

ESTTA Tracking number: **ESTTA625356**

Filing date: **09/04/2014**

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

Application Serial No.	79132965
Applicant	Hyundai Motor Company

Notice of Appeal

Notice is hereby given that Hyundai Motor Company appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 79132965.

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

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

- Class 009. First Use: 0 First Use In Commerce: 0
All goods and services in the class are appealed, namely: Cameras; adding machines; mechanisms for counter-operated apparatus, namely, coin or currency counting and sorting machines; mathematical instruments, namely, calculators; time recording apparatus; electric calculators; totalizers, namely, adding machines; chronographs for use as specialized time recording apparatus; time recorders; electric relays; electrical relays and transformers; high-frequency switching power supplies; power controllers; reactors, namely, electrical reactors, laboratory chemical reactors; electrical connection boxes; switchboards; indicating lamps for switchboards; electrical distribution consoles; electrical distributing boards; electrical distribution boxes; electrical branch boxes, namely, junction boxes; electrical cell switches; solenoid valves being electromagnetic switches; voltage regulators for vehicles; step-up transformers; round plug connectors; electrical inductors; automatic time switches; electrical reducers, namely, electric power convertors; electrical terminal blocks; electrical power distribution blocks; electrical transformers; electric switches; electric light dimmers being regulators; electric regulating apparatus; electrical adapters; electrical inverters; electrical control panels; electrical armatures; electric resistances; electric converters; electric connections; electric contacts; electric control panels; electric connectors; electric capacitors; electric coils; holders for electric coils; fuses (for telecommunication apparatus); electrical fuses; current convertors; electric current switches; electric current control devices; current limiters; splices for electrical transmission lines; connections for electric lines; connectors for electric lines; electrical wire connectors; voltage surge protectors; voltage monitor modules; voltage stabilizing power supply; voltage stabilizers; voltage regulators; power switches; electromagnetic coils; blinkers being signaling lights, namely, flashing safety lights; current rectifiers; rectifier modules; electric apparatus for communication, namely, telecommunications and data networking hardware, namely, devices for transporting and aggregating voice, data and video communications across multiple network infrastructures and communications protocols; commutators; phase modifier, namely, power controllers; power transformers for amplification; circuit breakers; differential switches; choking coils for use in controlling impedance in electrical apparatus; condensers being capacitors; rechargers for electric accumulators; battery charge devices; fuses; fuse wire; plug connectors; wires for metal alloys, namely, fuse wire; anti-interference devices for insulating electrical transmission; electrical circuit closers; rotary convertors; electric power distribution machines and apparatus; electrical controllers; electrical controlling devices; vehicle radios; stereos, namely, stereo amplifiers, stereo receivers, stereo tuners; audiovisual receivers; audio and video receivers; receivers for satellites; apparatus for voice recording and replaying; apparatus for transmitting and reproducing sound or images; sound and video recording and playback machines; radio receivers and monitors for the reproduction of sound and signals; apparatus for the recording/transmission or reproduction of sound and images; recording and playing devices for sound and image carriers; sound transmitting apparatus; sound reproduction apparatus; acoustic couplers; portable media players; car broadcasting tuners; car televisions; electro-acoustic transducers; electric phonographs; amplifiers; loudspeakers with built-in amplifiers; diaphragms used in acoustics, namely, electroacoustic transducers; electricity limiters; car video recorders; car cassette players; cassette recorders; cassette players; tape and videotape players; television monitors; television receivers being tv sets; television decoders; television apparatus; power amplifiers; loud speaking apparatus and instruments, namely, loudspeaker systems; cabinets for loudspeakers; public address systems; CD players; DVD players; radiotelephony sets; terminals for radiotelephones; video phones; devices for hands-free use

