

ESTTA Tracking number: **ESTTA494134**

Filing date: **09/12/2012**

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**

|                                       |   |
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| Name                                  | AARP  |
| Granted to Date of previous extension | 09/12/2012  |
| Address                               | 601 E Street, N.W.<br>Washington, DC 20049<br>UNITED STATES |

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| Attorney information | Adam D. Resnick<br>Mosaic Legal Group, PLLC<br>5185 MacArthur Blvd., NW, Suite 350<br>Washington, DC 20016-3341<br>UNITED STATES<br>aresnick@mosaiclegalgroup.com |
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**Applicant Information**

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|------------------------|---|------------------------|------------|
| Application No         | 85397683  | Publication date       | 05/15/2012 |
| Opposition Filing Date | 09/12/2012  | Opposition Period Ends | 09/12/2012 |
| Applicant              | ARRP Foundation, LLC<br>5700 Midnight Pass Road, Suite 4<br>Sarasota, FL 34242<br>UNITED STATES |                        |            |

**Goods/Services Affected by Opposition**

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| Class 044. First Use: 2011/06/06 First Use In Commerce: 2011/07/27<br>All goods and services in the class are opposed, namely: Medical services, namely, a treatment program that utilizes a synergistic combination of medical techniques to treat joint motion restrictions; consulting services for the health care industry, namely, providing medical and health information regarding joint immobility and the treatment thereof |
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**Grounds for Opposition**

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| 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) |

**Marks Cited by Opposer as Basis for Opposition**

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| U.S. Registration No. | 3236039 | Application Date | 08/31/2005 |
|-----------------------|---------|------------------|------------|

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|---------------------|---|-----------------------|------|
| Registration Date   | 05/01/2007  | Foreign Priority Date | NONE |
| Word Mark           | AARP  |                       |      |
| Design Mark         |   |                       |      |
| Description of Mark | NONE  |                       |      |
| Goods/Services      | <p>Class 035. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00 Association services, namely, promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; reward card services, namely, promoting the sale of goods and services of others by awarding purchase points for credit card use, promoting the sale of goods and services of others through the administration of incentive award programs, and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a membership card; cooperative marketing and advertising services; referrals in the field of adoptions, camps, care giving, childcare, education, medical services, health, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance; online ordering services in the fields of books, educational material, and health and medical products; providing consumer information in the fields of insurance, health care, discount and savings plans, eldercare, medical products, pharmaceutical products and services and health plans; income tax preparation services; and arranging, conducting and organizing trade shows in the field of mature persons and persons preparing for retirement; and organizing and conducting community volunteer programs</p> <p>Class 036. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00 Charitable fundraising services; providing financial and insurance information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services, namely, offering financial and insurance advice in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, business, finance, and predatory lending; money management and investment advisory services; insurance administration of automobile, group health and homeowner's insurance programs; providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information in the field of group health insurance, annuities and financial retirement plans and administration of group health insurance plans, annuities and financial retirement plans; credit card services; administration of prepaid pharmacy plans; and consultation services in connection with the foregoing</p> |                       |      |

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|  | <p>Class 041. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>         Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports, and the distribution of course materials in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; entertainment services, namely, conducting contests in magazines for recognition in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; arranging and conducting exercise, fitness, athletic and sports competitions, contests, races and events, and consultation services provided in connection therewith; and providing radio programs promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports</p> <p>Class 042. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>         Legal services; providing legal information in the fields of law, elder law, elderly lifestyles and retirement; telephone hotline counseling, namely, offering legal information in the fields of law, elder law, elderly lifestyles and retirement; providing temporary use of non-downloadable software used to access, sort, display and manage databases in the fields of senior citizenship, retirement, mature and retired lifestyles, health, medicine, family relationships and topics related to aging; and providing online search engines for obtaining data on a global computer network</p> <p>Class 044. First use: First Use: 1984/09/00 First Use In Commerce: 1984/09/00<br/>         Providing medical and psychological counseling in the field of care giving, childcare, grandparenting, living with a chronic medical condition, parenting, retirement, eldercare, assisted care facilities, mature lifestyles, and elder assistance; health counseling services provided via telephone; providing medical and health information by means of telephone recorded messages; and providing medical and health information via websites on computer networks</p> |
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| U.S. Registration No. | 3493206    | Application Date      | 12/05/2006 |
| Registration Date     | 08/26/2008 | Foreign Priority Date | NONE       |
| Word Mark             | AARP       |                       |            |

