

## Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	79092984
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 113
<b>MARK SECTION (no change)</b>	
<b>OWNER SECTION (current)</b>	
NAME	Koninklijke Philips Electronics N.V.
STREET	Groenewoudseweg 1
COUNTRY	Netherlands
<b>OWNER SECTION (proposed)</b>	
NAME	Koninklijke Philips Electronics N.V.
STREET	Groenewoudseweg 1
CITY	Eindhoven
COUNTRY	Netherlands
EMAIL	Lillian.Drumheller@philips.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
<b>LEGAL ENTITY SECTION (current)</b>	
TYPE	a public limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	NL
<b>LEGAL ENTITY SECTION (proposed)</b>	
TYPE	a public limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Netherlands
<b>ARGUMENT(S)</b>	

## REMARKS

It is noted that the Examining Attorney has made **FINAL** the Section 2(d) Refusal to register the applied-for mark because of a likelihood of confusion with the mark in U.S. Registration No. 3718091. It is also noted that this refusal applied to **Class 11 ONLY**.

The Applicant has amended the identification of the **Class 11** goods to read as follows: “**Lighting fixtures, namely bicycle lights fitted with LED light sources; parts of the aforesaid goods.**”

The cited registration for **SR SAFE RIDE & DESIGN** is registered in **Class 9** for: **Electric warning light systems for land vehicles and trailers that switch on when the vehicle slows down** <http://tarr.uspto.gov/tarr?regser=registration&entry=3718091&action=Request+Status>

As noted in Applicant's Response filed on September 9, 2011, there are many other registered USPTO trademarks comprising the term 'safe' and 'ride', and it is believed that buyers would look to more than just the terms 'safe' and 'ride' to distinguish the desired goods and the source of the desired goods. In addition, the amendment to the Class 11 relates to bicycles rather than land vehicles and trailers. Therefore the channels of trade are different, the buyers to whom sales are made are sophisticated purchasers, and thus there is no likelihood of confusion.

In the Response filed on September 9, 2011, the Applicant had listed several examples of registrations that have 'safe' and 'ride' as part of their marks, namely:

### **SAFE RIDE SERVICES**

Registration Number: 3359732

International Class: 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=78931087>

### **DON'T DRINK AND DRIVE KEY 4 LIFE SAFE RIDE HOME**

Registration Number: 313728

International Class: 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=78665803>

### **RIDE SAFE DEVICE**

Registration Number: 4012917

International Class: 10

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77768266>

### **MY SAFE RIDE HOME & DESIGN**

Registration Number: 4000232

International Classes, 9, 35, 45

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77805298>

### **RIDE THE CITY SAFE BIKE ROUTES MADE EASY RIDETHECITY.COM**

Registration Number: 3830223

International Class: 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77731015>

### **U RIDE SAFE CARD**

Registration Number: 3653878

International Class: 9

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77611702>

### **U RIDE SAFE CARD & DESIGN**

Registration Number: 3663048

International Class: 36

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77610715>

### **URIDE SAFE**

Registration Number: 3635129

International Class: 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77610681>

### **URIDE SAFE**

Registration Number: 3635128

International Class: 36

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77610678>

### **BE SMART RIDE SAFE**

Registration Number: 3579572

International Class: 35

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77514793>

### **MYSAFERIDEHOME**

Registration Number: 3773907

International Classes: 9, 35, 45

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77378916>

### **SAFERIDE MOTOR CLUB & DESIGN**

Registration Number: 3467424

International Classes: 35, 37, 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77339172>

### **SAFERIDE**

Registration Number: 3338624

International Class: 11

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77106011>

The Examiner has advised to make third-party registrations part of the record and submit copies of the actual registration or printouts of the registrations from the USPTO's database.

Attached is a print out of all of the mentioned U.S. Registrations, from the USPTO records. Applicant respectfully points out that in the registrations submitted, there are 3 registrations in Class 9, and 1 registration in Class 11 in just those few registrations mentioned. Since there are trademarks comprising the term 'safe' and 'ride' in Classes 9 and 11, Applicant believes that buyers would look to more than just the terms 'safe' and 'ride' to distinguish the desired goods and the source of the desired goods without a likelihood of confusion.

In view of the further amendment to the Class 11 identification of goods, additional statement concerning the Applicant's country of organization and the above remarks, Applicant believes that this application is allowable and respectfully requests that it be passed to publication.

KEVIN C. ECKER  
 Attorney for Applicant  
 Telephone: (914) 333-9618

**EVIDENCE SECTION**

**EVIDENCE FILE NAME(S)**

<b>ORIGINAL PDF FILE</b>	<a href="#">evi_1922071232-151122297_.SAFERIDE_Final_Response_attachment.PDF</a>
<b>CONVERTED PDF FILE(S) (43 pages)</b>	<a href="#">\\TICRS\EXPORT11\IMAGEOUT11\790\929\79092984\xml12\RFR0002.JPG</a>
	<a href="#">\\TICRS\EXPORT11\IMAGEOUT11\790\929\79092984\xml12\RFR0003.JPG</a>
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	<a href="\\TICRS\EXPORT11\IMAGEOUT11\790\929\79092984\xml12\RFR0044.JPG">\\TICRS\EXPORT11\IMAGEOUT11\790\929\79092984\xml12\RFR0044.JPG</a>
<b>DESCRIPTION OF EVIDENCE FILE</b>	Copies of printouts from the USPTO's database for those registrations cited in Applicant's Response.
<b>GOODS AND/OR SERVICES SECTION (009)(no change)</b>	
<b>GOODS AND/OR SERVICES SECTION (011)(current)</b>	
<b>INTERNATIONAL CLASS</b>	011

