

ESTTA Tracking number: **ESTTA154080**

Filing date: **07/31/2007**

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

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|------------------------|--|
| Proceeding | 91177540 |
| Party | Plaintiff POINT MORTGAGE |
| Correspondence Address | JOHNNY MARGARINI POINT MORTGAGE 9999 SUNSET DR #208 MIAMI, FL 33173 UNITED STATES JOHNNY@PMCLOANS.COM |
| Submission | Opposition/Response to Motion |
| Filer's Name | johnny margarini |
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| Signature | /johnny margarini/ |
| Date | 07/31/2007 |
| Attachments | mark.pdf (1 page)(22454 bytes) |



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July 31, 2007

Opposition No: 91177540

Please excuse our delay in answering this motion, we just received our Mortgage Banker License in California and I have been in California on business, I just received our mail for Florida.

As you know we did not hire an attorney to represent us, I don't feel that we have to considering how similar the applicants mark is to ours, when I first applied for our mark, it was not approved at first because some other company had a name very similar to ours, Opoint mortgage lucky for us this individual did not pursue the mark.

We are exploring other states to do business, one of them is Oregon and I feel that if the mark for the applicant is approved it will hurt our business, the names Point Mortgage and on point mortgage sound too much alike and are in the same line of business.

Are goal is to be licensed Mortgage Bankers in all 48 states within the next five years. So once again I am opposing that the above mark be approved.

Johnny Margarini
President