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| Design Mark         |   |
| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".   |
| Goods/Services      | Class 044. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00<br>Health counseling services provided via telephone; providing medical and health information by means of telephone prerecorded messages; and providing medical and health information via websites on computer networks |

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| U.S. Registration No. | 2461155   | Application Date      | 11/12/1999 |
| Registration Date     | 06/19/2001  | Foreign Priority Date | NONE       |
| Word Mark             | AARP  |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | <p>Class 016. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>Printed materials, namely, newsletters, bulletins, employment guides and magazines promoting the interests of individuals aged 50 and over</p> <p>Class 035. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>Retail store and online retail store services in the field of pharmaceutical products</p> <p>Class 036. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>Providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; money management and investment advisory services; insurance services, namely, contracting for plans of group health insurance in which its members may participate and administering such programs; administration of prepaid pharmacy plans; credit card services; and consultation services in connection with the foregoing</p> <p>Class 039. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00</p> |                       |            |

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|  | <p>Travel clubs; arranging travel tours as a bonus program for association members; and providing information in the field of travel</p> <p>Class 041. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>Arranging and conducting seminars, classes, workshops and educational programs for mature persons and persons preparing for retirement in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; and distribution of course materials in connection therewith</p> <p>Class 042. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00<br/>Association services, namely, promoting the interests of mature persons and persons preparing for retirement; providing an online magazine in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; providing an on-line computer database in the field of senior citizenship and topics related to aging; organizing and conducting community volunteer programs; and consultation services related to the foregoing</p> |
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| U.S. Registration No. | 1046998   | Application Date      | 03/04/1975 |
| Registration Date     | 08/24/1976  | Foreign Priority Date | NONE       |
| Word Mark             | AARP  |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | <p>Class 036. First use: First Use: 1958/10/00 First Use In Commerce: 1958/10/00<br/>INSURANCE SERVICES-NAMELY, CONTRACTING FOR PLANS OF GROUP HEALTH INSURANCE IN WHICH ITS MEMBERS MAY PARTICIPATE AND ADMINISTERING SUCH PROGRAMS</p> <p>Class 042. First use: First Use: 1959/09/00 First Use In Commerce: 1959/09/00<br/>RETAIL AND MAIL ORDER PHARMACEUTICAL STORE SERVICES</p> |                       |            |

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| U.S. Registration No. | 1047005  | Application Date      | 03/04/1975 |
| Registration Date     | 08/24/1976   | Foreign Priority Date | NONE       |
| Word Mark             | AARP   |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | <p>Class 039. First use: First Use: 1958/10/00 First Use In Commerce: 1958/10/00<br/>TRAVEL SERVICES-NAMELY, ARRANGING, THROUGH THIRD-PARTY PROVIDERS, TRAVEL PROGRAMS FOR MEMBERS OF APPLICANT</p> <p>Class 041. First use: First Use: 1958/10/00 First Use In Commerce: 1958/10/00<br/>EDUCATIONAL SERVICES-NAMELY, PROVIDING COURSES OF TOPICAL INTEREST TO RETIRED PERSONS</p> |                       |            |

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| U.S. Registration No. | 1335496    | Application Date      | 10/29/1984 |
| Registration Date     | 05/14/1985 | Foreign Priority Date | NONE       |
| Word Mark             | AARP       |                       |            |