<b>DESCRIPTION</b>	
Electric light bulbs, lighting fixtures and lighting installations, namely bicycle lights, motor vehicle headlights and tail-lights, lighting fixtures, fitted with LED light sources; parts of the aforesaid goods	
<b>GOODS AND/OR SERVICES SECTION (011)(proposed)</b>	
<b>INTERNATIONAL CLASS</b>	011
<b>TRACKED TEXT DESCRIPTION</b>	
<del>Electric light bulbs, lighting fixtures and lighting installations, namely bicycle lights, motor vehicle headlights and tail-lights, lighting fixtures, fitted with LED light sources;</del> <a href="#">Lighting fixtures, namely bicycle lights fitted with LED light sources;</a> <del>parts of the aforesaid goods;</del> <a href="#">parts of the aforesaid goods.</a>	
<b>FINAL DESCRIPTION</b>	
Lighting fixtures, namely bicycle lights fitted with LED light sources; parts of the aforesaid goods.	
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>MISCELLANEOUS STATEMENT</b>	A Notice of Appeal is also being filed in this application.
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/kevin c. ecker/
<b>SIGNATORY'S NAME</b>	Kevin C. Ecker
<b>SIGNATORY'S POSITION</b>	Attorney of Record - NY bar member
<b>SIGNATORY'S PHONE NUMBER</b>	(914) 333-9618
<b>DATE SIGNED</b>	03/30/2012
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Fri Mar 30 16:29:53 EDT 2012
<b>TEAS STAMP</b>	USPTO/RFR-192.207.123.2-2 0120330162953208387-79092 984-4904d10f4bbe858129d03 be3736bdb567-N/A-N/A-2012 0330151122297091

## **Request for Reconsideration after Final Action To the Commissioner for Trademarks:**

Application serial no. **79092984** has been amended as follows:

### **ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

### **REMARKS**

It is noted that the Examining Attorney has made **FINAL** the Section 2(d) Refusal to register the applied-for mark because of a likelihood of confusion with the mark in U.S. Registration No. 3718091. It is also noted that this refusal applied to **Class 11 ONLY**.

The Applicant has amended the identification of the **Class 11** goods to read as follows: “**Lighting fixtures, namely bicycle lights fitted with LED light sources; parts of the aforesaid goods.**”

The cited registration for **SR SAFE RIDE & DESIGN** is registered in **Class 9** for: **Electric warning light systems for land vehicles and trailers that switch on when the vehicle slows down**  
<http://tarr.uspto.gov/tarr?regser=registration&entry=3718091&action=Request+Status>

As noted in Applicant’s Response filed on September 9, 2011, there are many other registered USPTO trademarks comprising the term ‘safe’ and ‘ride’, and it is believed that buyers would look to more than just the terms ‘safe’ and ‘ride’ to distinguish the desired goods and the source of the desired goods. In addition, the amendment to the Class 11 relates to bicycles rather than land vehicles and trailers. Therefore the channels of trade are different, the buyers to whom sales are made are sophisticated purchasers, and thus there is no likelihood of confusion.

In the Response filed on September 9, 2011, the Applicant had listed several examples of registrations that have ‘safe’ and ‘ride’ as part of their marks, namely:

#### **SAFE RIDE SERVIES**

**Registration Number: 3359732**

**International Class: 39**

**<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=78931087>**

#### **DON'T DRINK AND DRIVE KEY 4 LIFE SAFE RIDE HOME**

**Registration Number: 313728**

**International Class: 39**

**<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=78665803>**

#### **RIDE SAFE DEVICE**

**Registration Number: 4012917**

**International Class: 10**

**<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77768266>**

**MY SAFE RIDE HOME & DESIGN**

Registration Number: 4000232

International Classes, 9, 35, 45

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77805298>

**RIDE THE CITY SAFE BIKE ROUTES MADE EASY RIDETHECITY.COM**

Registration Number: 3830223

International Class: 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77731015>

**U RIDE SAFE CARD**

Registration Number: 3653878

International Class: 9

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77611702>

**U RIDE SAFE CARD & DESIGN**

Registration Number: 3663048

International Class: 36

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77610715>

**URIDE SAFE**

Registration Number: 3635129

International Class: 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77610681>

**URIDE SAFE**

Registration Number: 3635128

International Class: 36

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77610678>

**BE SMART RIDE SAFE**

Registration Number: 3579572

International Class: 35

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77514793>

**MYSAFERIDEHOME**

Registration Number: 3773907

International Classes: 9, 35, 45

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77378916>

## **SAFERIDE MOTOR CLUB & DESIGN**

**Registration Number:** [3467424](#)

**International Classes:** 35, 37, 39

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77339172>

## **SAFERIDE**

**Registration Number:** [3338624](#)

**International Class:** 11

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=77106011>

The Examiner has advised to make third-party registrations part of the record and submit copies of the actual registration or printouts of the registrations from the USPTO's database. Attached is a print out of all of the mentioned U.S. Registrations, from the USPTO records. Applicant respectfully points out that in the registrations submitted, there are 3 registrations in Class 9, and 1 registration in Class 11 in just those few registrations mentioned. Since there are trademarks comprising the term 'safe' and 'ride' in Classes 9 and 11, Applicant believes that buyers would look to more than just the terms 'safe' and 'ride' to distinguish the desired goods and the source of the desired goods without a likelihood of confusion.

In view of the further amendment to the Class 11 identification of goods, additional statement concerning the Applicant's country of organization and the above remarks, Applicant believes that this application is allowable and respectfully requests that it be passed to publication.

KEVIN C. ECKER

Attorney for Applicant

Telephone: (914) 333-9618

## **EVIDENCE**

Evidence in the nature of Copies of printouts from the USPTO's database for those registrations cited in Applicant's Response. has been attached.

### **Original PDF file:**

[evi\\_1922071232-151122297\\_.SAFERIDE\\_Final\\_Response\\_attachment.PDF](#)

### **Converted PDF file(s)** (43 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

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[Evidence-37](#)  
[Evidence-38](#)  
[Evidence-39](#)  
[Evidence-40](#)  
[Evidence-41](#)  
[Evidence-42](#)  
[Evidence-43](#)

## **CLASSIFICATION AND LISTING OF GOODS/SERVICES**

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 011 for Electric light bulbs, lighting fixtures and lighting installations, namely bicycle lights, motor vehicle headlights and tail-lights, lighting fixtures, fitted with LED light sources; parts of the aforesaid goods

Original Filing Basis:

**Filing Basis Section 66(a)**, Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

**Proposed:**

**Tracked Text Description:** ~~Electric light bulbs, lighting fixtures and lighting installations, namely bicycle lights, motor vehicle headlights and tail-lights, lighting fixtures, fitted with LED light sources;~~ [Lighting fixtures, namely bicycle lights fitted with LED light sources;](#) ~~parts of the aforesaid goods;~~ [parts of the aforesaid goods.](#)

Class 011 for Lighting fixtures, namely bicycle lights fitted with LED light sources; parts of the aforesaid goods.

