

ESTTA Tracking number: **ESTTA344333**

Filing date: **04/27/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No.	77437301
Applicants	Asset Marketing Systems Insurance Services, LLC and Financial Benefits Alliance, Inc.

Notice of Appeal

Notice is hereby given that Asset Marketing Systems Insurance Services, LLC and Financial Benefits Alliance, Inc. appeal to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 77437301.

Applicants have filed a request for reconsideration of the refusal to register, and request suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following classes of goods/services:

- Class 009. First Use: 2008/03/01 First Use In Commerce: 2008/03/01
All goods and services in the class are appealed, namely: Pre-recorded audio and video tapes, CDs and DVDs featuring training and educational materials in the fields of financial planning and financial products
- Class 016. First Use: 2008/03/01 First Use In Commerce: 2008/03/01
All goods and services in the class are appealed, namely: Printed training and educational materials in the fields of financial planning and financial products

Respectfully submitted,
/Michael J. Hoisington/
04/27/2010

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Attorney of record

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