

# EXHIBIT 10

## Trademark/Service Mark Amendment to Allege Use (15 U.S.C. Section 1051(c))

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	77525433
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 116
<b>EXTENSION OF USE</b>	NO
<b>MARK SECTION</b>	
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	APP STORE
<b>OWNER SECTION (no change)</b>	
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	035
<b>CURRENT IDENTIFICATION</b>	Retail store services featuring computer software provided via the internet and other computer and electronic communication networks; Retail store services featuring computer software for use on handheld mobile digital electronic devices and other consumer electronics
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>FIRST USE ANYWHERE DATE</b>	03/06/2008
<b>FIRST USE IN COMMERCE</b>	07/10/2008

<b>DATE</b>	
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	SPN0-12141226-163707848_._APP_STORE_Specimen_- _Class_35_42.pdf
<b>CONVERTED PDF FILE(S) (1 page)</b>	\\TICRS\EXPORT8\IMAGEOUT8\775\254\77525433\xml6\AAU0002.JPG
<b>SPECIMEN DESCRIPTION</b>	Screen shot of APP STORE service
<b>INTERNATIONAL CLASS</b>	038
<b>CURRENT IDENTIFICATION</b>	Electronic transmission of data via the internet, global computer networks, wireless networks and electronic communication networks; Provision of frame relay connectivity services for data transfer; Providing access to global computer networks, wireless networks and electronic communications networks for transmission or receipt of data
<b>GOODS OR SERVICES DELETED FROM THE APPLICATION OR INCLUDED IN A REQUEST TO DIVIDE</b>	Provision of frame relay connectivity services for data transfer;
<b>GOODS OR SERVICES IN USE IN COMMERCE</b>	Electronic transmission of data via the internet, global computer networks, wireless networks and electronic communication networks; Providing access to global computer networks, wireless networks and electronic communications networks for transmission or receipt of data
<b>FIRST USE ANYWHERE DATE</b>	03/06/2008
<b>FIRST USE IN COMMERCE DATE</b>	07/10/2008
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	SPN1-12141226-163707848_._APP_STORE_Specimen_- _Class_38.pdf
<b>CONVERTED PDF FILE(S) (1 page)</b>	\\TICRS\EXPORT8\IMAGEOUT8\775\254\77525433\xml6\AAU0003.JPG
<b>SPECIMEN DESCRIPTION</b>	Screen shot of APP STORE service

<b>INTERNATIONAL CLASS</b>	042
<b>CURRENT IDENTIFICATION</b>	Maintenance, repair and updating of computer software; Providing a website featuring technical information relating to computer hardware and software provided; Providing computer software and hardware consulting services; technical support services, namely, troubleshooting in the nature of diagnosing and repairing computer software and hardware problems; computer services, namely, providing search engines for obtaining data via electronic communications networks; Providing temporary use of non-downloadable computer software to enable users to program, organize and access audio, video, text, multimedia content and third-party computer software programs; Internet services, namely, creating indexes of information, sites, and other resources available on global computer networks for others; Searching and retrieving information, sites, and other resources available on global computer networks and other electronic communication networks for others
<b>GOODS OR SERVICES DELETED FROM THE APPLICATION OR INCLUDED IN A REQUEST TO DIVIDE</b>	Providing a website featuring technical information relating to computer hardware; Providing computer hardware consulting services; technical support services, namely, troubleshooting in the nature of diagnosing and repairing computer hardware problems;
<b>GOODS OR SERVICES IN USE IN COMMERCE</b>	Maintenance, repair and updating of computer software; Providing a website featuring technical information relating to computer software provided; Providing computer software consulting services; technical support services, namely, troubleshooting in the nature of diagnosing and repairing computer software problems; computer services, namely, providing search engines for obtaining data via electronic communications networks; Providing temporary use of non-downloadable computer software to enable users to program, organize and access audio, video, text, multimedia content and third-party computer software programs; Internet services, namely, creating indexes of information, sites, and other resources available on global computer networks for others; Searching and retrieving information, sites, and other resources available on global computer networks and other electronic communication networks for others
<b>FIRST USE ANYWHERE DATE</b>	03/06/2008
<b>FIRST USE IN COMMERCE DATE</b>	07/10/2008
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL</b>	SPN2-12141226-163707848_._APP_STORE_Specimen_ -