**Filing Basis Section 66(a)**, Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

## **APPLICANT AND/OR ENTITY INFORMATION**

**Applicant proposes to amend the following:**

**Current:** Koninklijke Philips Electronics N.V. a(n) a public limited liability company, legally organized

under the laws of NL, having an address of  
Groenewoudseweg 1  
,  
Netherlands

**Proposed:** Koninklijke Philips Electronics N.V., a public limited liability company legally organized under the laws of Netherlands, having an address of  
Groenewoudseweg 1  
Eindhoven,  
Netherlands  
Lillian.Drumheller@philips.com

#### **ADDITIONAL STATEMENTS**

##### **Miscellaneous Statement**

A Notice of Appeal is also being filed in this application.

#### **SIGNATURE(S)**

##### **Request for Reconsideration Signature**

Signature: /kevin c. ecker/ Date: 03/30/2012

Signatory's Name: Kevin C. Ecker

Signatory's Position: Attorney of Record - NY bar member

Signatory's Phone Number: (914) 333-9618

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79092984

Internet Transmission Date: Fri Mar 30 16:29:53 EDT 2012

TEAS Stamp: USPTO/RFR-192.207.123.2-2012033016295320

8387-79092984-4904d10f4bbe858129d03be373

6bdb567-N/A-N/A-20120330151122297091

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:38:08 ET**

**Serial Number:** 78931087 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3359732

**Mark**

**SAFE RIDE SERVICES**

**(words only):** SAFE RIDE SERVICES

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2007-12-25

**Filing Date:** 2006-07-17

**Filed as TEAS Plus Application:** Yes

**Currently TEAS Plus Application:** Yes

**Transformed into a National Application:** No

**Registration Date:** 2007-12-25

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-25

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. Laidlaw Transit, Inc.

**Address:**

Laidlaw Transit, Inc.  
Suite 400 55 Shuman Blvd.  
Naperville, IL 60563  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 039

**Class Status:** Active

Transportation of passengers and/or goods by motor vehicle

**Basis:** 1(a)

**First Use Date:** 1989-10-31

**First Use in Commerce Date:** 1990-01-31

---

**ADDITIONAL INFORMATION**

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**Disclaimer:** "SERVICES"

**Section 2(f)**

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-12-25 - Registered - Principal Register

2007-10-09 - Published for opposition

2007-09-19 - Notice of publication

2007-09-06 - Law Office Publication Review Completed

2007-09-06 - Assigned To LIE

2007-07-30 - Approved for Pub - Principal Register (Initial exam)

2007-01-19 - LETTER OF SUSPENSION E-MAILED

2007-01-19 - Suspension Letter Written  
2007-01-12 - Teas/Email Correspondence Entered  
2007-01-11 - Communication received from applicant  
2007-01-11 - TEAS Response to Office Action Received  
2006-12-14 - Non-final action e-mailed  
2006-12-14 - Non-Final Action Written  
2006-12-13 - Assigned To Examiner  
2006-07-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Richard B. Biagi

**Correspondent**

RICHARD B. BIAGI  
NEAL & MCDEVITT, LLC  
1776 ASH ST  
NORTHFIELD, IL 60093-3001  
Phone Number: 847.441.9100  
Fax Number: 847.441.0911

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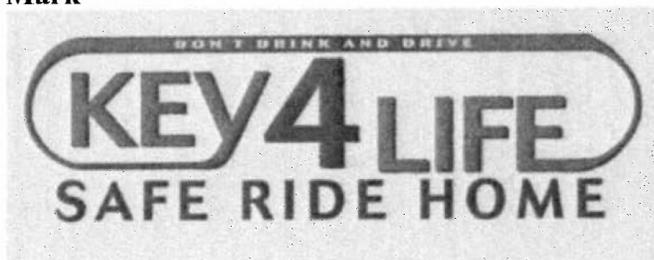
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:38:28 ET**

**Serial Number:** 78665803 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3137281

**Mark**



**(words only):** DON'T DRINK AND DRIVE KEY 4 LIFE SAFE RIDE HOME

**Standard Character claim:** No

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2006-08-29

**Filing Date:** 2005-07-07

**Transformed into a National Application:** No

**Registration Date:** 2006-08-29

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 117

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-07-20

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Three 03 Taxi, LLC

**Address:**

Three 03 Taxi, LLC

709 N. Main Street  
Mount Prospect, IL 60056  
United States

**Legal Entity Type:** Limited Liability Company

**State or Country Where Organized:** Illinois

**Phone Number:** 312/828-9600

**Fax Number:** 312/828-9600

---

### GOODS AND/OR SERVICES

---

**International Class:** 039

**Class Status:** Active

Transportation services for individuals who are intoxicated and not able to drive themselves to their destination

**Basis:** 1(a)

**First Use Date:** 2005-09-15

**First Use in Commerce Date:** 2005-09-15

---

### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The color(s) red, blue and white is/are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The mark consists of the words "DON'T DRINK AND DRIVE" appearing above "KEY 4 LIFE" which is connected by the "Y" at the end of "KEY" which wraps above "KEY 4 LIFE" in an oblong shape and connects with the "E" at the end of "LIFE". The words "SAFE RIDE HOME" appear under the words "KEY 4 LIFE". With regard to color, the terms "4" and "SAFE RIDE HOME" appear in blue with a red outline, the terms "KEY", "LIFE" and the oblong shape appear in red with a blue outline, and the terms "DON'T DRINK AND DRIVE" appear in white on blue and red shaded background.

