providing on-line chat rooms and electronic bulletin boards for transmission of  
21 messages among registered users concerning educational careers, general interest, classifieds,  
22 virtual community, social networking, photo sharing, and transmission of photographic images;  
23 providing access to on-line computer databases and on-line searchable databases in the field of  
24 educational careers, general interest, classifieds, virtual community, social networking, photo  
25 sharing, and transmission of photographic images) and International Class 42 (design and  
26 development of computer hardware and software; computer services, namely, hosting on-line web  
27 facilities for others for organizing and conducting on-line meetings, gatherings, and interactive  
28 discussions; computer service in the nature of customized web pages featuring user-defined

1 information, personal profiles and information). A true and correct copy of the U.S. Patent and  
2 Trademark Office online status page for this application is attached hereto as Exhibit D, and is  
3 hereby incorporated by reference as though set forth in full herein. Facebook has opposed  
4 registration of this application.

5 **18.** Defendant's TEACHBOOK Mark is substantially similar to the FACEBOOK  
6 Marks. The term "teacher" is highly descriptive or generic of Defendant's services (i.e., online  
7 networking services for teachers), and thus does little to create a unique commercial impression.  
8 In contrast with the descriptive prefix of Defendant's Mark, the term "book" in the mark pilfers a  
9 distinctive part of the FACEBOOK Marks, and is completely arbitrary as applied to Defendant's  
10 services. As such, the only conceivable reason to incorporate "book" into Defendant's Mark is an  
11 intention to call to mind the FACEBOOK Marks, and to unfairly benefit from their fame.

12 **19.** The services offered under Defendant's Mark are the same as and/or related to  
13 some of the services provided by Facebook. Indeed, Facebook provides online networking  
14 services for all sorts of professionals, including educational professionals, to create user profiles;  
15 upload photos, videos, and other online content; and connect with employers, colleagues, and  
16 other professionals. As of the time of filing this Complaint, thousands of Facebook Pages,  
17 Groups and Events existed relating to teachers or the teaching profession. Defendant provides  
18 online networking services of that very same nature for educational professionals. While  
19 Facebook does not object to Defendant's provision of online social networking services, it does  
20 object to Defendant's use of the infringing and dilutive TEACHBOOK mark while doing so.

21 **20.** Defendant's TEACHBOOK Mark also creates a false suggestion of an affiliation  
22 or connection between Defendant and Facebook, where none exists.

23 **21.** Facebook began using its FACEBOOK mark at least as early as February 2004,  
24 and filed applications resulting in federal registrations, well prior to Defendant's use of the  
25 TEACHBOOK Mark. The FACEBOOK Marks also acquired wide recognition in the general  
26 consuming public, and became famous, well prior to Defendant's use of the TEACHBOOK  
27 Mark.

28

**FIRST CAUSE OF ACTION  
(FEDERAL TRADEMARK INFRINGEMENT)**

1  
2  
3       **22.** Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
4 set forth herein.

5       **23.** The TEACHBOOK Mark is highly similar to the registered FACEBOOK Marks  
6 in appearance, sound, meaning, and commercial impression.

7       **24.** Defendant's services are the same as and/or related to some of Facebook's  
8 services.

9       **25.** Both Facebook and Defendant offer their services through the same channel of  
10 trade, i.e., the internet.

11       **26.** The instantaneous nature of internet navigation, the speed at which people  
12 navigate and are presented with advertisements, images and/or data on the internet, and the speed  
13 at which consumers perform transactions on the internet, all tend to increase the risk of confusion  
14 or mistake about the source of a product or service.

15       **27.** Facebook is informed and believes, and based thereon alleges, that Defendant  
16 adopted the TEACHBOOK Mark with knowledge of, and the intent to call to mind and create a  
17 likelihood of confusion with regard to, and/or trade off the fame of Facebook and the registered  
18 FACEBOOK Marks.

19       **28.** Facebook has given notice of its registrations, applications, and claimed trademark  
20 rights pursuant to section 29 of the Lanham Act, 15 U.S.C. § 1111. Defendant continues to use  
21 the TEACHBOOK Mark despite Facebook's express objection thereto.

22       **29.** Defendant's continued use of the TEACHBOOK Mark will injure Facebook by  
23 causing a likelihood that the public will be confused or mistaken into believing that the goods or  
24 services provided by Defendant are endorsed or sponsored by Facebook.

25       **30.** Facebook has no control over the nature and quality of the goods or services  
26 offered by Defendant under Defendant's Mark, and Facebook's reputation and goodwill will be  
27 damaged and the value of Facebook's registered and common law marks jeopardized by  
28 Defendant's continued use of the TEACHBOOK name and mark. Because of the likelihood of

1 confusion between the parties' marks, any defects, objections, or faults found with Defendant's  
2 services marketed under the TEACHBOOK Mark would negatively reflect upon and injure the  
3 reputation that Facebook has established for the services it offers in connection with the  
4 registered FACEBOOK Marks. As such, Defendant is liable to Facebook for infringement of a  
5 registered mark under 15 U.S.C. §1114.

6 31. Defendant's acts as alleged above, if not enjoined, will continue. Facebook has no  
7 adequate remedy at law in that the amount of its damages is difficult to ascertain with specificity.

8 32. As a result of Defendant's infringement of Facebook's registered marks, Facebook  
9 has incurred damages in an amount to be proven at trial consisting of, among other things,  
10 diminution in the value of and goodwill associated with the marks.

11 33. Defendant's infringement of Facebook's registered marks is deliberate, willful,  
12 fraudulent and without any extenuating circumstances, and constitutes a knowing use of  
13 Facebook's marks and an exceptional case within the meaning of Lanham Act section 35, 15  
14 U.S.C. § 1117. Facebook is therefore entitled to recover three times the amount of its actual  
15 damages and the attorneys' fees and costs incurred in this action, and prejudgment interest.

16 **SECOND CAUSE OF ACTION**  
17 **(FEDERAL TRADEMARK DILUTION)**

18 34. Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
19 set forth herein.

20 35. As a result of the enormous publicity afforded the FACEBOOK Marks, and the  
21 strong and loyal base of customers that enjoys Facebook's services, the FACEBOOK Marks have  
22 a high degree of consumer recognition, are widely recognized by the general consuming public of  
23 the United States as a designation of Facebook's services, and are famous.

24 36. The FACEBOOK Marks became famous before Defendant adopted the  
25 TEACHBOOK Mark.

26 37. Defendant's Mark incorporates a distinctive part of the FACEBOOK Marks, i.e.,  
27 "book," and thus its use is likely to cause an association between Defendant's Mark and the  
28 FACEBOOK Marks that impairs the distinctiveness of the FACEBOOK Marks and weakens the



1 connection in consumers' minds between the FACEBOOK Marks and Facebook's services.  
2 Defendant's use of the TEACHBOOK Mark is likely to cause dilution by blurring based on a  
3 number of relevant considerations, including:

4 (a) Defendant's Mark is similar to the FACEBOOK Marks in that the  
5 Defendant's Mark combines the distinctive BOOK suffix of the FACEBOOK mark with the  
6 generic term for Defendant's services;

7 (b) The FACEBOOK Marks are inherently distinctive;

8 (c) Facebook is engaging in substantially exclusive use of the FACEBOOK  
9 Marks in connection with social and professional networking services;

10 (d) The FACEBOOK Marks are widely recognized by the general consuming  
11 public; and

12 (e) Facebook is informed and believes, and based thereon alleges, that  
13 Defendant intends to create an association with the FACEBOOK Marks.

14 38. Defendant's acts as alleged above, if not enjoined, will continue. Facebook has no  
15 adequate remedy at law in that the amount of its damages is difficult to ascertain with specificity.

16 39. As a result of Defendant's acts as alleged above, Facebook has incurred damages  
17 in an amount to be proven at trial consisting of, among other things, diminution in the value of the  
18 goodwill associated with the FACEBOOK Marks.

19 40. Defendant's wrongful use of the TEACHBOOK Mark is deliberate, willful,  
20 fraudulent, and without any extenuating circumstances, and constitutes a willful intent to trade on  
21 Facebook's reputation or to cause dilution of the famous FACEBOOK Marks and an exceptional  
22 case within the meaning of Lanham Act section 35, 15 U.S.C. § 1117. Facebook is therefore  
23 entitled to recover three times the amount of its actual damages and the attorneys' fees and costs  
24 incurred in this action, and prejudgment interest.

25 **THIRD CAUSE OF ACTION**  
26 **(FEDERAL FALSE DESIGNATION OF ORIGIN)**

27 41. Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
28 set forth herein.

