

ESTTA Tracking number: **ESTTA449081**

Filing date: **01/03/2012**

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	Automotive Rentals, Inc.		
Entity	Corporation	Citizenship	New Jersey
Address	4001 Leadenhall Road Mount Laurel, NJ 08054-5039 UNITED STATES		

Attorney information	Patricia Kane Williams Law Office of Patricia Kane Williams LLC 418 Washington Ave. Haddonfield, NJ 08033 UNITED STATES pat@patriciakanewilliams.com Phone:8563544760		
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Applicant Information

Application No	85366857	Publication date	12/06/2011
Opposition Filing Date	01/03/2012	Opposition Period Ends	01/05/2012
Applicant	Taguines, Balbina 4701 Mohamed Oaks Ct Sacramento, CA 95841 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. All goods and services in the class are opposed, namely: On-line advertising services for others

Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3165275	Application Date	12/16/2005
Registration Date	10/31/2006	Foreign Priority Date	NONE
Word Mark	PARTNERS IN EXCELLENCE		

Design Mark	PARTNERS IN EXCELLENCE		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1988/01/31 First Use In Commerce: 1988/01/31 Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes; customer service in the field of fleet leasing and management		

U.S. Registration No.	3165274	Application Date	12/16/2005
Registration Date	10/31/2006	Foreign Priority Date	NONE

Word Mark	PARTNERS IN EXCELLENCE		
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Design Mark	PARTNERS IN EXCELLENCE		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1988/01/31 First Use In Commerce: 1988/01/31 Providing quality assurance services in the field of fleet leasing and management		

U.S. Registration No.	2382553	Application Date	02/26/1999
Registration Date	09/05/2000	Foreign Priority Date	NONE

Word Mark	PARTNERS IN EXCELLENCE		
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Design Mark	
Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 1988/01/00 First Use In Commerce: 1988/01/00 Fleet vehicle insurance administration; fleet vehicle insurance claims administration and processing; fleet vehicle financing

Attachments	78775078#TMSN.jpeg (1 page)(bytes) 78775063#TMSN.jpeg (1 page)(bytes) 75650113#TMSN.gif (1 page)(bytes) ARI - Basis of Opposition - PARTNERS IN EXCELLENCE.pdf (1 page)(33410 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 USPS Express Mail Post Office to Addressee on this date.

Signature	/Patricia Kane Williams/
Name	Patricia Kane Williams
Date	01/03/2012

The opposed mark consists of matter that falsely suggests a connection with Opposer, Automotive Rentals, Inc. It also consists of a mark which so resembles the marks set forth in Registration Numbers 3165275, 3165274 and 2382553 (“Opposer’s Marks”) as to be likely, when used in connection with the services of the Applicant, to cause confusion, or to cause mistake or to deceive. Opposer’s Marks are famous and distinctive. Use by Applicant of the opposed mark is likely to cause dilution by blurring of Opposer’s Marks, regardless of the presence or absence of actual or likely confusion, of competition or of actual economic injury.