**Disclaimer:** "SAFE RIDE HOME"

**Design Search Code(s):**

26.11.27 - Oblongs not used as carriers for words, letters or designs

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-08-29 - Registered - Principal Register

2006-07-13 - Law Office Registration Review Completed

2006-07-07 - Assigned To LIE  
2006-06-26 - Allowed for Registration - Principal Register (SOU accepted)  
2006-06-19 - Statement Of Use Processing Complete  
2006-06-05 - Use Amendment Filed  
2006-06-05 - TEAS Statement of Use Received  
2006-05-16 - NOA Mailed - SOU Required From Applicant  
2006-02-21 - Published for opposition  
2006-02-01 - Notice of publication  
2006-01-12 - Law Office Publication Review Completed  
2006-01-06 - Assigned To LIE  
2006-01-05 - Approved For Pub - Principal Register  
2006-01-04 - Teas/Email Correspondence Entered  
2005-12-19 - Communication received from applicant  
2005-12-19 - TEAS Response to Office Action Received  
2005-12-06 - Non-final action mailed  
2005-12-05 - Non-Final Action Written  
2005-12-02 - Assigned To Examiner  
2005-07-12 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Mary Vidal Hays

**Correspondent**

MARY VIDAL HAYS  
ARONBERG GOLDGEHN DAVIS & GARMISA  
1 IBM PLZ STE 3000  
CHICAGO, IL 60611-3586  
Phone Number: 312/755-3179  
Fax Number: 312/828-9635

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:39:03 ET**

**Serial Number:** 77768266 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 4012917

**Mark**

**RIDE SAFE DEVICE**

**(words only):** RIDE SAFE DEVICE

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2011-08-16

**Filing Date:** 2009-06-25

**Filed as TEAS Plus Application:** Yes

**Currently TEAS Plus Application:** Yes

**Transformed into a National Application:** No

**Registration Date:** 2011-08-16

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 117

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2011-07-11

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Puinsai Clothing Co, Ltd

**Address:**

Puinsai Clothing Co, Ltd  
2319 14th Street, #11  
Santa Monica, CA 90405  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** California

**Phone Number:** 310 664 8998

---

**GOODS AND/OR SERVICES**

---

**International Class:** 010

**Class Status:** Active

Condoms

**Basis:** 1(a)

**First Use Date:** 2009-01-09

**First Use in Commerce Date:** 2009-05-14

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "DEVICE"

---

**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-08-16 - Registered - Principal Register

2011-07-12 - Notice Of Acceptance Of Statement Of Use E-Mailed

2011-07-11 - Law Office Registration Review Completed

2011-07-11 - Allowed for Registration - Principal Register (SOU accepted)

2011-05-21 - Notice Of Approval Of Extension Request E-Mailed

2011-05-20 - Statement Of Use Processing Complete

2011-03-23 - Use Amendment Filed

2011-05-20 - Extension 2 granted

2011-02-23 - Extension 2 filed

2011-05-15 - Petition Granted - Extension Request Filed

2011-04-15 - Communication Received From Petitioner

2011-04-15 - TEAS Response To Petition Deficiency Received

2011-03-30 - Petition to Revive - Incomplete petition letter mailed

2011-03-25 - Assigned To Petition Staff

2011-03-23 - TEAS Statement of Use Received

2011-03-23 - Extension Received With TEAS Petition

2011-03-23 - TEAS Petition To Revive Received

2010-10-29 - Notice Of Approval Of Extension Request E-Mailed

2010-10-28 - Extension 1 granted

2010-08-23 - Extension I filed

2010-10-28 - Case Assigned To Intent To Use Paralegal

2010-10-08 - Extension Received With TEAS Petition

2010-10-08 - Petition To Revive-Granted

2010-10-08 - TEAS Petition To Revive Received

2010-09-27 - Abandonment Notice Mailed - No Use Statement Filed

2010-09-27 - Abandonment - No use statement filed

2010-02-23 - NOA Mailed - SOU Required From Applicant

2009-12-01 - Official Gazette Publication Confirmation E-Mailed

2009-12-01 - Published for opposition

2009-10-28 - Law Office Publication Review Completed

2009-10-27 - Assigned To LIE

2009-10-08 - Approved For Pub - Principal Register

2009-10-08 - Examiner's Amendment Entered

2009-10-08 - Notification Of Examiners Amendment E-Mailed

2009-10-08 - EXAMINERS AMENDMENT E-MAILED

2009-10-08 - Examiners Amendment -Written

2009-09-30 - Notification Of Non-Final Action E-Mailed

2009-09-30 - Non-final action e-mailed

2009-09-30 - Non-Final Action Written

2009-09-23 - Assigned To Examiner

2009-06-29 - New Application Office Supplied Data Entered In Tram

2009-06-29 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

PUINSAI CLOTHING CO, LTD

PUINSAI CLOTHING CO, LTD

2319 14TH ST APT 11

SANTA MONICA, CA 90405-2628

Phone Number: 310 664 8998

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:39:18 ET**

**Serial Number:** 77805298 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 4000232

**Mark**



**(words only):** MY SAFE RIDE HOME

**Standard Character claim:** No

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2011-07-26

**Filing Date:** 2009-08-14

**Transformed into a National Application:** No

**Registration Date:** 2011-07-26

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 101

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2011-07-26

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. MMC Software International Corp.

**Address:**

MMC Software International Corp.

991 Colonia Drive  
Ladysmith, BC V9G1N9  
Canada

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Canada

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009

**Class Status:** Active

computer software which provides users with a direct link and priority sequence to professional driving services; pre-recorded plastic cards with magnetic strips and pre-recorded plastic cards with embedded chips containing computer software which provides users with a direct link and priority sequence to professional driving services

**Basis:** 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 035

**Class Status:** Active

providing advertising space on pre-recorded plastic cards and an online website

**Basis:** 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 045

**Class Status:** Active

operation of an online website providing safety information to individuals, corporations, groups, teams and schools on reducing risk in their local environment

**Basis:** 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Description of Mark:** The mark consists of a house with a long driveway and the words "MY SAFE RIDE HOME" situated to the left of the house and driveway.