1 42. In connection with Defendant's services, Defendant has used in commerce and  
2 without Facebook's authorization or consent the TEACHBOOK Mark, which is highly similar to  
3 the registered and common law FACEBOOK Marks.

4 43. Such acts are likely to cause confusion and deception among the purchasing public  
5 and/or are likely to lead the consuming public to believe that Facebook has authorized, approved  
6 or somehow sponsored Defendant's use of the TEACHBOOK Mark in connection with  
7 Defendant's services.

8 44. The aforesaid wrongful acts of Defendant constitute the use of a false designation  
9 of origin and false description or representation, all in violation of 15 U.S.C. § 1125(a).

10 45. Defendant's false designation of origin and false description through Defendant's  
11 use of the TEACHBOOK Mark has caused, and if not enjoined will continue to cause, irreparable  
12 and continuing harm to Facebook's marks, business, reputation, and goodwill, for which  
13 Facebook has no adequate remedy at law.

14 46. As a direct and proximate result of Defendant's wrongful use of the  
15 TEACHBOOK Mark, Facebook has been and will continue to be damaged by, without limitation,  
16 the diminution in the value of its trademarks, reputation, business and good will in an amount to  
17 be proven at trial.

18 47. Defendant's wrongful use of the TEACHBOOK Mark is deliberate, willful,  
19 fraudulent and without any extenuating circumstances, and constitutes a knowing use of  
20 Facebook's marks and an exceptional case within the meaning of Lanham Act section 35, 15  
21 U.S.C. § 1117. Facebook is therefore entitled to recover three times the amount of its actual  
22 damages and the attorneys' fees and costs incurred in this action, and prejudgment interest.

23 **FOURTH CAUSE OF ACTION**  
24 **(COMMON LAW TRADEMARK INFRINGEMENT)**

25 48. Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
26 set forth herein.

27 49. Defendant's acts alleged herein and specifically, without limitation, Defendant's  
28 use of the TEACHBOOK Mark, infringe Facebook's exclusive trademark rights in the

1 FACEBOOK Marks, in violation of the common law.

2           **50.** Defendant's acts as alleged above, if not enjoined, will continue. Facebook has no  
3 adequate remedy at law in that the amount of its damages is difficult to ascertain with specificity.

4           **51.** As a result of Defendant's acts as alleged above, Facebook has incurred damages  
5 in an amount to be proven at trial consisting of, among other things, diminution in the value of the  
6 goodwill associated with the FACEBOOK Marks.

7                                   **FIFTH CAUSE OF ACTION**  
8                                   **(COMMON LAW UNFAIR COMPETITION)**

9           **52.** Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
10 set forth herein.

11           **53.** Facebook is informed and believes, and based thereon alleges, that Defendant has  
12 engaged in and continues to engage in unfair competition by using the TEACHBOOK Mark, with  
13 the intention of interfering with and trading on the business reputation and goodwill engendered  
14 by Facebook through hard work and diligent effort.

15           **54.** Defendant's acts have caused Facebook competitive injury, as described herein,  
16 and specifically have caused Facebook to incur damages in an amount to be proven at trial  
17 consisting of, among other things, diminution in the value of and goodwill associated with  
18 Facebook's marks.

19           **55.** Defendant's acts as alleged above, and specifically, without limitation,  
20 Defendant's use of the TEACHBOOK Mark, if not enjoined, will continue. Facebook has no  
21 adequate remedy at law in that the amount of its damages is difficult to ascertain with specificity.

22                                   **SIXTH CAUSE OF ACTION**  
23                                   **(TRADEMARK DILUTION UNDER CAL. BUS. & PROF. CODE § 14247)**

24           **56.** Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
25 set forth here.

26           **57.** The FACEBOOK Marks are distinctive and famous within the meaning of section  
27 14247 of the California Business and Professions Code.

28           **58.** Defendant's use of the TEACHBOOK Mark began after the FACEBOOK Marks

1 became famous.

2 59. Defendant's continued use of the TEACHBOOK Mark is likely to cause injury to  
3 Facebook's business reputation and/or the dilution of the distinctive quality of Facebook's  
4 famous FACEBOOK Marks, in violation of California Business and Professions Code section  
5 14247.

6 60. Defendant's acts as alleged above, if not enjoined, will continue. Facebook has no  
7 adequate remedy at law in that the amount of its damages is difficult to ascertain with specificity.

8 SEVENTH CAUSE OF ACTION  
9 (UNFAIR COMPETITION UNDER CAL. BUS. & PROF. CODE §§ 17200, *ET SEQ.*)

10 61. Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
11 set forth here.

12 62. By the acts described herein, Defendant has engaged in unlawful and unfair  
13 business practices that have injured and will continue to injure Facebook in its business and  
14 property, in violation of California Business and Professions Code §§ 17200, *et seq.*

15 63. Defendant's acts alleged herein have caused monetary damages to Facebook in an  
16 amount to be proven at trial, and have caused, and will continue to cause, irreparable injury to  
17 Facebook and its business, reputation, and trademarks, unless and until Defendant is permanently  
18 enjoined.

19 64. As a direct and proximate result of Defendant's conduct alleged herein, Defendant  
20 has been unjustly enriched and should be ordered to disgorge any and all profits earned as a result  
21 of such unlawful conduct.

22 EIGHTH CAUSE OF ACTION  
23 (CYBERSQUATTING)

24 65. Facebook incorporates by reference paragraphs 1 through 21, inclusive, as if fully  
25 set forth here.

26 66. Facebook is informed and believes and thereon alleges that Defendant acquired,  
27 and subsequently made use of, the TEACHBOOK.COM domain. True and correct copies of the  
28 domain name registration records for TEACHBOOK.COM reflecting Defendant's ownership of

1 the domain are attached hereto as Exhibit E, and are hereby incorporated by reference as though  
2 set forth in full herein.

3 67. Facebook is informed and believes and thereon alleges that Facebook began using  
4 the distinctive and famous FACEBOOK Marks years prior to Defendant's acquisition of the  
5 TEACHBOOK.COM domain name. By the time Defendant acquired the TEACHBOOK.COM  
6 domain name, the FACEBOOK Marks were widely recognized as an indicator of source for  
7 Facebook's services, and were famous.

8 68. Defendant's TEACHBOOK.COM domain name is confusingly similar and/or  
9 dilutive of the FACEBOOK Marks.

10 69. Facebook is informed and believes and thereon alleges that Defendant acquired  
11 and has used the TEACHBOOK.COM domain name with a bad faith intent to profit from the  
12 FACEBOOK Marks.

13 70. Defendant's actions have caused, and continue to cause, great and irreparable  
14 injury to Facebook. Unless these acts are restrained by this Court, they will continue, and  
15 Facebook will continue to suffer such injury.

16 71. Facebook is entitled to cancellation of Defendant's TEACHBOOK.COM domain  
17 name registration or transfer of the domain name to Facebook, along with monetary  
18 compensation and statutory penalties pursuant to the Anti-Cybersquatting Consumer Protection  
19 Act, 15 U.S.C. § 1125(d).

20 **PRAYER FOR RELIEF**

21 **WHEREFORE**, Facebook prays:

22 A. That this Court grant preliminary and permanent injunctive relief enjoining  
23 Defendant and all others acting in concert with and having knowledge thereof, from using the  
24 TEACHBOOK Mark, and any similar trade name or mark or variant thereof, or other "generic  
25 plus BOOK" mark, as a trade name, trademark, service mark, domain name, or for any other  
26 purpose;

27 B. That this Court declare the TEACHBOOK trademark application void  
28 *ab initio*;

1 C. That this Court order Defendant to account to Facebook any and all  
2 revenues and profits that Defendant has derived from its wrongful actions and to pay all damages  
3 which Facebook has sustained by reason of the acts complained of herein, and that such damages  
4 be trebled;

5 D. That this Court award Facebook the costs of this action and reasonable  
6 attorneys' fees and expenses;

7 E. That the Court order the Registrar of the TEACHBOOK.com domain name  
8 to transfer it to Facebook; and

9 F. That this Court grant such other and further relief as it should deem just.

10 Dated: August 18, 2010

11 COOLEY LLP  
12 MICHAEL G. RHODES  
13 ANNE H. PECK  
14 EMILY F. BURNS



15 \_\_\_\_\_  
Emily F. Burns

16 Attorneys for Plaintiff  
17 FACEBOOK, INC.  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

**DEMAND FOR JURY TRIAL**

Plaintiff Facebook, Inc. hereby demands a trial by jury on all issues for which a trial by jury may be had.

