

ESTTA Tracking number: **ESTTA470180**

Filing date: **05/01/2012**

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	Aon Corporation		
Entity	Corporation	Citizenship	Delaware
Address	200 E. Randolph Street Chicago, IL 60601 UNITED STATES		

Attorney information	Jill Anderfuren Marshall, Gerstein & Borun LLP 233 S. Wacker Drive Chicago, IL 60606-6357 UNITED STATES janderfuren@marshallip.com Phone:3124746300
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Applicant Information

Application No	85491927	Publication date	05/01/2012
Opposition Filing Date	05/01/2012	Opposition Period Ends	05/31/2012
Applicant	Chang, Wonwoo 14711 Union Turnpike Flushing, NY 11367 UNITED STATES		

Goods/Services Affected by Opposition

Class 036. All goods and services in the class are opposed, namely: Appraisal and evaluation of real estate; Appraisal of real estate; Financing of real estate development projects; Providing a database of information about residential real estate listings in different neighborhoods and communities; Providing a database of residential real estate listings within neighborhoods and communities specifically identified by users; Providing an Internet website portal offering information in the fields of real estate concerning the purchase and sale of new and resale homes and condos; Providing information in the field of real estate by means of linking the web site to other web sites featuring real estate information; Providing information in the field of real estate via the Internet; Providing real estate listings and real estate information via the Internet; Providing real estate listings via the Internet; Real estate agencies; Real estate appraisal; Real estate brokerage; Real estate listing; Real estate management services; Real estate multiple listing services; Real estate valuation services; Real estate valuations; Real property reappraisal services; Residential real estate agency services

Grounds for Opposition

Deceptiveness	Trademark Act section 2(a)
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)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1496123	Application Date	05/19/1987
Registration Date	07/12/1988	Foreign Priority Date	NONE
Word Mark	AON		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1987/03/16 First Use In Commerce: 1987/03/16 INSURANCE BROKERAGE AND UNDERWRITING SERVICES AND FINANCIAL CONSULTING SERVICES		

U.S. Registration No.	3252800	Application Date	10/19/2006
Registration Date	06/19/2007	Foreign Priority Date	NONE
Word Mark	AON		
Design Mark			
Description of Mark	The mark consists of the word AON in the color burgundy.		
Goods/Services	Class 036. First use: First Use: 1987/03/16 First Use In Commerce: 1987/03/16 Advice relating to investments; Actuarial services and consultation; Bonding services Claims adjustment in the field of insurance; Credit risk management; Electronic processing of insurance claims and payment data; Financial analysis and consultation Financial evaluation for insurance purposes; Financial guarantee and surety Financial risk management; Insurance premium financing; Insurance administration Insurance agencies; Insurance brokerage, administration and risk management in the fields of life, property and casualty, executive and personal liability, errors and omissions, mergers and acquisitions, cargo, medical and legal malpractice; professional liability, sporting events, television, radio and movie production, promotional events, personal performance guarantees, transportation, truck, rail, marine, airline, aircraft, airport and general aviation; government and civil authority, aerospace and satellite, airport operations, trade credit, political risk, extortion, libel and slander, defamation, crisis, commercial real estate employment practices, kidnap and ransom (KandR), directors and officers, fiduciary, crime, agricultural and food supply, including malicious contamination, product recall, reputation and brand name damage; product liability, environment, catastrophe, terrorism, business interruption, contractors' all risks (CAR), globally technology and communications, copyright infringement, piracy, plagiarism, misappropriation or		