**Design Search Code(s):**

07.01.06 - Other houses

07.11.11 - Highways without lines or dividers; Roads without lines or dividers; Streets without lines or dividers; intersections (roads) without lines or dividers

**Foreign Application Number:** 1,448,189

**Foreign Registration Number:** TMA775,605

**Foreign Registration Date:** 2010-08-26

**Country:** Canada

**Foreign Filing Date:** 2009-08-13  
**Foreign Expiration Date:** 2025-08-26

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-07-26 - Registered - Principal Register

2011-05-10 - Official Gazette Publication Confirmation E-Mailed

2011-05-10 - Published for opposition

2011-04-01 - Law Office Publication Review Completed

2011-03-30 - Approved for Pub - Principal Register (Initial exam)

2011-03-29 - Teas/Email Correspondence Entered

2011-03-29 - Communication received from applicant

2011-03-29 - TEAS Response to Office Action Received

2010-10-04 - Notification Of Non-Final Action E-Mailed

2010-10-04 - NON-FINAL ACTION E-MAILED

2010-10-04 - Non-Final Action Written

2010-10-03 - Teas/Email Correspondence Entered

2010-10-03 - Communication received from applicant

2010-10-03 - Assigned To LIE

2010-10-01 - TEAS Response To Suspension Inquiry Received

2010-07-19 - Notification Of Inquiry As To Suspension E-Mailed

2010-07-19 - INQUIRY TO SUSPENSION E-MAILED

2010-07-19 - Suspension Inquiry Written

2010-01-19 - Notification Of Letter Of Suspension E-Mailed

2010-01-19 - LETTER OF SUSPENSION E-MAILED

2010-01-19 - Suspension Letter Written

2009-11-25 - Notification Of Non-Final Action E-Mailed

2009-11-25 - Non-final action e-mailed

2009-11-25 - Non-Final Action Written

2009-11-18 - Assigned To Examiner

2009-08-19 - Notice Of Design Search Code Mailed

2009-08-18 - New Application Office Supplied Data Entered In Tram

2009-08-18 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tanya M. Reitzel

**Correspondent**

TANYA M. REITZEL; COASTAL TRADEMARK SERV

2200-555 WEST HASTINGS STREET; BOX 12109

VANCOUVER, BC

V6B4N6

CANADA

Phone Number: 604-687-7432

Fax Number: 604-687-3478

---

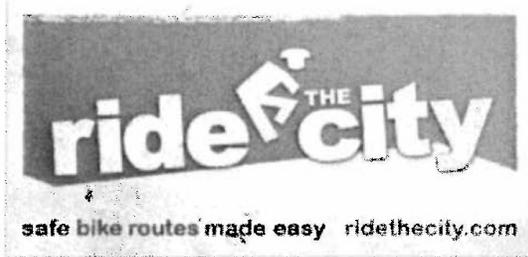
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:39:42 ET**

**Serial Number:** 77731015 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3830223

**Mark**



**(words only):** RIDE THE CITY SAFE BIKE ROUTES MADE EASY RIDETHECITY.COM

**Standard Character claim:** No

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2010-08-10

**Filing Date:** 2009-05-06

**Filed as TEAS Plus Application:** Yes

**Currently TEAS Plus Application:** Yes

**Transformed into a National Application:** No

**Registration Date:** 2010-08-10

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 112

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2010-08-10

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Ride the City, LLC

**DBA/AKA/TA/Formerly:** DBA Ride the City

**Address:**

Ride the City, LLC  
321 Carlton Ave #3  
Brooklyn, NY 11205  
United States

**Legal Entity Type:** Limited Liability Company

**State or Country Where Organized:** New York

**Phone Number:** 646-496-6962

---

**GOODS AND/OR SERVICES**

---

**International Class:** 039

**Class Status:** Active

Providing a web site and web site links to geographic information, map images, and trip routing

**Basis:** 1(a)

**First Use Date:** 2008-05-01

**First Use in Commerce Date:** 2009-05-01

---

**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** The color(s) blue and white is/are claimed as a feature of the mark.

**Description of Mark:** The mark consists of the words "RIDE THE CITY" in the colors white and blue with the words "RIDE" and "CITY" joined by the image of a cyclist in the colors white and blue such that the "e" in "RIDE" and the "c" in "CITY" appear to be the wheels of the cyclist's bicycle, with all of the foregoing appearing on rectangular background in the colors blue and white arranged to give the impression that the cyclist is going uphill, with the rectangular background having blue outlining visible on the left, right, and bottom edges; the mark also includes the wording "SAFE BIKE ROUTES MADE EASY" in the color blue and the wording "RIDETHECITY.COM" in the color blue, with both appearing near the bottom of the rectangular background.

**Design Search Code(s):**

**02.01.19** - Athletes (men); Golfer; Men, athletes, strongmen; Strongmen

**02.01.33** - Grotesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures

**18.03.01** - Bicycles; Tricycles; Unicycles

**26.11.21** - Rectangles that are completely or partially shaded

**27.01.04** - Letters forming objects; Numbers forming objects; Objects composed of letters or numerals; Punctuation forming objects

---

**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-08-10 - Registered - Principal Register  
2010-05-25 - Official Gazette Publication Confirmation E-Mailed  
2010-05-25 - Published for opposition  
2010-04-16 - Law Office Publication Review Completed  
2010-04-16 - Approved for Pub - Principal Register (Initial exam)  
2010-04-16 - Examiner's Amendment Entered  
2010-04-16 - Notification Of Examiners Amendment E-Mailed  
2010-04-16 - EXAMINERS AMENDMENT E-MAILED  
2010-04-16 - Examiners Amendment -Written  
2010-01-13 - Notification Of Final Refusal Emailed  
2010-01-13 - Final refusal e-mailed  
2010-01-13 - Final Refusal Written  
2009-12-11 - Teas/Email Correspondence Entered  
2009-12-11 - Communication received from applicant  
2009-12-11 - Assigned To LIE  
2009-11-25 - TEAS Response to Office Action Received  
2009-08-18 - Notification Of Non-Final Action E-Mailed  
2009-08-18 - Non-final action e-mailed  
2009-08-18 - Non-Final Action Written  
2009-07-31 - Assigned To Examiner  
2009-05-12 - Notice Of Design Search Code And Pseudo Mark Mailed  
2009-05-11 - New Application Office Supplied Data Entered In Tram  
2009-05-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