Dated: August 18, 2010

COOLEY LLP  
MICHAEL G. RHODES  
ANNE H. PECK  
EMILY F. BURNS



---

Emily F. Burns

Attorneys for Plaintiff  
FACEBOOK, INC.

862823 v11/HN

**EXHIBIT A**



Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102 and 104

**United States Patent and Trademark Office**

Reg. No. 3,041,791

Registered Jan. 10, 2006

**SERVICE MARK  
PRINCIPAL REGISTER**

**THEFACEBOOK**

THEFACEBOOK, INC. (DELAWARE CORPORATION)  
471 EMERSON STREET  
PALO ALTO, CA 943011605

FOR: PROVIDING AN ONLINE DIRECTORY INFORMATION SERVICE FEATURING INFORMATION REGARDING, AND IN THE NATURE OF, COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

FOR: PROVIDING ONLINE CHAT ROOMS FOR REGISTERED USERS FOR TRANSMISSION OF

MESSAGES CONCERNING COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COMMUNITY AND SOCIAL NETWORKING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-4-2004; IN COMMERCE 2-4-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-574,726. FILED 2-24-2005.

MATTHEW KLINE, EXAMINING ATTORNEY



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG BOTTOM HELP

**Logout** Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TAB STATUS ASSIGN STATUS TDR TAB STATUS ( Use the "Back" button of the Internet Browser to return to TESS)

# FACEBOOK

<b>Word Mark</b>	FACEBOOK
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking. FIRST USE: 20040204. FIRST USE IN COMMERCE: 20040204
	IC 038. US 100 101 104. G & S: providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking. FIRST USE: 20040204. FIRST USE IN COMMERCE: 20040204
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78574726
<b>Filing Date</b>	February 24, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 18, 2005
<b>Change In Registration</b>	CHANGE IN REGISTRATION HAS OCCURRED
<b>Registration Number</b>	3041791
<b>Registration Date</b>	January 10, 2006

**Owner** (REGISTRANT) THEFACEBOOK, Inc. CORPORATION DELAWARE 471 Emerson Street Palo Alto CALIFORNIA 943011605  
(LAST LISTED OWNER) FACEBOOK, INC. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Anne H. Peck

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

---

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102, and 104

Reg. No. 3,122,052

**United States Patent and Trademark Office**

Registered July 25, 2006

**SERVICE MARK  
PRINCIPAL REGISTER**

**FACEBOOK**

FACEBOOK, INC. (DELAWARE CORPORATION)  
156 UNIVERSITY AVENUE  
PALO ALTO, CA 94301

FOR: PROVIDING AN ONLINE DIRECTORY  
INFORMATION SERVICE FEATURING INFORMA-  
TION REGARDING, AND IN THE NATURE OF,  
COLLEGIATE LIFE, CLASSIFIEDS, VIRTUAL COM-  
MUNITY AND SOCIAL NETWORKING, IN CLASS  
35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-16-2004; IN COMMERCE 11-16-2004.

FOR: PROVIDING ONLINE CHAT ROOMS FOR  
REGISTERED USERS FOR TRANSMISSION OF

MESSAGES CONCERNING COLLEGIATE LIFE,  
CLASSIFIEDS, VIRTUAL COMMUNITY AND SO-  
CIAL NETWORKING, IN CLASS 38 (U.S. CLS. 100,  
101 AND 104).

FIRST USE 11-16-2004; IN COMMERCE 11-16-2004.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SN 78-574,730, FILED 2-24-2005.

MATTHEW KLINE, EXAMINING ATTORNEY



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICTIONARY SEARCH OIG BOTTOM HELP

**Logout** Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TAB STATUS ASSIGN STATUS TDR TAB STATUS ( Use the "Back" button of the Internet Browser to return to TESS)

FACEBOOK

**Word Mark** FACEBOOK  
**Goods and Services** (CANCELLED) IC 035. US 100 101 102. G & S: [ providing an online directory information service featuring information regarding, and in the nature of, collegiate life, classifieds, virtual community and social networking ]. FIRST USE: 20041116. FIRST USE IN COMMERCE: 20041116  
 IC 038. US 100 101 104. G & S: providing online chat rooms for registered users for transmission of messages concerning collegiate life, classifieds, virtual community and social networking. FIRST USE: 20041116. FIRST USE IN COMMERCE: 20041116  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78574730  
**Filing Date** February 24, 2005  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** October 4, 2005  
**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED  
**Registration Number** 3122052  
**Registration Date** July 25, 2006



**Owner** (REGISTRANT) FACEBOOK, INC. CORPORATION DELAWARE 1601 South California Avenue  
Palo Alto CALIFORNIA 94304

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Anne H. Peck

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

---

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

**United States Patent and Trademark Office**

Reg. No. 3,659,516

Registered July 21, 2009

**TRADEMARK  
PRINCIPAL REGISTER**

**FACEBOOK**

FACEBOOK, INC. (DELAWARE CORPORATION)  
156 UNIVERSITY AVENUE  
PALO ALTO, CA 94301

FOR: CLOTHING FOR MEN WOMEN, AND  
CHILDREN, NAMELY, SHIRTS, T-SHIRTS, JACK-  
ETS, TOPS, SWEAT SHIRTS, HEADWEAR, HATS,  
CAPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-2006; IN COMMERCE 2-0-2006.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,791 AND  
3,122,052.

SN 78-981,126, FILED 8-29-2006.

EDWARD NELSON, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## FACEBOOK

**Reg. No. 3,716,926** FACEBOOK, INC. (DELAWARE CORPORATION)  
Registered Nov. 24, 2009 1601 SOUTH CALIFORNIA AVENUE  
PALO ALTO, CA 94304

**Int. Cls.: 18, 20, and 21** FOR: BAGS, NAMELY, ALL PURPOSE SPORTS BAGS, ALL PURPOSE CARRYING BAGS, BAGS AND HOLD-ALLS FOR SPORTS CLOTHING, TOILET BAGS, BOOK BAGS, CARRY-ALL BAGS, TRAVELING BAGS; UMBRELLAS; BRIEFCASE-TYPE PORTFOLIOS. IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

TRADEMARK  
PRINCIPAL REGISTER

FIRST USE 9-0-2005. IN COMMERCE 9-0-2005.

FOR: PICTURE FRAMES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 9-0-2005. IN COMMERCE 9-0-2005

FOR: INSULATING SLEEVES FOR BEVERAGE CANS, INSULATING SLEEVES FOR BEVERAGE BOTTLES; PORTABLE CAN COOLERS; PORTABLE BOTTLE COOLERS; THERMALLY INSULATED CONTAINERS FOR BEVERAGES. IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50)

FIRST USE 5-0-2009. IN COMMERCE 5-0-2009

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-978,174, FILED 3-7-2007.

LINDA LAVACHE, EXAMINING ATTORNEY



*David S. Kayes*

Director of the United States Patent and Trademark Office



# United States of America

United States Patent and Trademark Office

## FACEBOOK

**Reg. No. 3,734,637** FACEBOOK, INC. (DELAWARE CORPORATION)  
Registered Jan. 5, 2010 1601 SOUTH CALIFORNIA AVENUE  
PALO ALTO, CA 94304

**Int. Cls.: 9, 38, 41, and 42** FOR: SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK. IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER

FIRST USE 8-0-2006. IN COMMERCE 8-0-2006.

FOR: AUDIO AND VIDEO BROADCASTING SERVICES OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK, NAMELY, UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING AND ELECTRONICALLY TRANSMITTING INFORMATION, AUDIO, AND VIDEO CLIPS, PROVIDING ON-LINE CHAT ROOMS, LISTSERVICES, AND ON-LINE FORUMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING USER-DEFINED CONTENT, PROVIDING ON-LINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG USERS IN THE FIELD OF GENERAL INTEREST. IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-0-2004. IN COMMERCE 2-0-2004.

FOR: ON-LINE JOURNALS, NAMELY, BLOGS FEATURING USER-DEFINED CONTENT. IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-0-2004. IN COMMERCE 2-0-2004.

FOR: APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION OVER THE INTERNET OR OTHER COMMUNICATIONS NETWORK, IN CLASS 42 (U.S. CLS. 100 AND 101)

FIRST USE 2-0-2004. IN COMMERCE 2-0-2004

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-189,479, FILED 5-24-2007.

