

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

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**SERVICE MARK
PRINCIPAL REGISTER**

new era fighting

NEW ERA FIGHTING, INC. (NEVADA CORPORATION)
SUITE 1
3155 EAST PARTICK LANE
LAS VEGAS, NV 89120

FOR: CONDUCTING ENTERTAINMENT EXHIBITIONS IN THE NATURE OF LIVE STAGE SHOWS AND PERFORMANCES FEATURING MIXED MARTIAL ARTS; EDUCATIONAL SERVICES, NAMELY, PROVIDING INFORMATION IN THE FIELD OF SPORTS AND MARTIAL ARTS FIGHTING TOURNAMENTS; PROVIDING A WEBSITE ON GLOBAL COMPUTER NETWORKS FEATURING INFORMATION IN THE FIELD OF SPORTS AND MARTIAL ARTS FIGHTING TOURNAMENTS; ENTERTAINMENT, NAMELY, PRODUCTION OF INTERACTIVE TELEVISION SHOWS FOR DISTRIBUTION VIA TELEVISION, CABLE, SATELLITE, AUDIO AND VIDEO MEDIA CARTRIDGES, LASER DISCS, COMPUTER DISCS AND ELECTRONIC MEANS; PRODUCTION AND DISTRIBUTION OF ENTERTAINMENT TELEVISION SHOWS AND TELEVISION NEWS PROGRAMS VIA GLOBAL COMMUNICATION NETWORKS; ENTERTAIN-

MENT IN THE NATURE OF LIVE PERFORMANCES BY MIXED MARTIAL FIGHTING CONTEST; ENTERTAINMENT IN THE NATURE OF WRESTLING CONTESTS; ENTERTAINMENT IN THE NATURE OF MIXED MARTIAL ARTS FIGHTING TOURNAMENTS; ENTERTAINMENT SERVICES IN THE NATURE OF A WRESTLING CLUB; ORGANIZING EXHIBITIONS FOR MIXED MARTIAL FIGHTING MATCHES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-22-2006; IN COMMERCE 7-19-2007.

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 "FIGHTING", APART FROM THE MARK AS SHOWN.

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