

**From:** TMDesignCodeComments  
**Sent:** Tuesday, September 27, 2011 00:18 AM  
**To:** trademarks@disney.com  
**Subject:** Notice of Pseudo Mark for Serial Number: 85427500

**ATTORNEY REFERENCE  
NUMBER:**

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The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A PSEUDO MARK may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words 'YOU ARE' surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as 'YOU ARE SQUARE'. A mark filed as 'URGR8' would receive a pseudo mark of 'YOU ARE GREAT'.

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail [TMDesignCodeComments@USPTO.GOV](mailto:TMDesignCodeComments@USPTO.GOV). You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

**Pseudo marks assigned to the referenced serial number are listed below.**

**PSEUDO MARK:**

MAD THEME PARTY

# Trademark/Service Mark Application, Principal Register

Serial Number: 85427500

Filing Date: 09/20/2011

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85427500
<b>MARK INFORMATION</b>	
*MARK	<a href="#">MAD T PARTY</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	MAD T PARTY
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Disney Enterprises, Inc.
*STREET	500 South Buena Vista Street
*CITY	Burbank
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	91521
PHONE	818-560-3997
FAX	818-848-6424
EMAIL ADDRESS	trademarks@disney.com
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware

<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	041
*IDENTIFICATION	Entertainment services offered in a theme park.
FILING BASIS	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
NAME	Barbara Quinn
FIRM NAME	The Walt Disney Company
INTERNAL ADDRESS	IP Department - Trademarks Group
STREET	500 South Buena Vista Street
CITY	Burbank
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	91521
PHONE	818-560-3997
FAX	818-848-6424
EMAIL ADDRESS	trademarks@disney.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Steve Ackerman, Catherine Bridge, Kevin Daley, Glen Perry, Steven Plotkin, Brian A. Rupp, and Charles Steinberg
<b>CORRESPONDENCE INFORMATION</b>	
NAME	Barbara Quinn
FIRM NAME	The Walt Disney Company
INTERNAL ADDRESS	IP Department - Trademarks Group
STREET	500 South Buena Vista Street
CITY	Burbank
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	91521
PHONE	818-560-3997

<b>FAX</b>	818-848-6424
<b>EMAIL ADDRESS</b>	trademarks@disney.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	325
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/Barbara Quinn/
<b>SIGNATORY'S NAME</b>	Barbara Quinn
<b>SIGNATORY'S POSITION</b>	Attorney of record, California bar member
<b>DATE SIGNED</b>	09/20/2011

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## **Trademark/Service Mark Application, Principal Register**

**Serial Number: 85427500**

**Filing Date: 09/20/2011**

### **To the Commissioner for Trademarks:**

**MARK:** MAD T PARTY (Standard Characters, see [mark](#))

The literal element of the mark consists of MAD T PARTY.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Disney Enterprises, Inc., a corporation of Delaware, having an address of

500 South Buena Vista Street

Burbank, California 91521

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Entertainment services offered in a theme park.

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

Barbara Quinn and Steve Ackerman, Catherine Bridge, Kevin Daley, Glen Perry, Steven Plotkin, Brian A. Rupp, and Charles Steinberg of The Walt Disney Company

IP Department - Trademarks Group

500 South Buena Vista Street

Burbank, California 91521

United States

The applicant's current Correspondence Information:

Barbara Quinn

The Walt Disney Company

IP Department - Trademarks Group

500 South Buena Vista Street

Burbank, California 91521

818-560-3997(phone)

818-848-6424(fax)

trademarks@disney.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Barbara Quinn/ Date Signed: 09/20/2011

Signatory's Name: Barbara Quinn

Signatory's Position: Attorney of record, California bar member

RAM Sale Number: 11016

RAM Accounting Date: 09/21/2011

Serial Number: 85427500

Internet Transmission Date: Tue Sep 20 18:23:12 EDT 2011

TEAS Stamp: USPTO/BAS-204.128.192.3-2011092018231253

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MAD T PARTY

MAD T PARTY