TRACY CROSS, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## FACEBOOK

**Reg. No. 3,801,147**

**Registered June 8, 2010**

**Int. Cls.: 9, 38, 41, and 42**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

FACEBOOK, INC (DELAWARE CORPORATION)  
1601 SOUTH CALIFORNIA AVENUE  
PALO ALTO, CA 94304

FOR: COMPUTER SOFTWARE DEVELOPMENT TOOLS FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, ACCESS AND MANAGEMENT; APPLICATION PROGRAMMING INTERFACE (API) FOR THIRD-PARTY SOFTWARE AND ONLINE SERVICES FOR SOCIAL NETWORKING, BUILDING SOCIAL NETWORKING APPLICATIONS AND FOR ALLOWING DATA RETRIEVAL, UPLOAD, ACCESS AND MANAGEMENT. IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38)

FIRST USE 8-0-2006; IN COMMERCE 8-0-2006.

FOR: PROVIDING ACCESS TO COMPUTER DATABASES; ELECTRONIC TRANSMISSION OF INSTANT MESSAGES AND DATA, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLISHING OF ONLINE WORKS OF OTHERS FEATURING USER-CREATED TEXT, AUDIO, VIDEO, AND GRAPHICS; PROVIDING ON-LINE JOURNALS AND WEB LOGS FEATURING USER-CREATED CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107)

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR CLASSIFIEDS, VIRTUAL COMMUNITY, SOCIAL NETWORKING, PHOTO SHARING, AND TRANSMISSION OF PHOTOGRAPHIC IMAGES, IN CLASS 42 (U.S. CLS. 100 AND 101)

FIRST USE 2-0-2004; IN COMMERCE 2-0-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-979,375, FILED 11-7-2006.

EDWARD NELSON, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## FACEBOOK

**Reg. No. 3,814,888**

**Registered July 6, 2010**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

FACEBOOK, INC (DELAWARE CORPORATION)  
1601 SOUTH CALIFORNIA AVENUE  
PALO ALTO, CA 94304

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE APPLICATIONS FOR VIDEO SHARING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-2007. IN COMMERCE 6-0-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 77-039,123, FILED 11-7-2006.

EDWARD NELSON, EXAMINING ATTORNEY



*David S. Kayas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## FACEBOOK

**Reg. No. 3,826,546**

**Registered July 27, 2010**

**Int. Cl.: 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

FACEBOOK, INC. (DELAWARE CORPORATION)  
1601 SOUTH CALIFORNIA AVENUE  
PALO ALTO, CA 94304

FOR: CLOTHING FOR MEN, WOMEN AND CHILDREN, NAMELY, BOTTOMS, PANTS,  
LOUNGEWEAR, SWEAT PANTS, IN CLASS 25 (U.S. CLS. 22 AND 39)

FIRST USE 5-6-2010; IN COMMERCE 5-6-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,791 AND 3,122,052.

SN 78-962,629, FILED 8-29-2006

EDWARD NELSON, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**EXHIBIT B**



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[BOTTOM](#)
[HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TAB STATUS](#)
[ASSIGN STATUS](#)
[TDR](#)
[TAB STATUS](#)
 ( Use the "Back" button of the Internet Browser to return to TESS)

# FACEBOOK

- |                           |   |
|---------------------------|---|
| <b>Word Mark</b>          | FACEBOOK  |
| <b>Goods and Services</b> | <p>IC 035. US 100 101 102. G &amp; S: Advertising and information distribution services, namely, providing classified advertising space via the global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases in the field of classifieds</p> <p>IC 038. US 100 101 104. G &amp; S: Providing online chat rooms and electronic bulletin boards for registered users for transmission of messages concerning collegiate life, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images; provision of on-line forums for the transmission of photographic images; provision of on-line forums for communications on topics of general interest</p> <p>IC 041. US 100 101 107. G &amp; S: Providing on-line computer databases and on-line searchable databases in the field of collegiate life concerning college athletics, concerts, entertainment events, art, performing arts, music, dance and academics; providing on-line computer databases and on-line searchable databases featuring collegiate student groups concerning subjects in the fields of academics and entertainment</p> <p>IC 042. US 100 101. G &amp; S: Computer services, namely, hosting online web facilities for others for organizing and conducting online meetings, gatherings, and interactive discussions; and computer services in the nature of customized web pages featuring user-defined information, personal profiles and information; computer services, namely, creating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking; peer-to-browser photo sharing services namely, providing a website featuring technology enabling users to upload, view and download digital photos</p> <p>IC 045. US 100 101. G &amp; S: Internet based introduction and social networking services; providing on-line computer databases and on-line searchable databases in the field of social networking</p> |

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78920322

**Filing Date** June 29, 2006

**Current Filing Basis** 1B

**Original Filing Basis** 1B

**Published for Opposition** June 1, 2010

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Prior Registrations** 3041791;3122052

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE LIST](#)
[SEARCH OG](#)
[TOP](#)
[HELP](#)

[|.HOME](#) | 
 [SITE INDEX](#) | 
 [SEARCH](#) | 
 [eBUSINESS](#) | 
 [HELP](#) | 
 [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TAB STATUS](#) [ASSIGN STATUS](#) [TDR](#) [TTAB STATUS](#) ( Use the "Back" button of the Internet Browser to return to TESS)

# FACEBOOK

<b>Word Mark</b>	FACEBOOK
<b>Goods and Services</b>	<p>IC 018. US 001 002 003 022 041. G &amp; S: Bags, namely, duffle bags, backpacks, beach bags, belt bags, clutch bags, cosmetic bags sold empty, gym bags; leather and imitations of leather; animal skins and hides; trunks for traveling; parasols; walking sticks; pocket books; handbags; wallets; credit card cases; drawstring pouches; attaché cases</p> <p>IC 020. US 002 013 022 025 032 050. G &amp; S: Plastic key rings; plastic novelty license plates; indoor and outdoor furniture; wood boxes; pillows; cushions; inflatable plastic signs; plastic boxes; non-electric fans for personal use; mirrors; figurines made of plastic, wood, ivory, fabric, plaster, wax, bone, and cold-cast resin; non-metal clips for bags</p> <p>IC 021. US 002 013 023 029 030 033 040 050. G &amp; S: Thermally insulated containers for food; portable plastic coolers; portable metal coolers; coasters not of paper and not being table linen; bottle openers; pitchers; plastic buckets; plastic cups; serving trays not of precious metal; bottle stands; mugs; cups; foam drink holders; storage jars; glass and porcelain giftware, namely, vases, ornaments, plates, cups, jars, and decorative boxes; figurines made from glass, porcelain, ceramics, earthenware, and china; beverage glassware</p>
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77125103
<b>Filing Date</b>	March 7, 2007
<b>Current Filing Basis</b>	1B
<b>Original Filing</b>	1B



**Basis**

**Published for Opposition**

October 2, 2007

**Owner**

(APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record**

Anne H. Peck

**Prior Registrations**

3041791;3122052

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Live/Dead Indicator**

LIVE

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[TOP](#)
[HELP](#)

[HOME](#) | 
 [SITE INDEX](#) | 
 [SEARCH](#) | 
 [eBUSINESS](#) | 
 [HELP](#) | 
 [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[BOTTOM](#)
[HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TARR STATUS](#)
[ASSIGN STATUS](#)
[TDR](#)
[TAB STATUS](#)
 ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer software development tools; Computer software for use as an application programming interface (API); Application programming interface (API) for computer software which facilitates online services for social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; Computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
 26.11.25 - Rectangles with one or more curved sides  
**Serial Number** 77896312  
**Filing Date** December 17, 2009  
**Current Filing Basis** 1B  
**Original Filing Basis** 1B  
**Published for Opposition** May 25, 2010  
**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304  
**Attorney of Record** Anne H. Peck  
**Prior Registrations** 3041791;3122052;3734637;AND OTHERS  
**Description of** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word

**Mark** "FACEBOOK" in white letters with a blue background.  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICTIONARY](#) [SEARCH LOG](#) [TOP](#) [HELP](#)

---

[\[.HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY\]](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DIRECT SEARCH OIG BOTTOM HELP

**Logout** Please logout when you are done to release system resources allocated for you.

**Record 1 out of 1**

TAB STATUS ASSIGN STATUS TDR ITAB STATUS ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK

**Goods and Services** IC 035. US 100 101 102. G & S: Marketing, advertising and promotion services; Market research and information services; Promoting the goods and services of others via computer and communication networks; Facilitating the exchange and sale of services and products of third parties via computer and communication networks; Online retail store services featuring delivery of digital media; Charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities; Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
26.11.25 - Rectangles with one or more curved sides

**Serial Number** 77896315

**Filing Date** December 17, 2009

**Current Filing Basis** 1B

**Original Filing Basis** 1B

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

---

[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OIG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TAB Status](#) [ASSIGN Status](#) [TDR](#) [TAB Status](#) ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK

