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To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79131389 - IDEPLATE - 60725.004US - REMAND REQUEST TO TTAB - Message 2 of 3

Attachment Information:

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Files: 4-2.jpg, 4-3.jpg, 4-4.jpg, 4-5.jpg, 6-1.jpg, 6-2.jpg, 6-3.jpg, Army Press release_Page_1.jpg, Army Press release_Page_2.jpg, Army Press release_Page_3.jpg, brochure 2_Page_1.jpg, brochure 2_Page_2.jpg, 1.jpg, 2.jpg, 3.jpg, 5-1.jpg, 5-2.jpg, 5-3.jpg, 5-4.jpg, brochure 1-1.jpg

UrbanPass in Mexico

In Mexico, millions of vehicle owners are using a system called [UrbanPass, by Neology](#). A single sticker allows cashless payments on toll roads, in parking lots, and more, and enables electronic management of individual accounts and payments. The UrbanPass setup is equipped with short-range RFID for mobile phone interactivity, plus long-range RFID for communication with a fixed infrastructure. There's only one transponder, and it's easy to manage transportation accounts with a smartphone application.

Refilling the tank

How about getting gas? At the recent Mobile World Congress, Honda and Visa showcased an [app that can guide you to the nearest station](#), estimate the cost of refilling the tank, and then use the car's RFID technology, in the dashboard, to pay for the fuel and anything else you might want from the station's convenience store.

Loyalty & personalization

The tag can become part of loyalty schemes and other marketing initiatives, the same way payment cards do. You can collect points and redeem them for free products and services, get faster service as a returning customer, or enjoy preferential treatment as a member or frequent buyer. The tag can also present your preferences, at the time of the transaction, so the attendant at a drive-through can, for example, call you by name and ask if you'd like to place your regular order, with no mustard but extra pickles.

Trusted operation

Secure, long-range UHF RFID tags combine cryptographic algorithms with high-speed reading performance, so they're ideally suited for use with automotive payments. The tags incorporate tamper-evident features, so they deter thieves and counterfeiters. In the case of a license plate, the long-range RFID transponder is securely embedded into the plate itself, yet can communicate with the vehicle so as to prevent the plate from being copied or stolen.

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The tags use chip-based technology as the foundation for security. Chip-based security is a proven and accepted technology throughout the world of payments, because the cryptographic algorithms and other security mechanisms of chip-based security keep private information safe from harm, protect against attacks, and deter forgers and counterfeiters.

Even though a vehicle-identification tag can be read from several meters away, the transaction remains secure. Tags can be configured to respond with a secure random response, so they can't be tracked or followed. Only an authorized reader, with access to secure cryptographic keys, can derive the tag's unique identity. End-user data remains private, because all the sensitive information linked to the tag – name, address, payment credential, and so on – can be stored in a secure backend system, and not on the tag itself.

Cost-effective & battery-free

Because the tags are small, lightweight, easy to deliver, and quick to affix to a windshield, they're relatively inexpensive to produce and simple to distribute. Another benefit of UHF RFID is that it's a passive technology, so it doesn't need a battery. It draws power from the reader's antenna, so drivers don't have to worry about replacing or recharging the battery. The tags can also withstand extremes in temperature, from the hottest summers to the coldest winters.

Expanding in-place EVR programs

In many regions, government agencies are already using secure, long-range UHF RFID as the basis for [electronic vehicle registration \(EVR\)](#), to reduce fraud while ensuring privacy and boosting revenue. Building on these in-place systems, government agencies can extend their systems to support payment applications, too, for collection of tolls, parking violations, speeding tickets, and so on.

NXP is the starting point

NXP is a leading provider of chip-based security for today's mobile-payment applications, and is uniquely positioned to bring secure

payments to vehicles. Our reputation for best-in-class security is strengthened by the fact that we're a global leader in automotive electronics, including the secure car networks that connect vehicles and their drivers to the outside world in a safe, intuitive, and convenient way.

Perhaps more importantly, beyond having the secure long-range RFID technology needed for automotive payments, we also have the ecosystem that enables seamless design, development, and deployment of onboard payment systems.

Our third-party partnership enable us to offer complete end-to-end solutions. Neology, for example, the provider of UrbanPass, is a leader in integrated solutions for the tolling, EVR and public-safety markets, with exciting new technologies for innovative mobility applications.

Join the conversation

How do you think automotive payments might change the driving experience? If you could pay for something with your car, what would you buy?