RIDE THE CITY, LLC  
RIDE THE CITY, LLC  
321 CARLTON AVE # 3  
BROOKLYN, NY 11205-4603  
Phone Number: 646-496-6962

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:39:55 ET**

**Serial Number:** 77611702 Assignment Information      Trademark Document Retrieval

**Registration Number:** 3653878

**Mark**



**(words only):** U RIDE SAFE CARD

**Standard Character claim:** No

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2009-07-14

**Filing Date:** 2008-11-11

**Transformed into a National Application:** No

**Registration Date:** 2009-07-14

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2009-07-14

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

I. Transportation General, Inc.

**Address:**  
Transportation General, Inc.

65 Industry Drive  
West Haven, CT 06516  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Connecticut

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Magnetically encoded debit cards

**Basis:** 1(a)

**First Use Date:** 2008-08-25

**First Use in Commerce Date:** 2008-08-25

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "CARD"

**Description of Mark:** The mark consists of laurel leaves or branches around a checkered circle containing the letter "U", the word ride in a banner, and "safe card" below the word ride.

**Design Search Code(s):**

05.15.02 - Laurel leaves or branches (borders or frames); Wreaths

24.09.07 - Advertising, banners; Banners

26.01.21 - Circles that are totally or partially shaded.

26.09.14 - Squares, three or more; Three or more squares

26.09.16 - Squares touching or intersecting

26.09.21 - Squares that are completely or partially shaded

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-07-14 - Registered - Principal Register

2009-04-28 - Published for opposition

2009-04-08 - Notice of publication

2009-03-23 - Law Office Publication Review Completed

2009-03-20 - Approved for Pub - Principal Register (Initial exam)  
2009-03-13 - Teas/Email Correspondence Entered  
2009-03-13 - Communication received from applicant  
2009-03-09 - Assigned To LIE  
2009-02-25 - TEAS Response to Office Action Received  
2009-02-21 - Combined Examiner's Amendment/Priority Action Entered  
2009-02-19 - Assigned To LIE  
2009-02-19 - Notification Of Examiner's Amendment/Priority Action E-Mailed  
2009-02-19 - Examiner's Amendment/Priority Action E-Mailed  
2009-02-19 - Examiners Amendment And/Or Priority Action - Completed  
2009-02-10 - Assigned To Examiner  
2008-11-15 - Notice Of Design Search Code Mailed  
2008-11-14 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

H. Kennedy Hudner

**Correspondent**

H. KENNEDY HUDNER  
MURTHA CULLINA LLP  
CITYPLACE I 185 ASYLUM ST  
HARTFORD, CT 06103  
Phone Number: 860-240-6029

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:40:07 ET**

**Serial Number:** 77610715 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3663048

**Mark**



**(words only):** U RIDE SAFE CARD

**Standard Character claim:** No

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2009-08-04

**Filing Date:** 2008-11-10

**Transformed into a National Application:** No

**Registration Date:** 2009-08-04

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2009-08-04

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Transportation General, Inc.

**Address:**

Transportation General, Inc.

65 Industry Drive  
West Haven, CT 06516  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Connecticut

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036  
**Class Status:** Active  
debit card services provided to students for use with taxi service  
**Basis:** 1(a)  
**First Use Date:** 2008-08-25  
**First Use in Commerce Date:** 2008-08-25

---

**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "CARD"

**Description of Mark:** The mark consists of laurel leaves or branches around a checkered circle containing the letter "U", the word "ride" in a banner, and "safe card" below the word "ride".

**Design Search Code(s):**

**05.15.02** - Laurel leaves or branches (borders or frames); Wreaths  
**24.09.07** - Advertising, banners; Banners  
**25.03.01** - Checker board pattern; Checkerboard patterns  
**26.01.21** - Circles that are totally or partially shaded.

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-08-04 - Registered - Principal Register

2009-05-19 - Published for opposition

2009-04-29 - Notice of publication

2009-04-13 - Law Office Publication Review Completed

2009-04-09 - Approved for Pub - Principal Register (Initial exam)

2009-04-02 - Teas/Email Correspondence Entered  
2009-04-02 - Communication received from applicant  
2009-03-31 - TEAS Response to Office Action Received  
2009-03-25 - Notification Of Priority Action E-Mailed  
2009-03-25 - Priority Action E-Mailed  
2009-03-25 - Priority Action Written  
2009-03-13 - Teas/Email Correspondence Entered  
2009-03-13 - Communication received from applicant  
2009-03-09 - Assigned To LIE  
2009-02-25 - TEAS Response to Office Action Received  
2009-02-21 - Combined Examiner's Amendment/Priority Action Entered  
2009-02-19 - Assigned To LIE  
2009-02-19 - Notification Of Examiner's Amendment/Priority Action E-Mailed  
2009-02-19 - Examiner's Amendment/Priority Action E-Mailed  
2009-02-19 - Examiners Amendment And/Or Priority Action - Completed  
2009-02-10 - Assigned To Examiner  
2008-11-14 - Notice Of Design Search Code And Pseudo Mark Mailed  
2008-11-13 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

H. Kennedy Hudner

**Correspondent**

H. KENNEDY HUDNER  
MURTHA CULLINA LLP  
CITYPLACE I 185 ASYLUM ST  
HARTFORD, CT 06103  
Phone Number: 860-240-6029

---

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**This page was generated by the TARR system on 2012-03-30 13:40:18 ET**

**Serial Number:** 77610681 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3635129

**Mark**

# URIDE SAFE

**(words only):** URIDE SAFE

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2009-06-09

**Filing Date:** 2008-11-10

**Transformed into a National Application:** No

**Registration Date:** 2009-06-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2009-06-09

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Transportation General, Inc.