**Goods and Services** IC 036. US 100 101 102. G & S: Financial transaction processing services, namely, clearing and reconciling financial transactions via computer and communication networks; Electronic processing and transmission of bill payment data for users of computer and communication networks; Electronic funds transfer services; Bill payment services; Financial exchange services, namely, providing a virtual currency for use by members of an online community via computer and communication networks

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
26.11.25 - Rectangles with one or more curved sides

**Serial Number** 77896317

**Filing Date** December 17, 2009

**Current Filing Basis** 1B

**Original Filing Basis** 1B

**Published for Opposition** May 25, 2010

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Prior Registrations** 3041791;3122052;3734637;AND OTHERS

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

Type of Mark SERVICE MARK  
Register PRINCIPAL  
Live/Dead Indicator LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

---

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICTIONARY SEARCH LOG BOTTOM HELP

**Logout** Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TABS Status ASSIGN Status TDR TTAB Status ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK

**Goods and Services** IC 038. US 100 101 104. G & S: Providing access to computer, electronic and online databases; Telecommunications services, namely, electronic transmission of data, messages and information; Providing online forums for communication on topics of general interest; Providing online communications links which transfer web site users to other local and global web pages; Facilitating access to third party web sites via a universal login; Providing online chat rooms and electronic bulletin boards; Audio, text and video broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, audio and video images

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
26.11.25 - Rectangles with one or more curved sides

**Serial Number** 77896318

**Filing Date** December 17, 2009

**Current Filing Basis** 1B

**Original Filing Basis** 1B

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Description** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word



**of Mark** "FACEBOOK" in white letters with a blue background.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

---

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

**Record 1 out of 1**

[TAPP Status](#) [ASSIGN Status](#) [TDR](#) [ITAB Status](#) ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK

**Goods and Services** IC 042. US 100 101. G & S: Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an online network service that enables users to transfer personal identity data to and share personal identify data with and among multiple websites; Providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics and audio visual information, on computer and communication networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
26.11.25 - Rectangles with one or more curved sides

**Serial Number** 77896323

**Filing Date** December 17, 2009

**Current** 1B

**Filing Basis**

**Original Filing Basis** 1B

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

---

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[TOP](#)
[HELP](#)

---

[|.HOME](#) | 
 [SITE INDEX](#) | 
 [SEARCH](#) | 
 [eBUSINESS](#) | 
 [HELP](#) | 
 [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DIET](#)
[SEARCH OG](#)
[BOTTOM](#)
[HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TAPP STATUS](#)
[ASSIGN STATUS](#)
[TDR](#)
[TTAB STATUS](#)
 ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK

**Goods and Services** IC 042. US 100 101. G & S: Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; Providing an online network service that enables users to transfer personal identity data to and share personal identify data with and among multiple websites; Providing a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics and audio visual information, on computer and communication networks; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
26.11.25 - Rectangles with one or more curved sides

**Serial Number** 77896323

**Filing Date** December 17, 2009

**Current** 1B

**Filing Basis**

**Original Filing Basis** 1B

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

---

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[TOP](#)
[HELP](#)

---

[|.HOME](#) | 
 [SITE INDEX](#) | 
 [SEARCH](#) | 
 [eBUSINESS](#) | 
 [HELP](#) | 
 [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

**Record 1 out of 1**

[TAPR STATUS](#) [ASSIGN STATUS](#) [TDR](#) [TAB STATUS](#) ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK  
**Goods and Services** IC 045. US 100 101. G & S: Social introduction, networking and dating services; Providing access to computer databases in the fields of social networking, social introduction and dating; Providing social services and information in the field of personal development, namely, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 26.11.02 - Plain single line rectangles; Rectangles (single line)  
**Serial Number** 77896325  
**Filing Date** December 17, 2009  
**Current Filing Basis** 1B  
**Original Filing Basis** 1B  
**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304  
**Attorney of Record** Anne H. Peck  
**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word "FACEBOOK" in white letters with a blue background.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL

Live/Dead  
Indicator LIVE

---

TESS HOME

NEW USER

STRUCTURED

FREE FORM

BROWSE DICT

SEARCH OIG

TOP

HELP

---

[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Wed Aug 18 04:05:46 EDT 2010

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

**Record 1 out of 1**

[TAB STATUS](#) [ASSIGN STATUS](#) [TOR](#) [TAB STATUS](#) ( Use the "Back" button of the Internet Browser to return to TESS)



**Word Mark** FACEBOOK

**Goods and Services** IC 041. US 100 101 107. G & S: Providing computer, electronic and online databases in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; Photosharing and video sharing services; Electronic journals and web logs, featuring user generated or specified content; Electronic publishing services for others; Entertainment services, namely, facilitating interactive and multiplayer and single player game services for games played via computer or communication networks; Providing information about online computer games and video games via computer or communication networks; Arranging and conducting competitions for video gamers and computer game players

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.11.21 - Rectangles that are completely or partially shaded  
26.11.25 - Rectangles with one or more curved sides

**Serial Number** 77896322

**Filing Date** December 17, 2009

**Current Filing Basis** 1B

**Original Filing Basis** 1B

**Owner** (APPLICANT) Facebook, Inc. CORPORATION DELAWARE 1601 South California Avenue Palo Alto CALIFORNIA 94304

**Attorney of Record** Anne H. Peck

**Description** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of the word



**of Mark** "FACEBOOK" in white letters with a blue background.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICTIONARY](#) [SEARCH OIG](#) [TOP](#) [HELP](#)

---

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

**EXHIBIT C**



- HOME
- LESSON PLANS
- VIDEOS
- SCHEMATA
- FORUMS
- GROUPS/CLASSROOMS
- BLOGS
- ABOUT TEACHBOOK
- CONTACT

LOGIN / REGISTRATION

Username

Password

Remember me

No account yet? Register

SEARCH TEACHBOOK

Teachbook is a professional community for teachers. When you join Teachbook, you can communicate with your colleagues in a secure, professional online environment. You can create, share, and search a database of lesson plans and instructional videos created by other teachers, as well as find online courses, instructional modules, and other education resources. Managing your classroom and communications with parents and students is easy with Teachbook. Create a classroom homepage, calculate and share students' grades with the gradebook, post events on a shared calendar, create and share a classroom newsletter, post student homework and assignments, and more.

Many schools forbid their teachers to maintain Facebook and MySpace accounts because of the danger that students might learn personal information about their teachers. With Teachbook, you can manage your profile so that only other teachers and/or school administrators can see your personal information, blogs, posts, and so on.

Teachbook is all about community, utility, and communication for teachers.

When you join Teachbook, you can:

- Manage your professional profile and all information in your account by choosing to share with administrators, colleagues or parents or public
- Create and search lesson plans, instructional videos, and other teaching resources
- Manage your classroom communications with secure parent-teacher communication tools, such as a gradebook, calendar, classroom newsletter, and homework space
- Communicate and connect with colleagues through discussion, chat, blogs, and more
- Gain new teaching knowledge and insights from like-minded professionals in groups
- Create and manage online courses and instructional modules