Related links

[NXP's RFID portfolio](#)

[NXP's NFC portfolio](#)

[Recovering billions in tax revenue with UCODE DNA](#)

[Visa Wants Your Car to Become Your New Credit Card \(by Arjuhn Karpal, CNBC.com\)](#)

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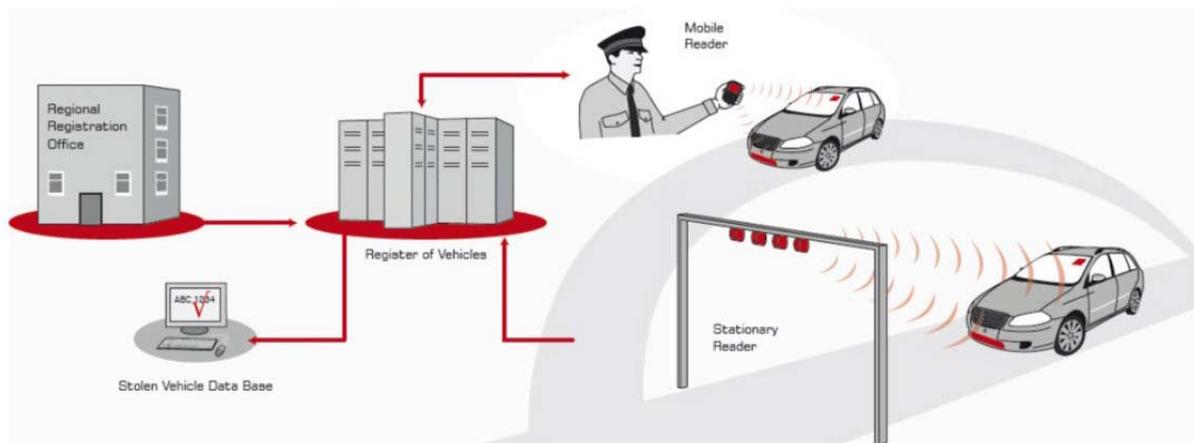
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IDePLATE® - the RFID number plate...

... with integrated fraud resistant and thief-proof data

memory



Innovation made by Tönnjes: the Radio Frequency Identification Plate (IDePLATE®) developed by us sets global benchmarks in the vehicle identification by RFID number plates.

The core of the system is a memory chip, which is integrated in the vehicle's aluminium licence plate during the production process. The data stored on this so-called passive RFID tag (UHF technology) can be retrieved anytime via fixed and mobile reading devices by radio communication – also in moving traffic.

Tönnjes IDePLATE® - **the RFID number plate** - can be combined with any safety features such as holograms or laser engravings and is available as thief-proof license plate.

IDeSTIX® – the intelligent 3rd license plate

...

... with integrated fraud resistant and thief-proof data memory

The RFID tag integrated in the windshield label can be used in addition or as an alternative to Tönnjes IDePLATE®



Just like IDePLATE® saved data can be retrieved at any time, providing for identical applications and benefits. In order to prevent misuse, label and chip will automatically destroy themselves when removed.

Holographic elements provide for protection against forgery and are therefore ideal for the application as an electronic vehicle registration certificate.

The combination of IDePLATE® and IDeSTIX® achieves the utmost in safety and security! The new system is already being used successfully by the licensing authorities in Peru as an integral component of the new maximum- security licence plates.

Download IDePLATE® & RFID Label Flyer



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PRESS RELEASE

Royal Dutch Army: Introduction of RFID based solutions for vehicle identification

General de Kruif supports vehicle identification with passive RFID technology

Oirschot/Delmenhorst, January 2016 – As part of a long-term project on the training and education grounds of the Dutch Ministry of Defense, Tönnjes and Kirpestein presented RFID based solutions for vehicle identification to Lieutenant General Mart de Kruif, commanding officer of the Royal Dutch Army. Military vehicles were equipped with IDePLATEs and IDeSTIXs, license plates and windshield labels with integrated passive RFID chips. Reading units, which are mounted on a gantry, read the information stored on license plates and windshield labels. De Kruif called this solution a real-life technical innovation which provides concrete applications for military purposes.

“In these days the technical requirements of systems for a reliable and tamper proof vehicle identification increase steadily”, explains Koert Kirpestein, managing director of Kirpestein B.V., during the presentation. To meet these requirements, both companies are constantly working on the development of their technical solutions.

General de Kruif visited the installation and was introduced to all details of the application.