	comparative advertising; Insurance carrier services; Insurance claims administration; Insurance claims processing; Insurance consultation; Insurance premium rate computing; Insurance services, namely, underwriting extended warranty contracts in the field of auto, home, utility, appliances and electronics; Insurance services, namely, underwriting, issuing and administration of life insurance; Insurance underwriting consultation; Life insurance brokerage; Risk management; Risk management consultation; Risk management consultation services featuring design and implementation of enterprise risk management (ERM) procedures; Surety services; Warranty claims administration services, namely, processing warranty claims for auto, home, appliance and electronics
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U.S. Registration No.	3248863	Application Date	10/19/2006
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Registration Date	06/05/2007	Foreign Priority Date	NONE
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Word Mark	AON
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 016. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 Printed tests and manuals for selecting, screening, and evaluating potential employees; newsletters in the fields of insurance, risk management, human resources and employee benefits and compensation</p> <p>Class 035. First use: First Use: 1997/06/01 First Use In Commerce: 1997/06/01 Acquisition and merger consultation services; Advertising and marketing services, namely, promoting the services and commercial information and news of third parties through print, audio, video, digital and on-line medium; Business consultation; Business investigations, evaluations, expert appraisals, information and research; Business management consultation in the field of executive and leadership development; Business research, surveys and information in the fields of employment, recruiting, personnel management and human resources; Business consultation services, namely computer modeling, data analysis and research in the field of patient care cost management, including hospital, nursing home, ambulatory clinic, home health care and nursing costs; Business research consultation; Forensic accounting services; Business services, namely, screening and organizing third-party vendors, suppliers, and contractors; Compilation and provision of trade and business price and statistical information; Compilation and systematization of information in databanks; Conducting business research and surveys; Consultancy services regarding business strategies; Consultation services in the field of company, business sector and industry data and research; Consulting services in the field of human resources development and employee health, namely for the promotion of employee retention, career growth, and increased productivity for employees and employers; Employment verification; Human capital management outsourcing services; Human resources consultation; Human resources management; Professional business consulting services in the field of executive compensation</p>
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and reward strategies; Tax consulting services in the fields of pension, compensation, wealth management, tax, insurance, investment and retirement; Economic forecasting and assessment; Cost containment in the field of insurance; Cost management for the health benefit plans of others; Data compiling and analyzing in the field of insurance; Disaster recovery services, namely, business planning and business continuity consulting; Information and data compiling and analyzing relating to business management; Information in business matters; Information relating to estimation and analysis of property damage and loss due to natural and man-made hazards; Insurance lead collection and matching services, namely, matching requests for insurance policy quotes collected over the internet to pre-qualified insurance brokers, agents and agencies interested in those requests; Market analysis and research; Business consultation services relating to the management of the effects of catastrophes, namely natural disaster, weather, hurricane, flood, earthquake, health and epidemic, terrorism and man made disasters; Preparing business reports for others; Professional business consultation; Referrals in the field of insurance; Testing to determine job and professional competency; Tracking and monitoring insurance compliance; Work analysis to determine worker skill sets and other worker requirements

Class 036. First use: First Use: 1987/03/16 First Use In Commerce: 1987/03/16

Advice relating to investments; Actuarial services and consultation; Bonding services Claims adjustment in the field of insurance; Credit risk management; Electronic processing of insurance claims and payment data; Financial analysis and consultation; Financial evaluation for insurance purposes; Financial guarantee and surety; Financial risk management; Insurance premium financing; Insurance administration; Insurance agencies; Insurance brokerage, administration and risk management in various fields, namely-- life, property, casualty, executive and personal liability, errors and omissions, mergers and acquisitions, cargo, medical and legal malpractice, professional liability, sporting events, television, radio and movie production, promotional events, personal performance guarantees, transportation, truck, rail, marine, airline, aircraft, airport and general aviation, government and civil authority, aerospace and satellite, airport operations, trade credit, political risk, extortion, libel and slander, defamation, crisis, commercial real estate employment practices, kidnap and ransom (K and R), directors and officers, fiduciary, crime, agricultural and food supply, including malicious contamination, product recall, reputation and brand name damage, product liability, environment, catastrophe, terrorism, business interruption, contractors' all risks (CAR), global technology and communications, copyright infringement, piracy, plagiarism, misappropriation or comparative advertising; Insurance carrier services; Insurance claims administration; Insurance claims processing; Insurance consultation; Insurance premium rate computing; Insurance services, namely, underwriting extended warranty contracts in the field of auto, home, utility, appliances and electronics; Insurance services, namely, underwriting, issuing and administration of life insurance; Insurance underwriting consultation; Life insurance brokerage; Risk management; Risk management consultation; Risk management consultation services featuring design and implementation of enterprise risk management (ERM) procedures; Surety services; Warranty claims administration services, namely, processing warranty claims for auto, home, appliance and electronics; Employee benefit plan consultation; Pharmacy and medical benefit management services; Administration of employee leave benefit programs pertaining to the Family Medical Leave Act; Financial forecasting services

Class 041. First use: First Use: 1995/02/01 First Use In Commerce: 1995/02/01

Arranging and conducting educational conferences, seminars and training in the field of recruitment, employment, personnel management and human resources; conducting training in the field of workmen's compensation programs, in the field of management techniques, in the field of sales and personal motivation, and in the field of job performance

