

ESTTA Tracking number: **ESTTA414182**

Filing date: **06/13/2011**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Starr International Company, Inc.
Granted to Date of previous extension	06/12/2011
Address	101 Baarerstrasse Zug, 6300 SWITZERLAND

Attorney information	Arlana S. Cohen Cowan, Liebowitz & Latman, P.C. 1133 Avenue of the Americas New York, NY 10036 UNITED STATES drw@cll.com, jkt@cll.com, asc@cll.com, trademark@cll.com Phone:212-790-9200
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Applicant Information

Application No	85078887	Publication date	12/14/2010
Opposition Filing Date	06/13/2011	Opposition Period Ends	06/12/2011
Applicant	Centennial Wealth Advisory 102 4020 Copper View Dr Traverse City, MI 49684 UNITED STATES		

Goods/Services Affected by Opposition

Class 036. First Use: 2010/06/20 First Use In Commerce: 2010/07/06 All goods and services in the class are opposed, namely: Financial consultancy; Financial services, namely, wealth management services
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Grounds for Opposition

Other	Please see attached pleading.
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Attachments	1247720_1.pdf (5 pages)(25953 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Jill K. Tomlinson/
Name	Jill K. Tomlinson
Date	06/13/2011

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

In The Matter of Application Serial No. 85/078,887
Filed July 6, 2010
For Trademark 5 STAR RETIREMENT REVIEW & Design
Published in the Official Gazette of December 14, 2010

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 STARR INTERNATIONAL COMPANY,)
 INC.,)
)
 Opposer,)
)
 v.) Opposition No.
)
 CENTENNIAL WEALTH ADVISORY,)
)
 Applicant.)
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NOTICE OF OPPOSITION

Opposer, Starr International Company, Inc., a corporation organized under the laws of Panama, having a business address at 101 Baarerstrasse, Zug, 6300, Switzerland (“Opposer”), believes that it will be damaged by registration of the following 5 STAR RETIREMENT REVIEW & Design mark



(“Applicant’s 5 STAR RETIREMENT REVIEW & Design Mark”) shown in Application Serial No. 85/078,887 filed July 6, 2010 (the “Application”) for “Financial consultancy; Financial services, namely, wealth management services” in International Class 36 claiming a first use date

of June 20, 2010, and having been granted extensions of time to oppose up to and including June 12, 2011, hereby opposes the same.

As grounds for opposition, it is alleged that:

1. Since long prior to June 20, 2010, Applicant's claimed first use date, Opposer has engaged throughout the United States in the business of banking services and investment services and services related thereto, under the mark STARR INTERNATIONAL used either alone or in conjunction with other words and/or design elements (collectively, the "STARR INTERNATIONAL Marks").

2. Opposer is the owner of U.S. Registration No. 3,803,701 and 3,917,425 for the STARR INTERNATIONAL Marks.

3. Since long prior to June 20, 2010, Applicant's claimed first use date, Opposer has extensively advertised and otherwise promoted the sale of its services offered in connection with the STARR INTERNATIONAL Marks and have offered such services in interstate commerce.

4. As a result of the sales and promotion of its services offered in connection with the STARR INTERNATIONAL Marks, Opposer has built up highly valuable goodwill in the STARR INTERNATIONAL Marks, and said goodwill has become closely and uniquely identified and associated with Opposer.

5. On or about July 6, 2010, Applicant Centennial Wealth Advisory filed the Application to register Applicant's 5 STAR RETIREMENT REVIEW & Design Mark on the Principal Register for "Financial consultancy; Financial services, namely, wealth management services" in International Class 36 claiming use since June 20, 2010.

6. Upon information and belief, Applicant did not use Applicant's 5 STAR RETIREMENT REVIEW & Design Mark in commerce in connection with its applied-for services in International Class 36 prior to its claimed first use date of June 20, 2010.

7. Upon information and belief, the services for which Applicant seeks to register Applicant's 5 STAR RETIREMENT REVIEW & Design Mark are identical and/or closely related to the services in connection with which Opposer has used its STARR INTERNATIONAL Marks.

8. Applicant's 5 STAR RETIREMENT REVIEW & Design Mark, so resembles, including, without limitation, the star in circle design element of such mark, Opposer's STARR INTERNATIONAL Marks as to be likely, when applied to Applicant's services, to cause confusion, to cause mistake, and to deceive the trade and public, who are likely to believe that Applicant's services sold or offered for sale in connection with Applicant's 5 STAR RETIREMENT REVIEW & Design Mark have their origin with Opposer and/or that such services are approved, endorsed or sponsored by Opposer or associated in some way with Opposer. Opposer would thereby be injured by the granting to Applicant of a registration for Applicant's 5 STAR RETIREMENT REVIEW & Design Mark.

WHEREFORE, Opposer prays that registration of the mark of application Serial No. 85/078,887 be refused and that this opposition be sustained.

Please recognize as attorneys for Opposer in this proceeding Arlana S. Cohen, Carissa L. Alden and Dorothy R. Whitney (members of the bar of the State of New York) and the firm of Cowan, Liebowitz & Latman, P.C., 1133 Avenue of the Americas, New York, New York 10036.

Please address all communications to Arlana S. Cohen, Esq. at the address listed below.

Dated: New York, New York
June 13, 2011

Respectfully submitted,
COWAN, LIEBOWITZ & LATMAN, P.C.
Attorneys for Opposers

By: /Arlana S. Cohen/
Arlana S. Cohen
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Dorothy R. Whitney
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CERTIFICATE OF SERVICE

I hereby certify that I caused a copy of the foregoing Notice of Opposition to be sent via first class, postage paid mail to Applicant and Applicant's correspondent of record, Centennial Wealth Advisory, Attn: Mike Reese, 4020 Copper View, Traverse City, MI 49684-7098 on June 13, 2011.

/ Jill K. Tomlinson /
Jill K. Tomlinson