The Project on the training and education grounds of the Dutch Ministry of Defense is initially planned for one year. For this purpose, 100 vehicles were equipped with license plates and windshield labels, using the latest kryptochip developed by NXP Semiconductors. The so called UCODE DNA, in compliance with the highest security standards, works with an encrypted authentication – even over long distances.

Certified tests confirm the functionality of the IDePLATE under all weather conditions and at high speed. With these features it fulfills individual requirements and enables a variety of applications – these include tamper proof vehicle registration and identification, traffic management, section control, parking and access control.

Countries like Peru and Latvia have already commenced using the IDePLATE.



Pictures



Koert Kirpestein (Kirpestein B.V) presents the benefits and applications of the IDePLATE to Lieutenant General Mart de Kruif (Source: Tönnjes)



Dennis Brandwein (R&D Tönnjes) explains technical details to Lieutenant General Mart de Kruif (Quelle: Tönnjes)



Tönnjes

As the leading supplier of security license plates and vehicle identification solutions, Tönnjes focuses on the customer specific development of international vehicle registration systems to protect vehicle registration and identification against manipulation, fraud and theft. With the latest technologies Tönnjes develops modular systems and individual complete solutions, which fulfill specific security, organizational and logistics requirements.

Further information on www.toennjes.com

Kirpestein

Kirpestein is the leading manufacturer of embossed license plates in the Netherlands. They deliver license plates for vehicle registration within 24 hours. In the field of electronic vehicle identification Kirpestein, Tönnjes and the Dutch authorities work closely together to fight fraud and manipulation.

Further information on www.kirpestein.nl

IDePLATE

A passive UHF (Ultra High Frequency) RFID chip, which is incorporated into the license plate during manufacture, forms the base of the IDePLATE.

The functionality is based on a transmitter and receiver system. Targeted vehicles can be remotely clearly identified – using stationary or mobile reading devices.

In contrast to active RFID chips, passive RFID transponders do not require a battery. The required energy is produced by the reading unit. By sending an electromagnetic field, the antenna activates the chip.

Every chip has a unique number which cannot be changed or manipulated – the so called TID (Tag Identification Number). With an AES-Encryption, only authorized reading units can read the TID number.

This number can be linked to the embossed alphanumeric of a license plate and enables the clear identification of the vehicle – without further cameras required.

Unique expertise ...
... and internationally renowned

http://www.ide-trust.com



*Competencia única...
... y reputación internacional*

For more than 20 years we have developed and installed international vehicle registration systems. Our expertise in this field is unique around the world and we are recognized on each continent with our technology and security systems. In many countries we already have complete tailor made solutions in place on behalf of local authorities in the field of vehicle registration. We manufacture license plate to meet the specific local requirements, develop and export security systems, production machines, tools and other relevant material in more than 70 countries.

Desde hace más de 20 años desarrollamos e instalamos sistemas internacionales de matriculación e identificación de vehículos. Nuestra experiencia en este ámbito cubre en todo el mundo. Estamos presentes en los cinco continentes con nuestros tecnología y sistemas de seguridad. En muchos países ya tenemos en marcha soluciones a medida en nombre de autoridades locales en el campo de la matriculación y la identificación de vehículos. Producimos matrículas de vehículos conforme a los estándares del país en cuestión, desarrollamos y exportamos máquinas de seguridad, máquinas, herramientas y material a más de 70 países.

Ask for one of our services bundles:

- A company visit
- Your vehicle provider for national vehicle registration
- Security components for registration protection
- **IDeTRUST®** Vehicle Registration Software
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Solicitamos uno de nuestros paquetes de servicios:

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Un proveedor de servicios para el registro vehicular nacional

Elementos de seguridad para su protección total

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IDeTRUST®
Verification System

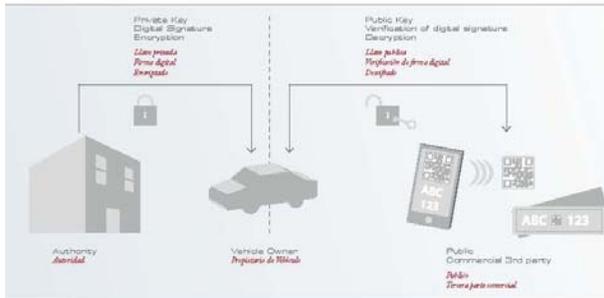
... for convenient vehicle
identity verification

*... para una cómoda verificación de
la identidad de vehículos*



Designed for maximum security ...

