

Int. Cls.: 9, 35, 38, 41, and 42

**Prior U.S. Cls.: 21, 23, 26, 36, 38, 100, 101, 102, 104,
and 107**

Reg. No. 3,596,708

United States Patent and Trademark Office

Registered Mar. 24, 2009

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

AUCTION ACE

THE DATA REFINERY, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
87 N. RAYMOND AVE. STE 850
PASADENA, CA 91103

FOR: COMPUTER SOFTWARE FOR MONITORING BIDDING, BUYING AND SELLING ON AN ONLINE MARKET, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-11-2006; IN COMMERCE 8-11-2006.

FOR: PROVIDING INFORMATION ON SHOPPING OPPORTUNITIES PROVIDED BY OTHERS; PROVIDING ONLINE INFORMATION IN THE NATURE OF AN ONLINE GUIDE TO INTERNET SHOPPING OPPORTUNITIES IN THE FIELDS OF RECREATION, BUSINESS, LIVING, SHOPPING, COLLECTIBLES, AND THE HOME; MARKETING AND PROMOTING A VARIETY OF GOODS AND SERVICES PROVIDED BY OTHERS BY DISSEMINATING INFORMATION ON A GLOBAL COMPUTER NETWORK; CONDUCTING ONLINE PUBLIC OPINION POLLS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-11-2006; IN COMMERCE 8-11-2006.

FOR: PROVIDING AN ONLINE INTERACTIVE WEBSITE CONTAINING ONLINE CHAT ROOMS AND ELECTRONIC BULLETIN BOARDS FOR THE TRANSMISSION OF MESSAGES AMONG USERS CONCERNING AUCTIONS AND ONLINE SHOPPING; ELECTRONIC MAIL SERVICES; STREAMING OF AUDIO AND VIDEO MATERIAL ON THE

INTERNET, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-15-2007; IN COMMERCE 11-15-2007.

FOR: EDUCATIONAL MEETING ARRANGING; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CONFERENCES, LECTURES AND WORKSHOPS IN THE FIELDS OF SHOPPING, FINANCE, HOBBIES, COLLECTIBLES, BUSINESS, AND INTERNET USE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-15-2007; IN COMMERCE 11-15-2007.

FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF ONLINE COMPUTER SOFTWARE PROBLEMS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 11-15-2007; IN COMMERCE 11-15-2007.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUCTION", APART FROM THE MARK AS SHOWN.

SN 78-950,817, FILED 8-11-2006.

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