

MADRID PROTOCOL AND AGREEMENT

FINAL DISPOSITION ON STATUS OF A MARK

– STATEMENT OF PARTIAL GRANT OF PROTECTION
FOLLOWING A PROVISIONAL REFUSAL –

Rule 18ter(2)

I.	Office sending the statement: Intellectual Property Office of New Zealand
II.	Number of the international registration: 1720506 Number of the New Zealand trade mark: 1233229
III.	Name of the holder (or other information enabling the identity of the international registration to be confirmed): The Social Gaming Group IP B.V.
IV.	Mark Reproduction : SHUFL
V.	<p><input type="checkbox"/> The mark is protected in New Zealand for all the goods and/or all the services requested.</p> <p><input checked="" type="checkbox"/> The mark is protected in New Zealand for only the following goods and/or services:</p> <p>Cl. 9 : Computer programs and software for use with sports, quizzes, games, electronic games, videogames, social gaming and arcade video game machines, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; computer programs and software for keeping scores; downloadable software applications for use with sports, quizzes, games, electronic games video games, social gaming and arcade video game machines, excluding software applications for card games, collectible card games, trading card games, educational card games and playing cards; downloadable software applications for keeping scores; electronic software for handheld devices and wireless devices for use with sports, quizzes, games, electronic games video games, social gaming</p>

and arcade video game machines, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; computer programs and software for ordering drinks, snacks and food; downloadable software applications for ordering drinks, snacks and food; computer programs and software for delivery of drinks, snacks and food; downloadable software applications for delivery of drinks, snacks and food; platform software; interactive multimedia computer game programs, excluding computer game programs for card games, collectible card games, trading card games, educational card games and playing cards; interactive multimedia entertainment software; interactive game software, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; interactive video software; interactive multimedia computer programs for games and social gaming; virtual and augmented reality software for playing virtual reality games, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; virtual and augmented reality software for use in mobile devices for integrating electronic data with real world environments; photographic, cinematographic, optical, weighing, measuring, signaling, checking and teaching apparatus and instruments; apparatus for recording, transmission or reproduction of sound or images; audio visual and photographic devices, namely headsets for playing video games, scoring displays, video monitor controllers, interactive touch screen terminals, interactive graphic screens, virtual reality headsets and goggles; measuring, detecting, monitoring and controlling devices; data storage devices and media; data processing software; media content.

Cl. 28 : Toys, games, and playthings; shuffleboards; sporting articles and equipment; video game apparatus, arcade games, and amusement machines; shuffle board games; electronic shuffle board games; portable gaming devices; apparatus for electronic games adapted for use with an external display screen or monitor; video game apparatus, namely gaming consoles, controllers and joysticks for video games, gaming keypads and gamepads; gymnastic articles; all the aforesaid excluding card games, collectible card games, trading card games, educational card games and playing cards.

Cl. 41 : Entertainment services in the field of games, sports, music and dance; entertainment services in the field of games, sports, music and dance with the view of accommodating networking; electronic games services; interactive game services; online game services; social game services; arcade

game services; virtual reality game services; virtual reality arcade services; arranging and conducting of sports and game competitions and events; arranging, conducting and organizing of (online) sports and game competitions, tournaments and events, all of the aforesaid services having no relation to card games, collectible card games, trading card games, educational card games and playing cards; organization of food and drink tasting events for entertainment and educational purposes; timing and scoring of games, quizzes and sports events; audio, video and multimedia production and photography; rental [leasing] of equipment for gaming, electronic gaming, video gaming, social gaming, arcade video gaming events, quizzes and sports events, all these services having no relation to card games, collectible card games, trading card games, educational card games and playing cards; providing of online electronic publications [not downloadable]; ticket reservation services for entertainment, game, quizzes and sporting events; vocational guidance [educational or training advice] not in relation to card games, collectible card games, trading card games, educational card games and playing cards; all the aforementioned services also being provided via social media, the internet or a global computer network; services as a nightclub; nightclub services with the view of accommodating networking.

Cl. 43 : Services for providing food and drink, namely providing food and drink as part of hospitality services, restaurant, bar, pub services; services for providing food and drink, namely providing food and drink as part of hospitality services, restaurant, bar, pub services with the view of accommodating networking; temporary accommodation; catering of food and drink; take-away food and drink services; rental of venues for meetings, parties, exhibitions and seminars.