	<p>Class 042. First use: First Use: 1995/03/01 First Use In Commerce: 1995/03/01 Expert witness services; evidence recovery services, namely obtaining information from digital and computer sources for use in litigation; information technology security consulting; Reviewing standards and practices to assure compliance with regulatory laws; providing regulatory compliance assessments; Providing temporary use of online non-downloadable software in the fields of financial planning, risk management, benefits, retirement, deferred compensation and pension plans; providing temporary use of online non-downloadable software in the fields of employee and managerial/executive skill assessment; Legal document management and research services for attorneys</p> <p>Class 045. First use: First Use: 2006/02/01 First Use In Commerce: 2006/02/01 Pre-employment background investigation services; Detective investigation services; Insurance claim investigation services</p>
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U.S. Registration No.	3254615	Application Date	10/20/2006
Registration Date	06/26/2007	Foreign Priority Date	NONE
Word Mark	AON		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 1990/01/01 First Use In Commerce: 1990/01/01 Printed tests and manuals for selecting, screening, and evaluating potential employees; newsletters in the fields of insurance, risk management, human resources and employee benefits and compensation</p> <p>Class 035. First use: First Use: 1997/06/01 First Use In Commerce: 1997/06/01 Acquisition and merger consultation services; Advertising and marketing services, namely, promoting the services and commercial information and news of third parties through print, audio, video, digital and on-line medium; Business consultation; Business investigations, evaluations, expert appraisals, information and research; Business management consultation in the field of executive and leadership development; Business research, surveys and information in the fields of employment, recruiting, personnel management and human resources; Business consultation services, namely computer modeling, data analysis and research in the field of patient care cost management, including hospital, nursing home, ambulatory clinic, home health care and nursing costs; Business research consultation; Forensic accounting services; Business services, namely, screening and organizing third-party vendors, suppliers, and contractors; Compilation and provision of trade and business price and statistical information; Compilation and systematization of information in databanks; Conducting business research and surveys; Consultancy services regarding business strategies; Consultation services in the field of company, business sector and industry data and research; Consulting services in the field of human resources development and employee health, namely for the promotion of employee</p>		

retention, career growth, and increased productivity for employees and employers; Employment verification; Human capital management outsourcing services; Human resources consultation; Human resources management; Professional business consulting services in the field of executive compensation and reward strategies; Tax consulting services in the fields of pension, compensation, wealth management, tax, insurance, investment and retirement; Economic forecasting and assessment; Cost containment in the field of insurance; Cost management for the health benefit plans of others; Data compiling and analyzing in the field of insurance; Disaster recovery services, namely, business planning and business continuity consulting; Information and data compiling and analyzing relating to business management; Information in business matters; Information relating to estimation and analysis of property damage and loss due to natural and man-made hazards; Insurance lead collection and matching services, namely, matching requests for insurance policy quotes collected over the internet to pre-qualified insurance brokers, agents and agencies interested in those requests; Market analysis and research; Business consultation services relating to the management of the effects of catastrophes, namely natural disaster, weather, hurricane, flood, earthquake, health and epidemic, terrorism and man made disasters; Preparing business reports for others; Professional business consultation; Referrals in the field of insurance; Testing to determine job and professional competency; Tracking and monitoring insurance compliance; Work analysis to determine worker skill sets and other worker requirements

Class 036. First use: First Use: 1987/03/16 First Use In Commerce: 1987/03/16

Advice relating to investments; Actuarial services and consultation; Bonding services Claims adjustment in the field of insurance; Credit risk management; Electronic processing of insurance claims and payment data; Financial analysis and consultation; Financial evaluation for insurance purposes; Financial guarantee and surety; Financial risk management; Insurance premium financing; Insurance administration; Insurance agencies; Insurance brokerage, administration and risk management in various fields, namely-- life, property, casualty, executive and personal liability, errors and omissions, mergers and acquisitions, cargo, medical and legal malpractice, professional liability, sporting events, television, radio and movie production, promotional events, personal performance guarantees, transportation, truck, rail, marine, airline, aircraft, airport and general aviation, government and civil authority, aerospace and satellite, airport operations, trade credit, political risk, extortion, libel and slander, defamation, crisis, commercial real estate employment practices, kidnap and ransom (K and R), directors and officers, fiduciary, crime, agricultural and food supply, including malicious contamination, product recall, reputation and brand name damage, product liability, environment, catastrophe, terrorism, business interruption, contractors' all risks (CAR), global technology and communications, copyright infringement, piracy, plagiarism, misappropriation or comparative advertising; Insurance carrier services; Insurance claims administration; Insurance claims processing; Insurance consultation; Insurance premium rate computing; Insurance services, namely, underwriting extended warranty contracts in the field of auto, home, utility, appliances and electronics; Insurance services, namely, underwriting, issuing and administration of life insurance; Insurance underwriting consultation; Life insurance brokerage; Risk management; Risk management consultation; Risk management consultation services featuring design and implementation of enterprise risk management (ERM) procedures; Surety services; Warranty claims administration services, namely, processing warranty claims for auto, home, appliance and electronics; Employee benefit plan consultation; Pharmacy and medical benefit management services; Administration of employee leave benefit programs pertaining to the Family Medical Leave Act; Financial forecasting services

