

ESTTA Tracking number: **ESTTA705756**

Filing date: **10/30/2015**

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

Application Serial No.	86320480
Applicant	Starcom MediaVest Group, Inc.

## Notice of Appeal

Notice is hereby given that Starcom MediaVest Group, Inc. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 86320480.

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 035. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Advertising agency services; providing advertising consulting services in the field of facilitating the planning, buying and selling of media and the development of advertising content; marketing research and analysis services; preparing and placing advertisements for others; marketing, advertising, content development and brand consulting in the field of brand communication strategy services; marketing and advertising consulting services for others, namely, media planning services and media buying services and the development of marketing and advertising content; Branding services, namely, analysis and consulting on brands for businesses; advertising consultation, namely, providing analysis, attribution information, reporting and optimization recommendations for online advertising content; content marketing services; creation of advertising content; curation of advertising content

Respectfully submitted,  
/David J. Davis/  
10/30/2015

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