RECENT BLOGS

Julia's 1st blog

December 2nd, 2009 by

*Journal*

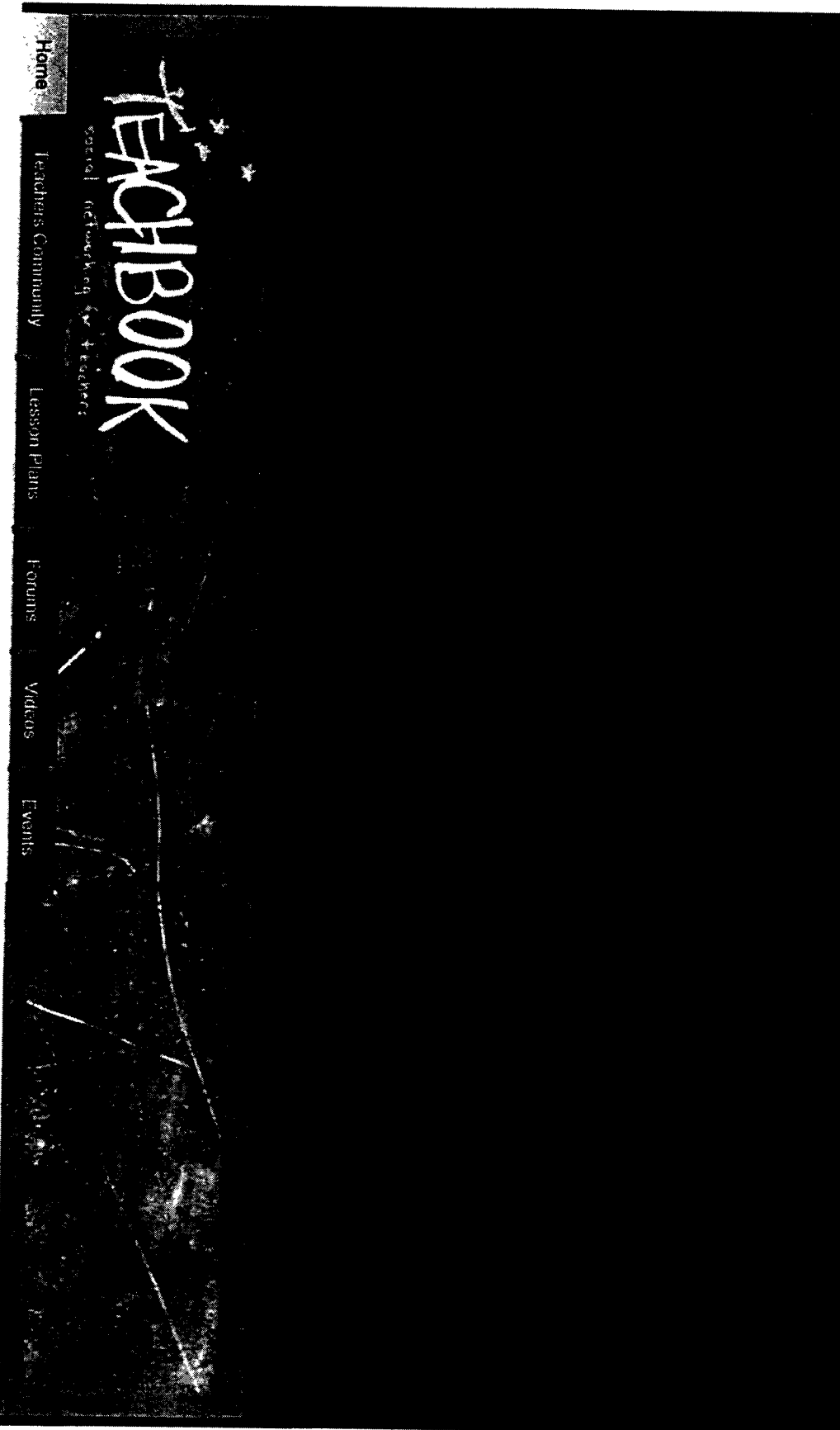
This is a test - In  
Teachbook This is Julia's  
blog.

- Enable teachers to manage their student grades by recording, calculating, and sharing them in a secure online Gradeboo

[Privacy Policy](#) | [Terms Of Use](#)

You are currently browsing this site with **Internet Explorer 6**. When it was released in August of 2001, Internet Explorer 6 was a cutting edge browser, unfortunately after nearly 8 years the technology behind Internet Explorer 6 has lost its luster. Internet Explorer 6 has many powerful features and security enhancements of modern browsers. It's also very poorly built in standards compliance which means it's simple, made for readers sites properly without hours of bugs and workarounds.

The last version of Internet Explorer 6 was called Service Pack 1, by Internet Explorer 6 and was released in December of 2004. By continuing to run Internet Explorer 6 you are open to any and all security vulnerabilities discovered since that date. In October of 2006, Microsoft released version 7 of Internet Explorer that, in addition to providing a safer site, in a way that which allows the Internet Explorer browser to learn if it's been broken. Microsoft has launched Internet Explorer 7 as a big departure of the old and to now be able to download for free without any extra-charge requirements. And I see I'm 2008 Microsoft is having updates to Internet Explorer 6 in order to prove progressive and to make it in protected and secure for free. Please don't let your computer miss progress for your own good!



Username

Remember Me Forged your password?

Forgot your username? Create an account

Lesson Plans

Forums

Videos

Events

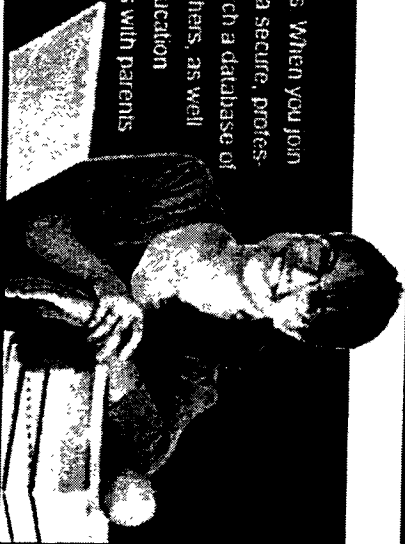
News



Search lesson plans under every subject and grade level. Add your own, share lesson plans. Use the lesson plan template to create a lesson plan. Rate and review lesson plans. Create a custom lesson plan. Download and print lesson plans.

# Introducing Teachbook - Online Community for Teachers

Teachbook is a professional, online community for teachers. When you join Teachbook, you can communicate with your colleagues in a secure, professional online environment. You can create, share, and search a database of lesson plans and instructional videos created by other teachers, as well as find online courses, instructional modules, and other education resources. Managing your classroom and communications with parents and students is easy with Teachbook.



### Quick Links

- Home
- Teachers Community
- Lesson Plans
- Forums
- Videos
- Events

### Polls

Who has the most ability to transform

## Professional Development

Teacher Certification and Education  
The Art of Teaching  
Elogs

The City  
Operator 11

**schools?**

Administrators

Teachers

Students

Coming Soon

Webquests coming soon

Who's Online

We have 9 guests online

[Privacy Policy](#)

[Terms of Use](#)

[Contact Us](#)

Search for lesson plans, articles, videos, and more.

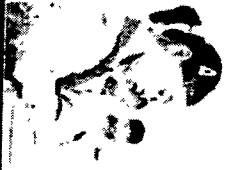
Username

Password

Remember Me

Forgot your username? Create an account

- Lesson Plans
- Forums
- Videos



Search lesson plans under every subject and grade level. Add your own, share lesson plans. Use the lesson p...

Read More

Teachers Community



- Lesson Plans
- Forums
- Videos



Search lesson plans under every subject and grade level. Add your own, share lesson plans. Use the lesson p...

[Read More](#)

Username

Remember Me [Forgot your password?](#)

[Forgot your username?](#) [Create an account](#)

Teachers Community

- Communicate and connect with colleagues through discussion, chat, blogs, and more
- Gain new teaching knowledge and insights from like-minded professionals in groups
- Create and manage online courses and instructional modules
- Enable teachers to manage their student grades by recording, calculating, and sharing them in a secure online Gradebook.

### Learning Now RSS Feeds

#### PBS Teachers, Learning Now

- Education Reform and the Teacher's Role
- What Does School Reform Look Like?
- Students Use Social Media to Cover the Reorganization
- When State Should Teachers Pay for Learning the Next Generation Public Education One Learning At A Time

### Classroom Solutions

#### Real Teachers' Tips & Teaching Strategies

- Cheating at Thense
- Is That a Notebook or a Photo Scavenger?
- Destroy All Cars
- Here's Happiness for You Kid
- Selling Up and Organizing Your Classroom 1 and Two

[Privacy Policy](#)

[Terms of Use](#)

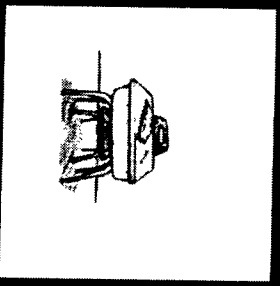
[Contact Us](#)

You are currently browsing this site with **Internet Explorer 6**. When it was released in August of 2001, Internet Explorer 6 was a cutting edge browser, unfortunately after nearly 8 years the technology behind Internet Explorer 6 has lost its luster. Internet Explorer 6 lacks many powerful features and security enhancements of modern browsers. It's also very poorly lacking in standards compliance which means it's simply unable to render sites properly without hours of hacks and workarounds.

The last version of Internet Explorer 6 was called Service Pack 1 for Internet Explorer 6 and was released in December of 2004. By continuing to run Internet Explorer 6 you are open for any and all security vulnerabilities discovered since that date. In October of 2006, Microsoft released version 7 of Internet Explorer that, in addition to providing a better safety environment, which allows the Internet Explorer browser to identify all modern browsers. Microsoft has banned Internet Explorer 6 as a high-priority update, and is now available to download for free without any certification requirements. As of July 27th, 2008, Microsoft is bringing updates to Internet Explorer 6 in order to move people towards the new, improved and secure version 7. Please ensure you don't bypass this process. It's for your own good!