Class 041. First use: First Use: 1995/02/01 First Use In Commerce: 1995/02/01

Arranging and conducting educational conferences, seminars and training in the field of recruitment, employment, personnel management and human resources;

	<p>conducting training in the field of workmen's compensation programs, in the field of management techniques, in the field of sales and personal motivation, and in the field of job performance</p> <p>Class 042. First use: First Use: 1995/03/01 First Use In Commerce: 1995/03/01 Expert witness services; evidence recovery services, namely obtaining information from digital and computer sources for use in litigation; information technology security consulting; Reviewing standards and practices to assure compliance with regulatory laws; providing regulatory compliance assessments; Providing temporary use of online non-downloadable software in the fields of financial planning, risk management, benefits, retirement, deferred compensation and pension plans; providing temporary use of online non-downloadable software in the fields of employee and managerial/executive skill assessment; Legal document management and research services for attorneys</p> <p>Class 045. First use: First Use: 2006/02/01 First Use In Commerce: 2006/02/01 Pre-employment background investigation services; Detective investigation services; Insurance claim investigation services</p>
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U.S. Registration No.	3988969	Application Date	10/18/2010
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Registration Date	07/05/2011	Foreign Priority Date	04/28/2010
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Word Mark	AON
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Description of Mark	The mark consists of stylized letters.
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Goods/Services	<p>Class 016. First use: calendars, notebooks, books, magazines, leaflets and brochures containing information and advice regarding sports, sports teams and sports statistics, posters, paper banners and paper flags, stationery, stickers, decals, printed holograms, graphic prints, paper coasters, pens and pencils, postcards, photographs, catalogs in the field of promoting goods and services through association with automobile racing, soccer, football and sporting activities</p> <p>Class 021. First use: Beverage glassware, porcelain and earthenware, namely, sculptures and statuettes, containers for household or kitchen use, bottle openers, tankards, trays and plates, cups and mugs</p> <p>Class 025. First use: Clothing, namely, shirts, jerseys, hats, gloves, scarves, coats, sweaters, sleepwear, footwear, stockings, headgear, namely, caps, sporting apparel, namely, tops, bottoms, jerseys, shorts, vests</p> <p>Class 026. First use: Ornamental novelty pins, novelty buttons, ornamental novelty badges, namely, cloth decorative badges, fabric and embroidery badges and appliques, hair</p>
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	<p>pins and ornaments Class 028. First use: Games, namely, card games, board games, promotional game cards, promotional game materials, toys, namely, stand-alone video game machines, play balloons, toy cars, balls, namely, soccer balls, stuffed and plush toys, novelty foam toys, namely, foam balls, fingers and hands; sporting goods and equipment, namely, soccer balls, soccer goals, soccer goal nets and trolley bags specially adopted for soccer equipment, Christmas tree ornaments; playing cards</p>
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U.S. Registration No.	3989511	Application Date	11/15/2010
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Registration Date	07/05/2011	Foreign Priority Date	NONE
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Word Mark	AON
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Description of Mark	The mark consists of the stylized letters "AON" in red.
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Goods/Services	<p>Class 035. First use: First Use: 2010/07/01 First Use In Commerce: 2010/07/01 Acquisition and merger consultation services; Business risk management; Marketing services, namely, promoting the services and commercial information and news of third parties through print, audio, video, digital and on-line medium; Business consultation; Business investigations, evaluations, expert appraisals, information and research; Business management consultation in the field of executive and leadership development; Business research, surveys and information in the fields of employment, recruiting, personnel management and human resources; Business consultation services, namely, cost analysis in the field of patient care cost management, including hospital, nursing home, ambulatory clinic, home health care and nursing costs; Business research consultation; Business services, namely, screening and organizing third-party vendors, suppliers, and contractors; Compilation and provision of trade and business price and statistical information; Compilation and systematization of information in databanks; Conducting business research and surveys; Consultancy services regarding business strategies; Consultation