of mobile phones; intercoms; interphones, namely, telephone intercoms; telephone sets; telephone connectors; hands free kits for phones; telephone answering apparatus; answering machines; telephone apparatus; portable telephones; electronic frequency converters for high velocity electro-motors; fixed multichannel communication apparatus, namely, multi-channel radio communication machines and apparatus for fixed stations; fixed single channel communication apparatus, namely, single-channel radio communication machines and apparatus for fixed stations; single-channel radio communication machines and apparatus for fixed stations; apparatus for transmitting radio programmes and radio relay messages; radar apparatus; microphones; modems; devices for wireless radio transmission; masts for wireless aerials; radiotelegraphy sets; antennas for wireless communications apparatus; carrier frequency repeaters; video multiplexers; video transmission apparatus; intercommunication apparatus, namely, interoperable communication system designed to provide radio, streaming video, wireless internet, and VOIP phone; manual switching apparatus (for telecommunication); telegraph apparatus; navigation apparatus for vehicles in the nature of on-board computers; electro-dynamic apparatus for the remote control of signals; frequency converter for actuators; electric igniting apparatus, namely, electronic motor vehicle ignition control units; remote control apparatus, namely, remote control transmitter for radio-controlled devices, remote control starters and remote operation of vehicle functions; remote control telemetering machines and apparatus; global positioning systems being GPS; satellite aerials; satellitenavigational apparatus; voice frequency transmission machines and apparatus; apparatus for wireless transmission of acoustic information; satellite navigation equipment; automatic answering machines; automatic telegraph apparatus; automatic telephone exchanges; navigation apparatus and instruments for vehicles; car aerials; telecommunication machines and implements, namely, telephone apparatus; transmitters for telecommunication; transmitting sets for telecommunication, namely, telecommunications transmitters; telegraphs (apparatus); frequency converters; electrical transit switches; radar receivers with amplifiers; car antennas; communications apparatus for vehicles, namely, apparatus for transmission of communication; electro-dynamic apparatus for the remote control of railway points, namely, a train control system used in the railway industry for detecting and controlling trains, ground faults, broken rails, power failures, track switches and lights; cable transmission machines and apparatus, namely, cable broadcast transmission machines and apparatus; television transmitters; teleprompters for televisions; teletypewriters; teleprinters; electric resistors (for telecommunication apparatus); electric capacitors (for telecommunication apparatus); telecommunication exchanges; telecommunications transmitters; apparatus for transmission of sound; converters; portable communications apparatus, namely, portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, and audio files; computer programs being downloadable software for use in remote control of vehicles and devices, for use in monitoring vehicle performance and maintenance, for use in transmitting vehicle performance and maintenance data to others, for use in accessing information about vehicle system control, performance, maintenance and operation from networks, for use in updating electronic control unit operating systems, for use in providing technical support to software developers in vehicle field, for use in receiving entertainment content, navigational and location information, and radio signals, for use in testing vehicle control systems, for use in transmitting vehicle telemetry and operation information, for use in monitoring and maintaining electronic interfaces to mechanical vehicle systems; computer programs for document management; operating system programs; computer application software for mobile phones and smart phones, namely, software for electronic control of vehicles, software for obtaining information based on geographic location and proximity, software for obtaining parking information, vehicle use and repair information; computer game programs; computer software for operating vehicle electronic controls and control units; data processing apparatus; microprocessors; vehicle drive training simulators; electronic circuit machines for learning about circuit board layout, function, and diagnostics; computers; communications computers; geiger counters; phototubes, namely, photoelectric tubes; laser measuring systems; light-emitting electronic pointers; luminous pointers; video monitors; electric discharge tubes other than for lighting; cyclotrons; electronic tags for goods; thermionic valves; electronic cards for processing images; magnetic encoders; electronic notice boards; electrical monitoring apparatus, namely, electronic monitors and monitor modules for monitoring electric current and electrical signals; secure terminals for electronic transactions; electrical sockets; safety contact plugs; anodes; cathodes; cathodic anti-corrosion apparatus, namely, cathodes for eliminating corrosion; magnets; magnetic cores; decorative magnets; covers for electric outlets; electric sockets; electric plugs; electromagnets; electric collectors, namely, electric accumulators; plugs, namely, electrical plugs; plug adaptors; plugs, sockets and other contacts, namely, electric connections; power strips with moveable sockets; electronic notice boards; electron tubes; electronic theft prevention installations, namely, access control and alarm monitoring systems, alarm installations and alarms; cards incorporating electronic devices, namely, electronic key cards, blank smart cards, encoded identity cards; electronic coding units; electronic indicator panels; transmitters of electronic signals; electronic payment terminals; electronic indicator boards; rectifier tubes; alarm central units; cards with integrated circuits; couplers being

data processing equipment; monitors being computer hardware; electric control panels for checking electric cables; encoded magnetic cards for use as gift cards, debit cards, credit cards, key cards, identity cards; card readers for credit cards; automatic solar tracking sensors; closed loop circuit boards; holograms, namely, electronic image files containing holograms; IC cards, namely, integrated circuit cards; LCD large-screen displays; LCD panels; diodes; semi-conductors; semi-conductor memories; semiconductor elements, namely, semiconductor power elements; semi-conductor wafers; semiconductor power elements; light emitting diodes being LEDs; silicon wafers in the form of silicon slices; electronic circuit boards; connectors for electronic circuits; integrated circuits; circuit boards provided with integrated circuits; integrated circuit modules; chips being integrated circuits; thermistors; multi-outlet socket blocks; anticathodes; transistors; circuit boards; erasing magnets

Respectfully submitted,
/John E. Lyhus/
09/04/2014

John E. Lyhus

Fitch, Even, Tabin & Flannery LLP

120 South LaSalle Street Suite 1600

Chicago, IL 60603

UNITED STATES

trademark@fitcheven.com

312-577-7000