- Home
- Teachers Community
- Lesson Plans
- Forums**
- Videos
- Events

## FORUMS



Username

password

Remember Me 1 of 94 your

password?

Forgot your username? Create an

account

existing discussions.

Have a private discussion forum in a group or classroom.

[View Teachers' forums »](#)

[Privacy Policy](#)

[Terms of Use](#)

[Contact Us](#)

You are currently browsing this site with **Internet Explorer 6**. When it was released in August of 2001 Internet Explorer 6 was a cutting edge browser, unfortunately after nearly 8 years the technology behind Internet Explorer 6 has lost its luster. Internet Explorer 6 lacks many powerful features and security enhancements of modern browsers. It is also very poorly lacking in standards compliance which means it's simply unable to render sites properly without hours of hacks and workarounds.

The last version of Internet Explorer 6 was called Service Pack 1 for Internet Explorer 6 and was released in December of 2004. By continuing to run Internet Explorer 6 you are open to any and all security vulnerabilities discovered since that date. In October of 2009, Microsoft released version "7" of Internet Explorer that, in addition to providing greater safety in navigation, which allows the Internet Explorer browser to identify as "modern browser". Microsoft has launched Internet Explorer "7" as a high-priority update, and is now available to download for free without any certification requirements. As of July 21st, 2008, Microsoft is forcing updates to Internet Explorer 6 in order to move people towards the much improved and secure version "7". Please ensure you don't hamper the process. It's for your own good!

The image shows a dark-themed header for a website. On the left, the word "TEACHBOOK" is written in a large, white, stylized font. Below it, in a smaller white font, is the tagline "social networking for teachers". To the right of the logo is a navigation menu with several items: "Home", "Teachers Community", "Lesson Plans", "Forums", "Videos", and "Events". The background of the header is dark with some faint, abstract white lines and shapes.

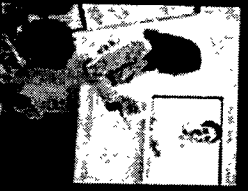
You are currently browsing this site with **Internet Explorer 6**. When it was released in August of 2001, Internet Explorer 6 was a cutting-edge browser, unfortunately, after nearly 8 years, the technologies behind Internet Explorer 6 has lost its luster. Internet Explorer 6 lacks many powerful features and security enhancements of modern browsers. It's also very poorly handling in standards compliance, which means it's simply unable to render sites properly without hours of hacks and workarounds.

The last version of Internet Explorer 6 was called Service Pack 4 for Internet Explorer 6 and was released in December of 2004. By continuing to run Internet Explorer 6 you are open to any and all security vulnerabilities discovered since that date. In October of 2006, Microsoft released version 7 of Internet Explorer that, in addition to providing greater safety in navigation, which allows the Internet Explorer browser to identify as modern browsers. Microsoft has launched Internet Explorer 7 as a high-prior ty update, and is now available to download for free without any certification requirements. As of Feb 12th, 2008, Microsoft is forcing updates to Internet Explorer 6 in order to move people towards the much improved and secure version 7. Please ensure you don't hamper this process. It's for your own good!

# TEACHBOOK

social networking for teachers

- Home
- Teachers Community
- Lesson Plans
- Forums
- Videos**
- Events



Videos

Username

Password

Remember Me 1 year

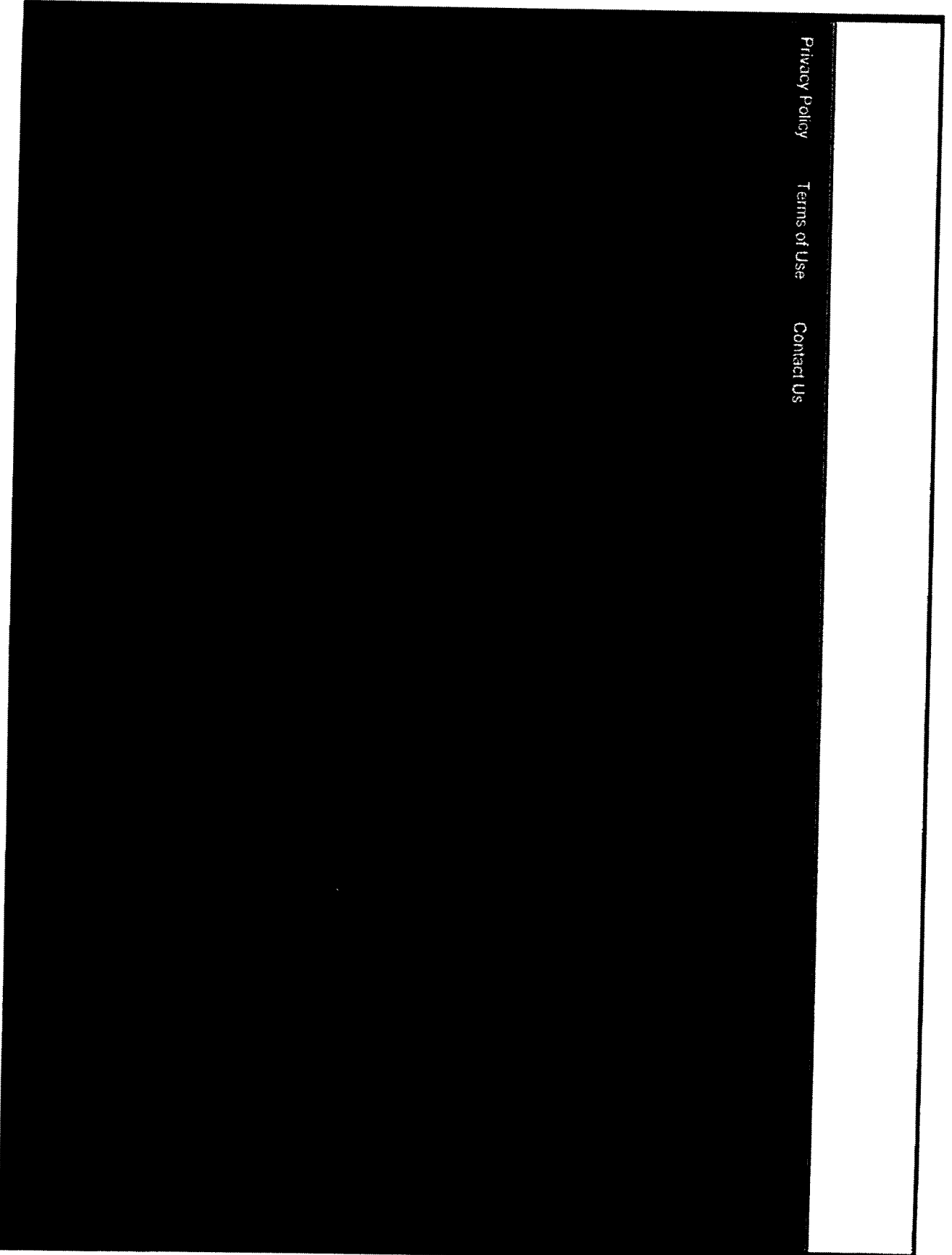
Password?

Forget your username? Create an account

[Privacy Policy](#)

[Terms of Use](#)

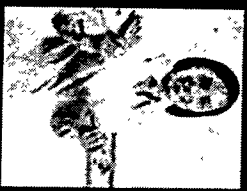
[Contact Us](#)



You are currently browsing this site with **Internet Explorer 6**. When it was released in August of 2001, Internet Explorer 6 was a cutting edge browser, unfortunately after nearly 8 years the technology behind Internet Explorer 6 has lost its luster. Internet Explorer 6 lacks many powerful features and security enhancements of modern browsers. It is also very poorly lacking in standards compliance which means it's simply unable to render sites properly without hours of hacks and workarounds.

The last version of Internet Explorer 6 was called Service Pack 1 for Internet Explorer 6 and was released in December of 2004. It's unfortunate to find Internet Explorer 6 you are open to any and all security vulnerabilities discovered since that date. In October of 2006, Microsoft released version 7 of Internet Explorer that in addition to providing several safety improvements which allows the Internet Explorer browser to identify its modern browsers. Microsoft has launched Internet Explorer 7 as a high-profile update and is now available to download for free without any certification requirements. As of Feb 12th, 2008 Microsoft is bringing updates to Internet Explorer 6 in order to move people towards the much improved and secure version 7. Please ensure you don't hamper this process. It's for your own good.

