

ESTTA Tracking number: **ESTTA564575**

Filing date: **10/11/2013**

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

Application Serial No.	85560074
Applicant	Savi Technology, Inc.

## Notice of Appeal

Notice is hereby given that Savi Technology, Inc. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 85560074.

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.

All goods and services in the class are appealed, namely: computer hardware and computer software for use in tracking, monitoring, and managing the condition, status, location, security and integrity of tangible assets, equipment, vehicles and cargo; computer hardware and computer software for use with GPS, GPRS, RFID, and satellite communication technologies for monitoring and managing tangible assets, equipment, vehicles and cargo; computer hardware and computer software for use in collecting, analyzing, and displaying data on the identity, location, and status of tangible assets, equipment, vehicles, and cargo; computer hardware and computer software for use in analyzing and displaying mapped routes to monitor the identity, location, and status of tangible assets, equipment, vehicles, and cargo; computer hardware and computer software to detect, alert, and respond to tampering and unauthorized access to tangible assets, equipment, vehicles, and cargo; computer hardware and computer software for use in providing real-time alerts and updates on the location of tangible assets, equipment, vehicles and cargo to improve transit times, identify diversion of tangible assets from established routes and locations, identify theft, and recover stolen tangible assets; computer hardware and computer software for real-time identification and tracking of the location, movement and condition of high-value tangible assets; computer hardware and computer software for use by large organizations, manufacturers, heavy industry and governments to manage tangible assets in distributed supply chains and complex logistics

Respectfully submitted,  
/s/Andrew C. Aitken/  
10/11/2013

**Andrew C. Aitken**

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