

ESTTA Tracking number: **ESTTA733654**

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

Application Serial No.	85365601
Applicant	Acxiom Corporation

## Notice of Appeal

Notice is hereby given that Acxiom Corporation appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 85365601.

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

- Class 035. First Use: 2014/01/00 First Use In Commerce: 2014/01/00  
All goods and services in the class are appealed, namely: business information services, namely, providing business information services in the fields of customer data cleansing and standardization, customer data de-duplication, and customer data name and address verification and correction

Respectfully submitted,  
/chuck dougherty/  
03/15/2016

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