... with extreme ease of use



ICITRUST® Verification System – Applications and benefits

- Features**
- Capturing, encryption and registration of vehicle and vehicle owner data according to highest security standards (ITS PUB 186-5 DS3 and ITS PUB 186-5)
 - Official roadside verification via QR code or RFID detach chip and smartphone with the ICITRUST® Verification app
 - Vehicle and vehicle owner data can be integrated, tamper-proof and protected against manipulation, into any member plate system via QR code or RFID chip - even across borders
 - Secure vehicle verification for authorities and commercial users
 - Can be combined with all types of the security features for vehicle number plates

ICITRUST® Verification System – Posibilidades de uso y ventajas

- Features**
- Firma, cifrado y registro de datos de vehículos y propietarios conforme a los niveles más altos de seguridad (ITS PUB 186-5 DS3 y ITS PUB 186-5)
 - Ofertas de verificación mediante código QR o chip de datos RFID y teléfonos inteligentes con la aplicación de verificación ICITRUST®
 - Los datos de vehículos y propietarios se pueden integrar a través de placas de identificación y dispositivos de radiodifusión de miembros mediante un código QR o un chip RFID, también a través de fronteras
 - Verificación segura de vehículos para autoridades y usuarios privados
 - Combinación posible con todos los servicios de seguridad de los vehículos para matrícula de vehículos

Concebido para una seguridad máxima ...

... con un sencillísimo manejo

Thanks to the system in the field of vehicle identification and registration systems, present a sure ground-breaking security solution, the ICITRUST® Verification System, reliably registers and verifies vehicle and vehicle owner information according to highest standards. The system to identify vehicles via smartphones with the ICITRUST® Verification app in person at the many famous offices. For this, the relevant data are integrated, tamper-proof into a QR code or RFID on the vehicle's number plate (for example the ICITRUST®). In case of traffic or access control, the ICITRUST® Verification app decodes the data of the QR code or RFID chip and verifies the vehicle number or the vehicle owner data. An Internet connection is only required when installing the app for the first time – thereafter the entire ICITRUST® Verification System works in an autonomous offline solution, requiring no Internet connection.



Tiempo, en nuestro caso, datos en la identificación y matriculación de vehículos, presenta una solución de seguridad basada en el sistema de verificación ICITRUST®. Firma y verifica los datos de vehículos y propietarios de manera fiable conforme a los más altos estándares. Una de las muchas posibilidades consiste en que la identificación del vehículo se puede obtener con un teléfono inteligente a través de la aplicación de verificación ICITRUST®. Para ello, se integran los datos de matriculación de los datos relevantes a través de

de identificación en un código QR o en un chip RFID, incluso la matrícula (p.ej. ICITRUST®). Durante la instalación de tráfico o de acceso, la aplicación de verificación ICITRUST® decodifica los datos del código QR o del chip RFID y verifica los datos del vehículo y el propietario. Solo se requiere conexión a Internet durante la primera instalación; posteriormente, todo el sistema de verificación ICITRUST® funciona como solución offline autónoma que no requiere conexión a Internet.

The ICITRUST® Verification System has two separate keys: the Public Key and the Private Key. The Public Key is part of the ICITRUST® Verification app and is used exclusively for the verification of the individually registered vehicle and vehicle owner data. Changing the data via a sure encryption of the data is only possible with the Private Key - only authorized office issuing vehicle number plate or official vehicle number plate manufacturer can in possession of this key. The two-key technology guarantees a high level of security against fraud and manipulation.

The ICITRUST® Verification app can be installed for free on any standard smartphone, therefore it can also be used by commercial users for vehicle verification - for example by parking garage operators, car pool or petrol stations.



El sistema de verificación ICITRUST® dispone de dos claves separadas: la Pública Key y la Privada Key. La Pública Key forma parte de la aplicación de verificación ICITRUST® y permite únicamente verificar de manera individual los datos de vehículos y propietarios. Sin embargo, para modificar y volver a cifrar los datos solo se puede emplear la Privada Key. Para la posesión únicamente el organismo oficial autorizado de la matrícula y el fabricante oficial de la misma. La tecnología de doble clave garantiza la máxima seguridad contra la manipulación y falsificación.

Dado que la aplicación de verificación ICITRUST® se puede instalar gratuitamente en cualquier teléfono inteligente comercial, también puede ser empleada por usuarios privados para verificar vehículos, p.ej. de operadores de aparcamientos, parques de vehículos o gasolineras.