services in the field of business security; Consultation services in the field of company, business sector and industry data and research; Consulting services in the field of human resources development and employee health, namely, for the promotion of employee retention, career growth, and increased productivity for employees and employers; Employment verification; Human capital management outsourcing services; Human resources consultation; Human resources management; Professional business consulting services in the field of executive compensation and reward strategies; Tax consulting services in the fields of pension, compensation, wealth management, tax, insurance, investment and retirement; Economic forecasting and assessment; Cost containment in the field of insurance; Cost management for the health benefit plans of others. Data compiling and analyzing in the field of insurance; Disaster</p>
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	<p>recovery services, namely, business planning and business continuity consulting; Information and data compiling and analyzing relating to business management; Information in business matters; Information relating to estimation and analysis of property damage and loss due to natural and man-made hazards; Insurance lead collection and matching services, namely, matching requests for insurance policy quotes collected over the internet to pre-qualified insurance brokers, agents and agencies interested in those requests; Business process outsourcing services; Market analysis and research; Business consultation services relating to the management of the effects of catastrophes, namely, natural disaster, weather, hurricane, flood, earthquake, health and epidemic, terrorism and manmade disasters on businesses; Preparing business reports for others; Professional business consultation; Referrals in the field of insurance; Testing to determine job and professional competency; Tracking and monitoring insurance compliance; Work analysis to determine worker skill sets and other worker requirements; Administration of employee leave benefit programs pertaining to the Family Medical Leave Act</p> <p>Class 036. First use: First Use: 2010/07/01 First Use In Commerce: 2010/07/01</p> <p>Advice relating to investments; Actuarial services and consultation; Bonding services; Consulting and information concerning insurance and reinsurance. Claims adjustment in the field of insurance; Credit risk management; Electronic processing of insurance claims and payment data; Financial analysis and consultation; Financial evaluation for insurance and reinsurance purposes; Financial guarantee and surety; Financial risk management; Insurance premium financing; Insurance administration; Insurance agencies; Insurance and reinsurance brokerage, administration and financial risk management in various fields, namely, life, property, health, accident, casualty, executive and personal liability, errors and omissions, mergers and acquisitions, cargo, medical and legal malpractice, professional liability, sporting events, television, radio and movie production, promotional events, personal performance guarantees, transportation, truck, rail, marine, airline, aircraft, airport and general aviation, government and civil authority, aerospace and satellite, airport operations, trade credit, political risk, extortion, libel and slander, defamation, crisis, commercial real estate employment practices, kidnap and ransom (K and R), directors and officers, fiduciary, crime, agricultural and food supply, including malicious contamination, product recall, reputation and brand name damage, product liability, environment, catastrophe, terrorism, business interruption, contractors' all risks (CAR), global technology and communications, intellectual property infringement, piracy, plagiarism, misappropriation or comparative advertising; Insurance claims administration; Insurance claims processing; Insurance consultation; Credit recovery and collection; Insurance carrier consulting services; Insurance premium rate computing; Insurance underwriting consultation; Life insurance brokerage; financial risk management; financial risk management consultation; financial risk management consultation services featuring design and implementation of enterprise risk management (ERM) procedures; Surety services; Employee benefit plan consultation concerning insurance and finance; Pharmacy and medical benefit management services concerning insurance and finance; providing financial assessments of damages after a disaster, namely, providing information relating to estimation and analysis of property damage and loss due to natural and made-made hazards</p>
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Attachments	<p>77025174#TMSN.jpeg (1 page)(bytes) 77025179#TMSN.jpeg (1 page)(bytes) 77025582#TMSN.jpeg (1 page)(bytes) 85155286#TMSN.jpeg (1 page)(bytes) 85177132#TMSN.jpeg (1 page)(bytes) DOC001.PDF (7 pages)(414960 bytes)</p>
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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	/ja/
Name	Jill Anderfuren
Date	05/01/2012

The grounds for the opposition are as follows:

1. Opposer commenced use in interstate and foreign commerce, at least as early as March 16, 1987, and is presently using and/or has registered the trademark AON and trademarks containing AON (collectively, “Opposer’s Mark”), in connection with, among other things, the following goods and services:

Class 16: Calendars, notebooks, books, magazines, leaflets and brochures containing information and advice regarding sports, sports teams and sports statistics, posters, paper banners and paper flags, stationery, stickers, decals, printed holograms, graphic prints, paper coasters, pens and pencils, postcards, photographs, catalogs in the field of promoting goods and services through association with automobile racing, soccer, football and sporting activities

Class 25: Clothing, namely, shirts, jerseys, hats, gloves, scarves, coats, sweaters, sleepwear, footwear, stockings, headgear, namely, caps, sporting apparel, namely, tops, bottoms, jerseys, shorts, vests

Class 28: Games, namely, card games, board games, promotional game cards, promotional game materials, toys, namely, stand-alone video game machines, play balloons, toy cars, balls, namely, soccer balls, stuffed and plush toys, novelty foam toys, namely, foam balls, fingers and hands; sporting goods and equipment, namely, soccer balls, soccer goals, soccer goal nets and trolley bags specially adopted for soccer equipment, Christmas tree ornaments; playing cards

Class 35: Acquisition and merger consultation services; Business risk management; Marketing services, namely, promoting the services and commercial information and news of third parties through print, audio, video, digital and on-line medium; Business consultation; Business investigations, evaluations, expert appraisals, information and research; Business management consultation in the field of executive and leadership development; Business research, surveys and information in the fields of employment, recruiting, personnel management and human resources; Business consultation services, namely, cost analysis in the field of patient care cost management, including hospital, nursing home, ambulatory clinic, home health care and nursing costs; Business research consultation; Business services, namely, screening and organizing third-party vendors, suppliers, and contractors; Compilation and provision of trade and business price and statistical information; Compilation and systematization of information in databanks; Conducting business research and surveys; Consultancy services regarding business strategies; Consultation services in the field of business security; Consultation services in the field of company, business sector and industry data and research; Consulting services in the field of human resources development and employee health, namely, for the promotion of employee retention, career growth, and increased productivity for

employees and employers; Employment verification; Human capital management outsourcing services; Human resources consultation; Human resources management; Professional business consulting services in the field of executive compensation and reward strategies; Tax consulting services in the fields of pension, compensation, wealth management, tax, insurance, investment and retirement; Economic forecasting and assessment; Cost containment in the field of insurance; Cost management for the health benefit plans of others. Data compiling and analyzing in the field of insurance; Disaster recovery services, namely, business planning and business continuity consulting; Information and data compiling and analyzing relating to business management; Information in business matters; Information relating to estimation and analysis of property damage and loss due to natural and man-made hazards; Insurance lead collection and matching services, namely, matching requests for insurance policy quotes collected over the internet to pre-qualified insurance brokers, agents and agencies interested in those requests; Business process outsourcing services; Market analysis and research; Business consultation services relating to the management of the effects of catastrophes, namely, natural disaster, weather, hurricane, flood, earthquake, health and epidemic, terrorism and manmade disasters on businesses; Preparing business reports for others; Professional business consultation; Referrals in the field of insurance; Testing to determine job and professional competency; Tracking and monitoring insurance compliance; Work analysis to determine worker skill sets and other worker requirements; Administration of employee leave benefit programs pertaining to the Family Medical Leave Act.

Class 36: Advice relating to investments; Actuarial services and consultation; Bonding services; Consulting and information concerning insurance and reinsurance. Claims adjustment in the field of insurance; Credit risk management; Electronic processing of insurance claims and payment data; Financial analysis and consultation; Financial evaluation for insurance and reinsurance purposes; Financial guarantee and surety; Financial risk management; Insurance premium financing; Insurance administration; Insurance agencies; Insurance and reinsurance brokerage, administration and financial risk management in various fields, namely, life, property, health, accident, casualty, executive and personal liability, errors and omissions, mergers and acquisitions, cargo, medical and legal malpractice, professional liability, sporting events, television, radio and movie production, promotional events, personal performance guarantees, transportation, truck, rail, marine, airline, aircraft, airport and general aviation, government and civil authority, aerospace and satellite, airport operations, trade credit, political risk, extortion, libel and slander, defamation, crisis, commercial real estate employment practices, kidnap and ransom (K and R), directors and officers, fiduciary, crime, agricultural and food supply, including malicious contamination, product recall, reputation and brand name damage, product liability, environment, catastrophe, terrorism, business interruption, contractors' all risks (CAR), global technology and communications, intellectual property infringement, piracy, plagiarism, misappropriation or comparative advertising; Insurance claims administration; Insurance claims processing; Insurance consultation; Credit recovery and collection; Insurance carrier consulting services; Insurance premium rate computing; Insurance underwriting consultation; Life insurance brokerage; financial risk management; financial risk management consultation; financial risk management consultation services featuring design and implementation of enterprise risk management

