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United States of America

United States Patent and Trademark Office

Reg. No. 4,281,915

Registered Jan. 29, 2013

Renewal Term Begins Jan. 29, 2023

10 Year Renewal/Amended

Int. Cl.: 41

Service Mark

Principal Register

Affinity Gaming (NEVADA CORPORATION)
SUITE 300
3755 BREAKTHROUGH WAY
Las Vegas, NEVADA 89135

CLASS 41: Casinos and casino services; entertainment in the nature of theater productions, live music concerts, boxing contests, visual and audio performances, variety, and comedy shows; arranging for ticket reservations for shows and other entertainment events; amusement parks and arcades; animal exhibitions; arranging and conducting athletic competitions; audio recording and production; movie theaters; night clubs; figure salons; golf club services; gymnasiums; health club services, namely, providing instruction and equipment in the field of physical exercise; museums; providing facilities for recreation activities; providing facilities for sports tournaments and gaming tournaments; special event planning for social entertainment purposes; photography services; On-line entertainment ticket agency services; Providing information on sports activities and events in particular rodeos, boxing, baseball games, golf and skiing, entertainment activities and events in particular music concerts, comedy shows, lounge acts, magic shows, variety shows, movies, amusement arcades, and amusement rides, and casino activities and events in particular casino tournaments and contests, social parties for players, gaming promotions, and lottery tickets, via the Internet

FIRST USE 9-9-2011; IN COMMERCE 9-9-2011

The color(s) white and gold is/are claimed as a feature of the mark.

The mark consists of the stylized words "AFFINITY GAMING" with the word "AFFINITY" in white with gold diamonds above the letters "i". The word "GAMING" appears in gold. The color black constitute background, outlining, shading or transparent areas, and is not a part of the mark.

OWNER OF U.S. REG. NO. 4117625

No claim is made to the exclusive right to use the following apart from the mark as shown: "GAMING"

SER. NO. 85-600,559, FILED 04-17-2012

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*
What and When to File:

- ***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

- ***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.