

**Von:** removals@google.com  
**Gesendet:** Freitag, 28. Oktober 2016 02:41  
**An:** [REDACTED]  
**Betreff:** Google Play Trademark Notice

This is a notification that your application, Black-Friday.de, with package ID de.blackfriday.app, has been removed from the Google Play Store in the following locale(s): DE

**REASON FOR REMOVAL:** Alleged trademark infringement.

Google has been notified that aspects of your application, Black-Friday.de, allegedly infringe upon the trademarks of others, and it has been removed from the Google Play Store due to a violation of the Content Policy.

All violations are tracked. Serious or repeated violations of any nature will result in the termination of your developer account, and investigation and possible termination of related Google accounts.

You may contact Hogertz LLP at [hogertz@hogertz.com](mailto:hogertz@hogertz.com). If Hogertz LLP contacts us specifically authorizing your app to be re-published, and your app does not otherwise violate the [Developer Distribution Agreement](#) and [Content Policy](#), we will reinstate the app.

Please note that we have included a text copy of the Infringement Notice we received for your reference. If you have any further concerns about this issue, please address them directly to the complainant in the Infringement Notice provided below.

The Google Play Team

Text Copy of Infringement Notice:

full\_name: Alexander Hogertz  
your\_title: Attorney  
companyname: Hogertz LLP  
address: Am Kupfergraben 6, 10117 Berlin  
country\_residence: DE  
contact\_email\_noprefill: [hogertz@hogertz.com](mailto:hogertz@hogertz.com)  
phone: +4930206456420  
trademark\_relationship: The trademark owner is our client.  
tm\_work: Black Friday  
Germany  
Wordmark  
Register no. 302013057574  
classes 9,35,41  
<https://register.dpma.de/DPMAREgister/marke/register/3020130575741/DE>  
android\_app\_url:  
<https://play.google.com/store/apps/details?id=de.blackfriday.app>  
trademark\_explain: Complainant is owner of the word mark "Black Friday", registered in Germany under no. 302013057574. The protection of the aforementioned trademark covers a wide range of goods and services in classes 7, 35 and 41, including sales promotions, advertising, (online) retail services etc. The infringing app is a tool enabling its owner to distribute advertisements/sales promotions sold to retailers or its affiliates  
(<http://www.black-friday.de/wp-content/uploads/Black-Friday-2016-Factsheet.pdf>).  
However, this is only a brief description of the infringement, which is in fact broader.  
tm\_sworn\_statement1: tm\_good\_faith  
tm\_sworn\_statement2: tm\_swear

NoticeToDeveloper: agree1  
signature\_date: 10/25/2016  
signature: Alexander Hogertz  
subject\_lr\_trademark: Your Request to Google  
hidden\_product: googleplay  
geolocation: DE

:---- Automatically added fields ----:

Language: en  
IIILanguage: en  
auto-helpcenter-id: 1647639  
auto-helpcenter-name: legal  
auto-internal-helpcenter-name: legal  
auto-full-url:  
[https://support.google.com/legal/contact/lr\\_trademark?product=googleplay](https://support.google.com/legal/contact/lr_trademark?product=googleplay)  
auto-user-logged-in: false  
auto-user-was-internal: false  
IssueType: lr\_trademark  
form-id: lr\_trademark  
form: lr\_trademark  
subject-line-field-id: subject\_lr\_trademark  
body-text-field-id:  
AutoDetectedBrowser: Firefox 49.0  
AutoDetectedOS: Intel Mac OS X 10.11  
MendelExperiments: 10800027,10800108,10800133