(ERM) procedures; Surety services; Employee benefit plan consultation concerning insurance and finance; Pharmacy and medical benefit management services concerning insurance and finance. providing financial assessments of damages after a disaster, namely, providing information relating to estimation and analysis of property damage and loss due to natural and made-made hazards.

2. Opposer's Mark is the subject of the following United States trademark registrations: Reg. No. 1,496,123; Reg. No. 3,252,800; Reg. No. 3,248,863; Reg. No. 3,254,615; Reg. No. 3,988,969; Reg. No. 3,989,511. Opposer's Mark is also registered in numerous foreign jurisdictions.

3. By virtue of the Aon Corporation's extensive and continuous use of Opposer's Mark, extensive efforts and the expenditure of large sums for promotional activities, and by virtue of the quality of the goods and services offered under Opposer's Mark, Opposer's Mark has developed extensive goodwill and consumer recognition, and/or become famous and well-known, in the United States and in foreign countries.

4. There is no issue as to priority. Opposer commenced use of the Opposer's Mark, in interstate and foreign commerce, prior to Applicant's December 9, 2011 filing date of its intent-to-use Application for AON PROVIDING A BETTER LIFE & Design.

5. Applicant's use of Applicant's Mark would dilute Opposer's Mark.

6. Applicant's Mark is confusingly similar to Opposer's Mark, so as to cause confusion and deceive the public as to origin of Applicant's services to be offered under Applicant's Mark. Consumers and persons in the trade will assume, contrary to the fact, that Applicant's services are associated with, endorsed by or in some other way related to Opposer and/or Opposer's goods and services.

7. Applicant's Mark is deceptively similar to Opposer's Mark so as to cause confusion and deceive the public as to the origin of Applicant's services to be offered under Applicant's Mark. Consumers and persons in the trade will assume, contrary to the fact, that Applicant's services are associated with, endorsed by or in some other way related to Opposer and/or Opposer's goods and services.

8. Opposer alleges and believes, for the reasons set forth above, that if Applicant is permitted to use and/or register Applicant's Mark in connection with Applicant's services, as specified in the Application, confusion in the trade would occur, resulting in damage and injury to Opposer.

9. If Applicant is granted the registration herein opposed, Applicant would thereby obtain at least a prima facie exclusive right to the use of Applicant's Mark. Such registration would be a source of damage and injury to Opposer.

10. Opposer alleges and believes that, if Applicant is granted the registration herein opposed, it could dilute and weaken the strength and reputation of Opposer's Mark, resulting in damage and injury to Opposer.

WHEREFORE, Opposer, respectfully requests that this opposition be sustained in favor of Opposer and that registration of Applicant's Mark be rejected and denied.

Payment in the amount of \$300.00 is made to cover the cost of the opposition. The Director is hereby authorized to charge any additional fees that may be required to Deposit Account Number 13-2855.

Respectfully submitted,

AON CORPORATION

Date: May 1, 2012



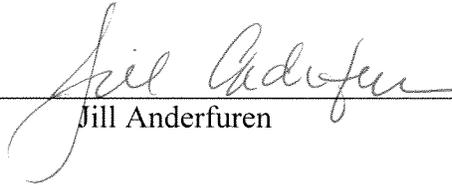
Jill Anderfuren
Attorney for Opposer

CONTACT:
Marshall, Gerstein & Borun LLP
Suite 6300
233 S. Wacker Drive
Chicago, Illinois 60606-6357
Phone: 312-474-6300
Fax: 312-474-0448

CERTIFICATE OF SERVICE

I hereby certify that a true and exact copy of the foregoing **NOTICE OF OPPOSITION** was mailed to the following persons by first class mail, postage prepaid, on: May 1, 2012

Wonwoo Chang
14711 Union Turnpike
Flushing, New York 11367



Jill Anderfuren