VI. Signature or official seal of the Office sending the statement:
Intellectual Property Office of New Zealand



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**

VII. Date : 30/07/2024



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**

CERTIFICATE OF REGISTRATION TRADE MARK

TRADE MARK REGISTRATION NUMBER: 1233229
INTERNATIONAL REGISTRATION NUMBER: 1720506

In accordance with the Trade Marks Act 2002 this trade mark was entered on the register of trade marks on **30 July 2024** with a deemed registration date of **28 January 2022**. The details of registration are:

SHUFL

Owner(s): **The Social Gaming Group IP B.V., Wibautstraat 131 D, NL-1091 GL Amsterdam, Netherlands**

In respect of the goods and services that follow.

Ross van der Schyff
Commissioner of Trade Marks

Issued on 30 July 2024



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
www.mbie.govt.nz

New Zealand Government

CERTIFICATE OF REGISTRATION

TRADE MARK REGISTRATION NUMBER: 1233229

9: Computer programs and software for use with sports, quizzes, games, electronic games, videogames, social gaming and arcade video game machines, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; computer programs and software for keeping scores; downloadable software applications for use with sports, quizzes, games, electronic games video games, social gaming and arcade video game machines, excluding software applications for card games, collectible card games, trading card games, educational card games and playing cards; downloadable software applications for keeping scores; electronic software for handheld devices and wireless devices for use with sports, quizzes, games, electronic games video games, social gaming and arcade video game machines, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; computer programs and software for ordering drinks, snacks and food; downloadable software applications for ordering drinks, snacks and food; computer programs and software for delivery of drinks, snacks and food; downloadable software applications for delivery of drinks, snacks and food; platform software; interactive multimedia computer game programs, excluding computer game programs for card games, collectible card games, trading card games, educational card games and playing cards; interactive multimedia entertainment software; interactive game software, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; interactive video software; interactive multimedia computer programs for games and social gaming; virtual and augmented reality software for playing virtual reality games, excluding computer game software for card games, collectible card games, trading card games, educational card games and playing cards; virtual and augmented reality software for use in mobile devices for integrating electronic data with real world environments; photographic, cinematographic, optical, weighing, measuring, signaling, checking and teaching apparatus and instruments; apparatus for recording, transmission or reproduction of sound or images; audio visual and photographic devices, namely headsets for playing video games, scoring displays, video monitor controllers, interactive touch screen terminals, interactive graphic screens, virtual reality headsets and goggles; measuring, detecting, monitoring and controlling devices; data storage devices and media; data processing software; media content.

28: Toys, games, and playthings; shuffleboards; sporting articles and equipment; video game apparatus, arcade games, and amusement machines; shuffle board games; electronic shuffle board games; portable gaming devices; apparatus for electronic games adapted for use with an external display screen or monitor; video game apparatus, namely gaming consoles, controllers and joysticks for video games, gaming keypads and gamepads; gymnastic articles;

all the aforesaid excluding card games, collectible card games, trading card games, educational card games and playing cards.

41: Entertainment services in the field of games, sports, music and dance; entertainment services in the field of games, sports, music and dance with the view of accommodating networking; electronic games services; interactive game services; online game services; social game services; arcade game services; virtual reality game services; virtual reality arcade services; arranging and conducting of sports and game competitions and events; arranging, conducting and organizing of (online) sports and game competitions, tournaments and events, all of the aforesaid services having no relation to card games, collectible card games, trading card games, educational card games and playing cards; organization of food and drink tasting events for entertainment and educational purposes; timing and scoring of games, quizzes and sports events; audio, video and multimedia production and photography; rental [leasing] of equipment for gaming, electronic gaming, video gaming, social gaming, arcade video gaming events, quizzes and sports events, all these services having no relation to card games, collectible card games, trading card games, educational card games and playing cards; providing of online electronic publications [not downloadable]; ticket reservation services for entertainment, game, quizzes and sporting events; vocational guidance [educational or training advice] not in relation to card games, collectible card games, trading card games, educational card games and playing cards; all the aforementioned services also being provided via social media, the internet or a global computer network; services as a nightclub; nightclub services with the view of accommodating networking.

43: Services for providing food and drink, namely providing food and drink as part of hospitality services, restaurant, bar, pub services; services for providing food and drink, namely providing food and drink as part of hospitality services, restaurant, bar, pub services with the view of accommodating networking; temporary accommodation; catering of food and drink; take-away food and drink services; rental of venues for meetings, parties, exhibitions and seminars.