Neology E-Plate Successfully Tested in Live Tolling Lanes

May 31, 2016

In April 2016, the Neology E-plate was tested in real traffic and in established, operational tolling lanes. Working in cooperation with Washington State Department of Transportation (WSDOT), the E-plate was tested at the I-405 express lanes facility in the Seattle area. Testing was conducted in live traffic under a variety of situations, including both low and high speed driving and differing environmental conditions including nighttime operations.

We are very pleased to report the E-plate passed testing with a 100% read performance and demonstrated capability as good or better than traditional windshield tags! For a copy of the report, please contact us at info@neology-rfid.com

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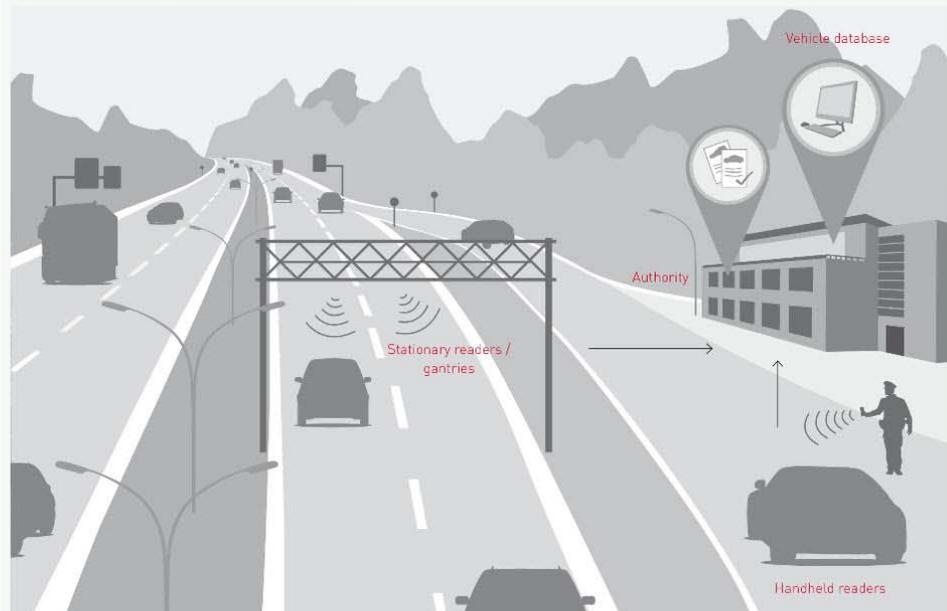


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Electronic Vehicle Identification

As the number of vehicles on the roads increases, so do the requirements that have to be met by registration and identification systems. After all, only secure and unique identification of vehicles makes automated traffic surveillance possible and prevents criminal offences such as theft and tax evasion.

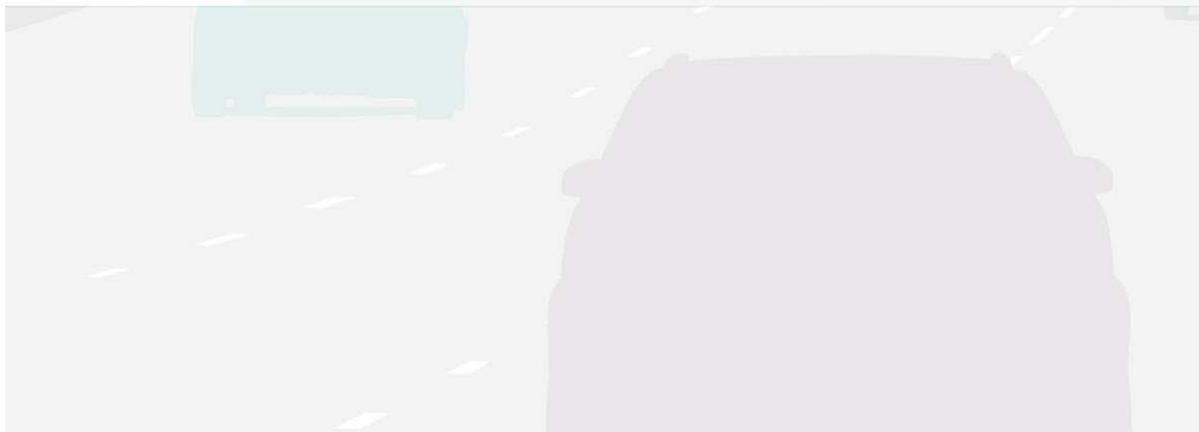


IDePLATE, IDeSTIX and ULabel

An outstandingly convenient and reliable vehicle identification solution is offered by IDePLATE®, a forgery-proof and theft-proof RFID vehicle registration system. With IDePLATE®, an RFID chip is incorporated into the aluminium licence plate already during the production process. The data stored on the RFID tag can be accessed at any time with the aid of either mobile or stationary scanners and in both standing and moving traffic.