**Address:**

Transportation General, Inc.

65 Industry Drive  
West Haven, CT 06516  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Connecticut

---

**GOODS AND/OR SERVICES**

---

**International Class:** 039

**Class Status:** Active

Transportation services, namely, taxi services to users of prepaid debit cards

**Basis:** 1(a)

**First Use Date:** 2008-08-25

**First Use in Commerce Date:** 2008-08-25

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**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-06-09 - Registered - Principal Register

2009-03-24 - Published for opposition

2009-03-04 - Notice of publication

2009-02-19 - Law Office Publication Review Completed

2009-02-19 - Assigned To LIE

2009-02-10 - Approved for Pub - Principal Register (Initial exam)

2009-02-10 - Assigned To Examiner

2008-11-14 - Notice Of Pseudo Mark Mailed

2008-11-13 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

H. Kennedy Hudner

**Correspondent**

H. KENNEDY HUDNER  
MURTHA CULLINA LLP  
CITYPLACE I 185 ASYLUM ST  
HARTFORD, CT 06103  
Phone Number: 860-240-6029

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:40:33 ET**

**Serial Number:** 77610678 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3635128

**Mark**

# URIDE SAFE

**(words only):** URIDE SAFE

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2009-06-09

**Filing Date:** 2008-11-10

**Transformed into a National Application:** No

**Registration Date:** 2009-06-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2009-06-09

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Transportation General, Inc.

**Address:**

Transportation General, Inc.

65 Industry Drive  
West Haven, CT 06516  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Connecticut

---

**GOODS AND/OR SERVICES**

---

**International Class:** 036  
**Class Status:** Active  
prepaid debit card services provided to students for use with taxi service  
**Basis:** 1(a)  
**First Use Date:** 2008-08-25  
**First Use in Commerce Date:** 2008-08-25

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-06-09 - Registered - Principal Register  
2009-03-24 - Published for opposition  
2009-03-04 - Notice of publication  
2009-02-19 - Law Office Publication Review Completed  
2009-02-19 - Assigned To LIE  
2009-02-10 - Approved for Pub - Principal Register (Initial exam)  
2009-02-10 - Assigned To Examiner  
2008-11-14 - Notice Of Pseudo Mark Mailed  
2008-11-13 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

H. Kennedy Hudner

**Correspondent**

H. KENNEDY HUDNER  
MURTHA CULLINA LLP  
CITYPLACE I 185 ASYLUM ST  
HARTFORD, CT 06103  
Phone Number: 860-240-6029

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:40:44 ET**

**Serial Number:** 77514793 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3579572

**Mark**

# Be Smart Ride Safe

**(words only):** BE SMART RIDE SAFE

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2009-02-24

**Filing Date:** 2008-07-03

**Transformed into a National Application:** No

**Registration Date:** 2009-02-24

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 114

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2009-02-24

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Exray Design, LLC

**Address:**  
Exray Design, LLC

121 Broadway Suite #342  
San Diego, CA 92101  
United States  
**Legal Entity Type:** Limited Liability Company  
**State or Country Where Organized:** California  
**Phone Number:** 619-239-2275  
**Fax Number:** 619-702-6618

---

**GOODS AND/OR SERVICES**

---

**International Class:** 035  
**Class Status:** Active  
promoting public awareness of pet travel safety  
**Basis:** 1(a)  
**First Use Date:** 2007-11-15  
**First Use in Commerce Date:** 2007-12-01

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-02-23 - Applicant/Correspondence Changes (Non-Responsive) Entered  
2009-02-23 - TEAS Change Of Owner Address Received  
2009-02-23 - Applicant/Correspondence Changes (Non-Responsive) Entered  
2009-02-23 - TEAS Change Of Owner Address Received  
2009-02-23 - TEAS Change Of Correspondence Received  
2009-02-23 - TEAS Change Of Correspondence Received  
2009-02-24 - Registered - Principal Register  
2008-12-09 - Published for opposition  
2008-11-19 - Notice of publication

2008-11-03 - Law Office Publication Review Completed

2008-11-03 - Assigned To LIE

2008-10-24 - Approved for Pub - Principal Register (Initial exam)

2008-10-16 - Examiner's Amendment Entered

2008-10-16 - Notification Of Examiners Amendment E-Mailed

2008-10-16 - Examiners amendment e-mailed

2008-10-16 - Examiners Amendment -Written

2008-10-09 - Assigned To Examiner

2008-07-08 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

EXRAY DESIGN, LLC  
EXRAY DESIGN, LLC  
302 Washington Street #935  
SAN DIEGO CA 92103  
Phone Number: 619-239-2275

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2012-03-30 13:40:55 ET**

**Serial Number:** 77378916 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3773907

**Mark**

**MYSAFERIDEHOME**

**(words only):** MYSAFERIDEHOME

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2010-04-13

**Filing Date:** 2008-01-23

**Transformed into a National Application:** No

**Registration Date:** 2010-04-13

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 114

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2010-04-13

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. MMC Software International Corp.

**Address:**

MMC Software International Corp.

991 Colonia Drive  
Ladysmith V9G1N9  
Canada

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Canada

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

computer software which provides users with a direct link and priority sequence to professional driving services; pre-recorded plastic cards with magnetic strips and pre-recorded plastic cards with embedded chips containing computer software which provides users with a direct link and priority sequence to professional driving services

**Basis:** 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 035

**Class Status:** Active

providing advertising space on pre-recorded plastic cards and an online website

**Basis:** 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 045

**Class Status:** Active

operation of an online website providing safety information to individuals, corporations, groups, teams and schools on reducing risk in their local environment