- Home
- Teachers Community
- Lesson Plans
- Forums
- Videos
- Events**



## Events

Username

Password

Remember Me (only if you

password)

Forget your password? Click here

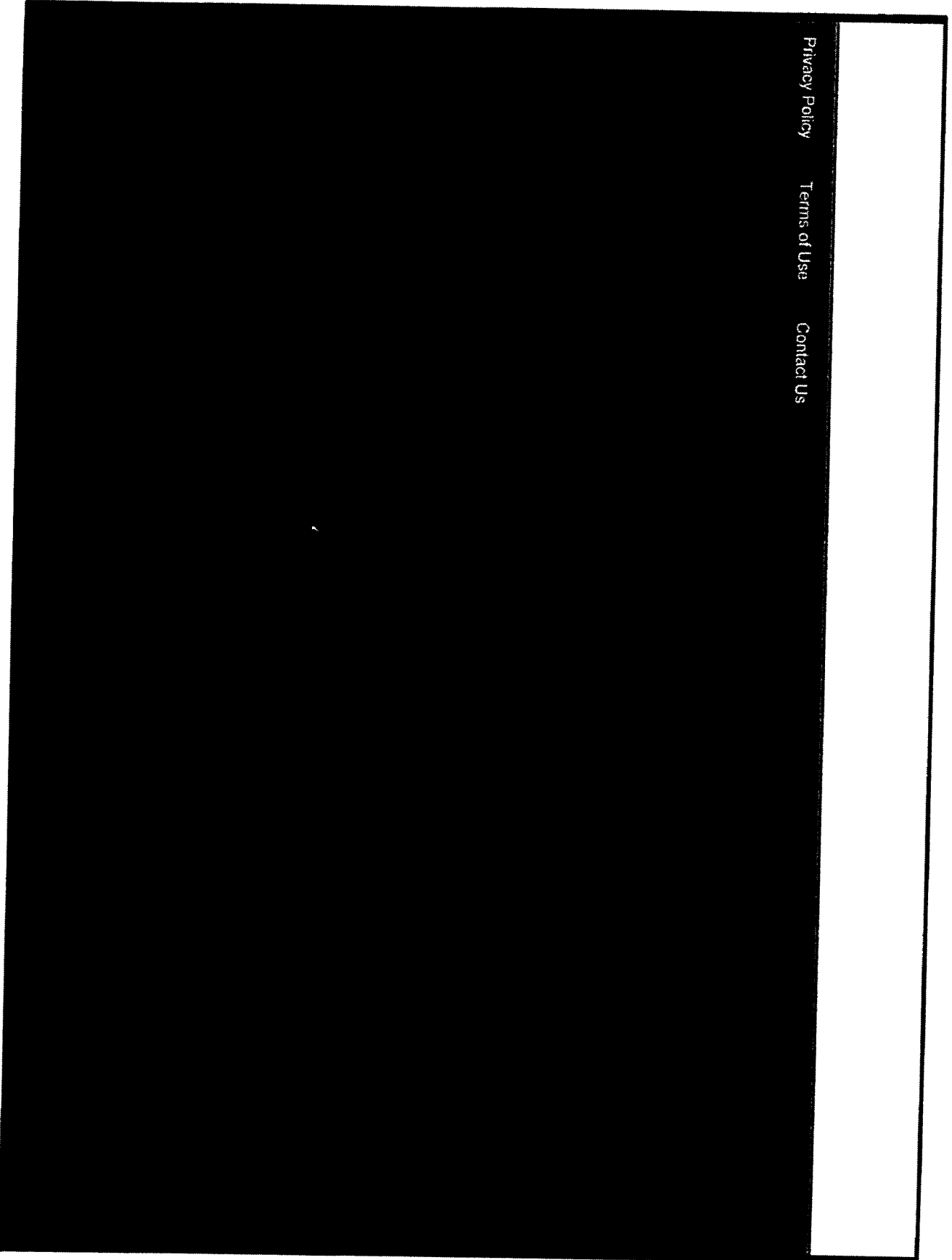
Password



[Privacy Policy](#)

[Terms of Use](#)

[Contact Us](#)



**EXHIBIT D**



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Sat Aug 14 04:05:45 EDT 2010

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

**Logout** Please logout when you are done to release system resources allocated for you.

**Record 1 out of 1**

[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) ( Use the "Back" button of the Internet Browser to return to TESS)

# TEACHBOOK

**Word Mark** TEACHBOOK

**Goods and Services** IC 038. US 100 101 104. G & S: Providing on-line chat rooms and electronic bulletin boards for transmission of messages among registered users concerning educational careers, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images; providing access to on-line computer databases and on-line searchable databases in the field of educational careers, general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images

IC 042. US 100 101. G & S: Design and development of computer hardware and software; computer services, namely, hosting on-line web facilities for others for organizing and conducting on-line meetings, gatherings, and interactive discussions; computer service in the nature of customized web pages featuring user-defined information, personal profiles and information

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77691822

**Filing Date** March 16, 2009

**Current Filing Basis** 1B

**Original Filing Basis** 1B

**Published for Opposition** September 15, 2009

**Owner** (APPLICANT) TEACHBOOK.COM LLC LIMITED LIABILITY COMPANY DELAWARE Suite 200 910

Skokie Blvd. Northbrook ILLINOIS 60062

**Attorney of Record** Paul D. McGrady

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

---

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE LIST](#) [SEARCH OG](#) [TOP](#) [HELP](#)

---

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

**EXHIBIT E**

**PORTAL**  
WEB HOSTING  
a northern valley communications company

SPEED POWER RELIABILITY  
PROVIDING SUPERIOR WEB SOLUTIONS

TOLL FREE SUPPORT  
**888-814-1199**

[HOME](#) > 
 [SUPPORT CENTER](#) > 
 [ABOUT PWH](#) > 
 [TESTIMONIALS](#) > 
 [CONTACT US](#)



**Web Hosting**

- » Virtual Dedicated Servers
- » Windows Websites
- » Linux Websites
- » Windows Resellers
- » Linux Resellers
- » DotNetNuke Portals

**Domain Services**

- » Register Domain
- » Transfer Domain
- » Domain Prices

**Other Services**

- » Whois Lookup

**Lookup Now!**

Domain:

**Submit**

**Search Results**

Visit [AboutUs.org](http://AboutUs.org) for more information about [teachbook.com](http://teachbook.com)  
AboutUs: [teachbook.com](http://teachbook.com)

Registration Service Provided By: Northern Valley Communications  
Contact: [domains@visionhosting.net](mailto:domains@visionhosting.net)

Domain name: [teachbook.com](http://teachbook.com)

Registrant Contact:  
[Teachbook.com](http://Teachbook.com), LLC  
Gregory Shrader ()

### Account Menu

- » My Shopping Cart
- » Create Account
- » LogIn

### PWH Support Menu

- » Support Home
- » My Support Profile
- » PWH Knowledgebase
- » Open a Ticket
- » Track Tickets



Fax:  
 910 Skokie Blvd.  
 Suite 103  
 Northbrook, IL 60062  
 US

Administrative Contact:  
 Teachbook.com, LLC  
 Gregory Shrader (gshrader@gmail.com)  
 +1.8474802090

Fax:  
 910 Skokie Blvd.  
 Suite 103  
 Northbrook, IL 60062  
 US

Technical Contact:  
 Teachbook.com, LLC  
 Gregory Shrader (gshrader@gmail.com)  
 +1.8474802090

Fax:  
 910 Skokie Blvd.  
 Suite 103  
 Northbrook, IL 60062  
 US

Status: Locked

Name Servers:  
 ns1.m446.sgded.com  
 ns2.m446.sgded.com

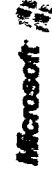
Creation date: 29 Jan 2007 23:16:15  
 Expiration date: 29 Jan 2011 23:16:15

Get Noticed on the Internet! Increase visibility for this domain name by listing it at [www.whoisbusinesslistings.com](http://www.whoisbusinesslistings.com)

The data in this whois database is provided to you for information purposes only, that is, to assist you in obtaining information about or related to a domain name registration record. We make this information available "as is," and do not guarantee its accuracy. By submitting a whois query, you agree that you will use this data only for lawful purposes and that, under no circumstances will you use this data to: (1) enable high volume, automated, electronic processes that stress or load this whois database system providing you this information; or (2) allow, enable, or otherwise support the transmission of mass unsolicited,

commercial advertising or solicitations via direct mail, electronic mail, or by telephone. The compilation, repackaging, dissemination or other use of this data is expressly prohibited without prior written consent from us.

We reserve the right to modify these terms at any time. By submitting this query, you agree to abide by these terms.  
Version 6.3 4/3/2002



[Home](#) | [Support Center](#) | [About PWH](#) | [Testimonials](#) | [Contact Us](#) | [Terms of Service](#)