<b>PDF FILE</b>	_Class_35__42.pdf
<b>CONVERTED PDF FILE(S) (1 page)</b>	\\TICRS\EXPORT8\IMAGEOUT8\775\254\77525433\xml6\AAU0004.JPG
<b>SPECIMEN DESCRIPTION</b>	Screen shot of APP STORE services
<b>REQUEST TO DIVIDE</b>	NO
<b>PAYMENT SECTION</b>	
<b>NUMBER OF CLASSES IN USE</b>	3
<b>SUBTOTAL AMOUNT [ALLEGATION OF USE FEE]</b>	300
<b>TOTAL AMOUNT</b>	300
<b>SIGNATURE SECTION</b>	
<b>DECLARATION SIGNATURE</b>	/Lisa G. Widup/
<b>SIGNATORY'S NAME</b>	Lisa G. Widup
<b>SIGNATORY'S POSITION</b>	Intellectual Property Counsel, Apple Inc.
<b>DATE SIGNED</b>	11/20/2009
<b>FILING INFORMATION</b>	
<b>SUBMIT DATE</b>	Fri Nov 20 17:28:13 EST 2009
<b>TEAS STAMP</b>	USPTO/AAU-12.1.41.226-200 91120172813085457-7752543 3-4603e1f7cae56789e55cfel b7434f6ee1de-CC-3800-2009 1120163707848602

**Trademark/Service Mark Amendment to Allege Use  
(15 U.S.C. Section 1051(c))**

To the Commissioner for Trademarks:

MARK: APP STORE

SERIAL NUMBER: 77525433

The applicant, Apple Inc., having an address of

1 Infinite Loop

Cupertino, California 95014

United States

is submitting the following allegation of use information:

For International Class 035:

Current identification: Retail store services featuring computer software provided via the internet and other computer and electronic communication networks; Retail store services featuring computer software for use on handheld mobile digital electronic devices and other consumer electronics

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 03/06/2008, and first used in commerce at least as early as 07/10/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Screen shot of APP STORE service.

**Original PDF file:**

SPN0-12141226-163707848\_-\_APP\_STORE\_Specimen\_-\_Class\_35\_\_\_42.pdf

**Converted PDF file(s) (1 page)**

Specimen File1

For International Class 038:

Current identification: Electronic transmission of data via the internet, global computer networks, wireless networks and electronic communication networks; Provision of frame relay connectivity services for data transfer; Providing access to global computer networks, wireless networks and electronic communications networks for transmission or receipt of data

This **allegation of use** does **NOT** cover the following goods or services listed in either the application or Notice of Allowance or as subsequently modified for this specific class; these goods or services are either being **permanently deleted or included in a Request to Divide**: Provision of frame relay connectivity services for data transfer;

The mark is in use in commerce on or in connection with the following goods or services listed in either

the application or Notice of Allowance or as subsequently modified for this specific class: Electronic transmission of data via the internet, global computer networks, wireless networks and electronic communication networks; Providing access to global computer networks, wireless networks and electronic communications networks for transmission or receipt of data

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 03/06/2008, and first used in commerce at least as early as 07/10/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Screen shot of APP STORE service.

**Original PDF file:**

SPN1-12141226-163707848\_ APP\_STORE\_Specimen\_ - Class\_38.pdf

**Converted PDF file(s) (1 page)**

Specimen File1

For International Class 042:

Current identification: Maintenance, repair and updating of computer software; Providing a website featuring technical information relating to computer hardware and software provided; Providing computer software and hardware consulting services; technical support services, namely, troubleshooting in the nature of diagnosing and repairing computer software and hardware problems; computer services, namely, providing search engines for obtaining data via electronic communications networks; Providing temporary use of non-downloadable computer software to enable users to program, organize and access audio, video, text, multimedia content and third-party computer software programs; Internet services, namely, creating indexes of information, sites, and other resources available on global computer networks for others; Searching and retrieving information, sites, and other resources available on global computer networks and other electronic communication networks for others

This **allegation of use** does **NOT** cover the following goods or services listed in either the application or Notice of Allowance or as subsequently modified for this specific class; these goods or services are either being **permanently deleted or included in a Request to Divide**: Providing a website featuring technical information relating to computer hardware; Providing computer hardware consulting services; technical support services, namely, troubleshooting in the nature of diagnosing and repairing computer hardware problems;

The mark is in use in commerce on or in connection with the following goods or services listed in either the application or Notice of Allowance or as subsequently modified for this specific class: Maintenance, repair and updating of computer software; Providing a website featuring technical information relating to computer software provided; Providing computer software consulting services; technical support services, namely, troubleshooting in the nature of diagnosing and repairing computer software problems; computer services, namely, providing search engines for obtaining data via electronic communications networks; Providing temporary use of non-downloadable computer software to enable users to program, organize and access audio, video, text, multimedia content and third-party computer software programs; Internet services, namely, creating indexes of information, sites, and other resources available on global computer networks for others; Searching and retrieving information, sites, and other resources available on global computer networks and other electronic communication networks for others



The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 03/06/2008, and first used in commerce at least as early as 07/10/2008, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Screen shot of APP STORE services.