The RFID tag can also be additionally or alternatively implemented in the windshield label (the so-called »Third Licence Plate«). To prevent misuse, the label and RFID tag self-destruct on removal. Use of the RFID tag as an electronic vehicle registration document is also possible. Combination of the RFID tag with our other security elements such as holograms and laser coding allows an extremely high level of security to be achieved against forgery.

Both in addition to and as an alternative to IDePLATE, electronic vehicle identification can also be implemented using our IDeSTIX and ULabel RFID windshield labels (also known as a »3rd licence plate«).



Home

As the leading supplier of security license plates and vehicle identification solutions, UTSCH TÖNNJES focuses on the customer specific development of international vehicle registration systems to protect vehicle registration and identification against manipulation, fraud and theft. With the latest technologies UTSCH TÖNNJES develops modular systems and individual complete solutions, which fulfill specific security, organizational and logistics requirements.

Thanks to the cooperation of UTSCH and TÖNNJES, our customers today are able to benefit from the combined innovative strengths and groundbreaking skills of two partners whose developments have set the standards in the past and will continue to do so in future.

We are present on all continents with our technologies and security solutions. We produce vehicle license plates locally in line with the respective national standards; we also develop security solutions, machines, tools and materials and export them to many countries around the globe. Indeed, in many states, we even perform official tasks in the field of vehicle registration and identification.





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»I can choose my personalised plates from over 500 different varieties and have them delivered to my home address.«

Emily Campbell | Melbourne | Australia



Aluminium number plates

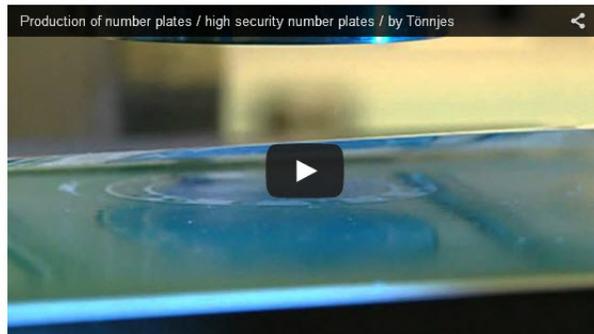
Vehicle licence plates are official documents made from metal. The modern security number plate, manufactured using reflective foil, should therefore also contain further [security features](#) like any other official document, in order to prevent counterfeiting, tampering attempts or duplication and to ensure controlled production, issuing and subsequent monitoring by the responsible authorities. In collaboration with our technology partners, we are continuously developing new security solutions. This guarantees our customers state-of-the-art solutions, which satisfy the continuously rising requirements for fraud prevention around the world.

Embossed aluminium license plates



As a global manufacturer, Tonnjes has the expertise and technical competence to manufacture license plates from diverse materials using a variety of [production systems](#). Our comprehensive portfolio ranges from retro-

comprehensive portfolio ranges from retro-reflective embossed license plates made from aluminium, to number plates manufactured using the French "semi-shear" process to reflective number plates made from acrylic / PET material. In consultation with our customers, we devise customer and market-specific solutions for the local production, distribution and issuing of [security license plates](#).



Semi-Shear-System

In the Semi shear method of manufacturing, which is sometimes referred to as the French system, the embossing and colouring processes are not carried out in two independent steps. Differently from standard aluminium embossed number plates, semi shear number plates comprise of a combination of coloured aluminium foil on top of a base of reflective foil which is the background on the finished plate.

With the use of specially designed tooling, the alpha numeric is simultaneously embossed and scored through the outer foil. After this step the scored reflex foil can be removed from the embossed numbers and letters. In removing the reflective foil the clean aluminium is revealed and the number plate is ready for application to the vehicle.

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IDePLATE® & IDeSTIX®

... für die zukunftsweisende
Fahrzeugidentifikation per Funk

*... for trend-setting vehicle
identification via radio communication*