**Basis:** 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Foreign Application Number:** 1,356,796

**Foreign Registration Number:** TMA719,717

**Foreign Registration Date:** 2008-07-29

**Country:** Canada

**Foreign Filing Date:** 2007-07-23

**Foreign Expiration Date:** 2023-07-29

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-04-13 - Registered - Principal Register  
2010-03-10 - 1(B) Basis Deleted; Proceed To Registration  
2010-02-12 - Notice Of Allowance Cancelled  
2010-03-10 - Case Assigned To Intent To Use Paralegal  
2010-02-12 - TEAS Delete 1(B) Basis Received  
2009-09-23 - Extension 1 granted  
2009-09-23 - Extension 1 filed  
2009-09-23 - TEAS Extension Received  
2009-03-24 - NOA Mailed - SOU Required From Applicant  
2008-12-30 - Published for opposition  
2008-12-10 - Notice of publication  
2008-11-26 - Law Office Publication Review Completed  
2008-11-24 - Approved For Pub - Principal Register  
2008-11-17 - Teas/Email Correspondence Entered  
2008-11-17 - Communication received from applicant  
2008-11-17 - Assigned To LIE  
2008-11-04 - TEAS Response to Office Action Received  
2008-05-05 - Notification Of Non-Final Action E-Mailed  
2008-05-05 - Non-final action e-mailed  
2008-05-05 - Non-Final Action Written  
2008-04-29 - Assigned To Examiner  
2008-01-29 - Notice Of Pseudo Mark Mailed  
2008-01-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

**Attorney of Record**

Tanya M. Reitzel

**Correspondent**

TANYA M. REITZEL; COASTAL TRADEMARK SERV  
2200 - 555 WEST HASTINGS STRE; BOX 12109  
VANCOUVER; BRITISH COLUMB  
V6B4N6  
CANADA  
Phone Number: 604 687 7432

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**This page was generated by the TARR system on 2012-03-30 13:41:06 ET**

**Serial Number:** 77339172 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3467424

**Mark**



**(words only):** SAFERIDE MOTOR CLUB

**Standard Character claim:** No

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2008-07-15

**Filing Date:** 2007-11-28

**Transformed into a National Application:** No

**Registration Date:** 2008-07-15

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2008-07-15

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Saferide Motor Club, Inc.

**Address:**

Saferide Motor Club, Inc.

10 Universal Plaza, Suite 1750  
Universal City, CA 91608  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** California

---

**GOODS AND/OR SERVICES**

---

**International Class:** 035

**Class Status:** Active

automotive club services, namely, administration of a discount program for enabling participants to obtain discounts on goods and services through the use of a membership card; administration of a referral program for locksmithing services for opening locks for persons locked out of vehicles

**Basis:** 1(a)

**First Use Date:** 2007-05-01

**First Use in Commerce Date:** 2007-05-01

**International Class:** 037

**Class Status:** Active

automotive club services, namely, furnishing emergency roadside service

**Basis:** 1(a)

**First Use Date:** 2007-05-01

**First Use in Commerce Date:** 2007-05-01

**International Class:** 039

**Class Status:** Active

automotive club services, namely, vehicle towing service, travel information services

**Basis:** 1(a)

**First Use Date:** 2007-05-01

**First Use in Commerce Date:** 2007-05-01

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**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "MOTORCLUB"

**Description of Mark:** The mark consists of "SAFERIDE MOTOR CLUB" within the outline of a motorcycle.

**Design Search Code(s):**

18.05.02 - Mopeds; Motor cycles and motor scooters

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2008-07-15 - Registered - Principal Register  
2008-04-29 - Published for opposition  
2008-04-09 - Notice of publication  
2008-03-25 - Law Office Publication Review Completed  
2008-03-25 - Assigned To LIE  
2008-03-11 - Approved for Pub - Principal Register (Initial exam)  
2008-03-11 - Examiner's Amendment Entered  
2008-03-11 - Notification Of Examiners Amendment E-Mailed  
2008-03-11 - Examiners amendment e-mailed  
2008-03-11 - Examiners Amendment -Written  
2008-03-10 - Assigned To Examiner  
2007-12-04 - Notice Of Design Search Code And Pseudo Mark Mailed  
2007-12-03 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Geoffrey A Mantooth

**Correspondent**

GEOFFREY A MANTOOTH  
DECKER, JONES, MCMACKIN, MCCLANE, HALL &  
UNIT 46  
BURNETT PLAZA, SUITE 2000, 801 CHERRY ST  
FORT WORTH, TX 76102  
Phone Number: 817-336-2400  
Fax Number: 817-336-2181

---

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**Serial Number:** 77106011 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3338624

**Mark**

# SAFERIDE

**(words only):** SAFERIDE

**Standard Character claim:** Yes

**Current Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Date of Status:** 2007-11-20

**Filing Date:** 2007-02-13

**Transformed into a National Application:** No

**Registration Date:** 2007-11-20

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 117

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-11-20

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. DMW Sales & Service

**Address:**

DMW Sales & Service

5183 Ostrom Rd.  
Attica, MI 48412  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Michigan

---

**GOODS AND/OR SERVICES**

---

**International Class:** 011

**Class Status:** Active

Nitrogen generators comprised of electronic inflation valves designed to provide nitrogen for the inflation of tires

**Basis:** 1(a)

**First Use Date:** 2006-07-01

**First Use in Commerce Date:** 2006-09-16

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-11-20 - Registered - Principal Register

2007-09-04 - Published for opposition

2007-08-15 - Notice of publication

2007-07-27 - Law Office Publication Review Completed

2007-07-26 - Approved for Pub - Principal Register (Initial exam)

2007-07-19 - Examiner's Amendment Entered

2007-07-18 - Assigned To LIE

2007-07-17 - Notification Of Examiners Amendment E-Mailed

2007-07-17 - EXAMINERS AMENDMENT E-MAILED

2007-07-17 - Examiners Amendment -Written

2007-06-04 - Non-final action e-mailed

2007-06-04 - Non-Final Action Written

2007-06-01 - Assigned To Examiner

2007-02-17 - Notice Of Pseudo Mark Mailed

2007-02-16 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Gregory L. Ozga

**Correspondent**

GREGORY L. OZGA  
WARN, HOFFMANN, MILLER & OZGA, PC  
691 N SQUIRREL RD STE 140  
AUBURN HILLS, MI 48326-2873  
Phone Number: 248-364-4300

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