**Original PDF file:**

SPN2-12141226-163707848\_ APP\_STORE\_Specimen\_ -\_Class\_35\_\_42.pdf

**Converted PDF file(s) (1 page)**

Specimen File1

The applicant is not filing a Request to Divide with this Allegation of Use form.

A fee payment in the amount of \$300 will be submitted with the form, representing payment for the allegation of use for 3 classes.

**Declaration**

Applicant requests registration of the above-identified trademark/service mark 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). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

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 may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form 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 form is being filed under 15 U.S.C. Section 1126(d) or (e), 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: /Lisa G. Widup/ Date Signed: 11/20/2009

Signatory's Name: Lisa G. Widup

Signatory's Position: Intellectual Property Counsel, Apple Inc.

RAM Sale Number: 3800

RAM Accounting Date: 11/23/2009

Serial Number: 77525433



Internet Transmission Date: Fri Nov 20 17:28:13 EST 2009  
TEAS Stamp: USPTO/AAU-12.1.41.226-200911201728130854  
57-77525433-4603e1f7cae56789e55cfe1b7434  
f6ee1de-CC-3800-20091120163707848602



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- Top 25 Most Played

App Store > Games > Family Guy: Uncensored Free

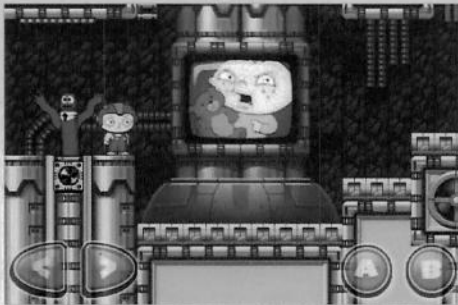
## Glu

### Family Guy: Uncensored Free

Category: Games  
Released Oct 31, 2009  
Version: 1.0 (iPhone OS 3.0 Tested)  
Seller: Glu Games Inc.  
© 2009 Glu Mobile, Inc.  
16.2 MB

Free [GET APP](#)

**Rated 12+ for the following:**  
Frequent Intense Profanity or Crude Humor  
Infrequent Mild Cartoon or Fantasy Violence  
Infrequent Mild Mature/Suggestive Themes



### CUSTOMER RATINGS

▼ Average rating for the current version: ★★★ 32711 ratings

Rating	Count
★★★★★	8068
★★★★	3275
★★★	5983
★★	5367
★	9950

Rate this application: [Select](#)

### APPLICATION DESCRIPTION

Freek'n' sweet! Come spend some time with Stewie and Brian in this outrageously funny game based on favorite characters from the Family Guy TV show. It's funny, it's uncensored, it's just plain wrong!

**ROBO STEWIE**  
Buddy Brian's minions in this homage to classic 16-bit gaming.

**POCKET BRIAN**  
Pay off Brian's debt by helping Stewie in his eternal struggle with his arch-enemy, Bertram.

**CHARACTER CAMEOS**  
Appearances by Bertram, Olivia, and more!

**Praise from the Press**  
"Family Guy: Uncensored is one of the few licensed iPhone titles I can truly recommend to any fans of the show out there. The storyline is entertaining, and the mini-games are a ton of fun!" - Touch-gen.com

Visit [familyguymobilegame.com](http://familyguymobilegame.com) for more information about Family Guy™ Uncensored

**Keywords:** Stewie, Family Guy, Fox, TV, Cartoon, Comedy, Humor, Gargnare, Peter, Brian, Cleveland, Griffin

Check out other Glu iPhone apps including:  
 \*Super K.O. Boxing 2  
 \*TRANSFORMERS Cyberboy  
 \*Deer Hunter 3D  
 \*Mini Golf Wacky Worlds  
 \*Glyder  
 \*Cops & Robbers  
 \*Build-a-lot  
 \*Cooking Star  
 \*Brain Genius Deluxe

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[facebook.com/glumobile](http://facebook.com/glumobile)

**EMAIL US at**  
[familyguy-4@glu.com](mailto:familyguy-4@glu.com)

**LANGUAGES:**  
English

**REQUIREMENTS:**  
Compatible with iPhone and iPod touch  
Requires iPhone OS 2.2 or later

**Glu Web Site** ⓘ  
**Family Guy: Uncensored Free Support** ⓘ

ALL APPLICATIONS BY GLU ⓘ