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| Description of Mark | NONE |
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| Goods/Services | <p>Class 016. First use: First Use: 1984/08/22 First Use In Commerce: 1984/08/22 Magazines, Newsletters and Catalogs, Pertaining to Retirement and the Concerns of Older Persons</p> <p>Class 035. First use: First Use: 1984/09/15 First Use In Commerce: 1984/09/15 Income Tax Preparation Services; and Arranging Through Third Party Providers, Investment in Money Market Instruments and Mutual Funds</p> <p>Class 036. First use: First Use: 1984/09/15 First Use In Commerce: 1984/09/15 Money Management and Investment Advisory Services; and Administering Automobile, Group Health and Homeowner's Insurance Programs</p> <p>Class 039. First use: First Use: 1984/09/15 First Use In Commerce: 1984/09/15 Travel Agency Services</p> <p>Class 041. First use: First Use: 1984/09/15 First Use In Commerce: 1984/09/15 Conducting Seminars and Educational Programs on a Variety of Subjects that Concern Retired Persons</p> <p>Class 042. First use: First Use: 1984/09/15 First Use In Commerce: 1984/09/15 Retail Store and Mail Order Pharmacy Services</p> |
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| U.S. Registration No. | 741334 | Application Date | 08/04/1961 |
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| Registration Date | 11/27/1962 | Foreign Priority Date | NONE |
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| Word Mark | AARP BULLETIN |
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| Description of Mark | NONE |
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| Goods/Services | <p>Class U038 (International Class 016). First use: First Use: 1959/07/00 First Use In Commerce: 1959/07/00</p> <p>Printed Bulletin Published Bi-Monthly</p> |
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| U.S. Registration No. | 2909108 | Application Date | 01/16/2003 |
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| Registration Date | 12/07/2004 | Foreign Priority Date | NONE |
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| Word Mark | AARP THE MAGAZINE |
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| Design Mark         |    |
| Description of Mark | NONE   |
| Goods/Services      | <p>Class 016. First use: First Use: 2003/03/00 First Use In Commerce: 2003/03/00<br/> Printed materials, namely, books, newsletters, bulletins, brochures, pamphlets, employment guides and magazines promoting the interests of mature individuals and in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; posters</p> <p>Class 041. First use: First Use: 2003/01/27 First Use In Commerce: 2003/01/27<br/> Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; [ education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields adoptions, camps, caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, and independent living; distribution of course materials in connection therewith; consultation services provided in connection therewith]</p> |

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| U.S. Registration No. | 3654685  | Application Date      | 01/14/2009 |
| Registration Date     | 07/14/2009   | Foreign Priority Date | NONE       |
| Word Mark             | AARP FOUNDATION  |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | <p>Class 035. First use: First Use: 1961/00/00 First Use In Commerce: 1961/00/00<br/> Promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business,</p> |                       |            |

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|  | <p>insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, and fitness</p> <p>Class 036. First use: First Use: 1961/00/00 First Use In Commerce: 1961/00/00</p> <p>Charitable fundraising services; providing educational scholarships; and providing grants to educational institutions, research institutions, community organizations and non-profit organizations furthering the interests, issues and needs of mature individuals</p> |
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| U.S. Registration No. | 3283696   | Application Date      | 08/31/2005 |
| Registration Date     | 08/21/2007  | Foreign Priority Date | NONE       |
| Word Mark             | AARP  |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | <p>Class 036. First use: First Use: 1958/00/00 First Use In Commerce: 1958/00/00</p> <p>Financial and investment services, namely, providing information, analysis, advice and consulting in the fields of finance, banking, asset management, mutual funds and investment; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; financial services in the nature of investment mutual fund transfer and transaction services; and providing online electronic databases in the fields of finance, banking, asset management and investment</p> |                       |            |

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| U.S. Registration No. | 4045830    | Application Date      | 03/30/2009 |
| Registration Date     | 10/25/2011 | Foreign Priority Date | NONE       |
| Word Mark             | AARP       |                       |            |

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| Description of Mark | NONE |
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| Goods/Services | <p>Class 009. First use: First Use: 2008/01/00 First Use In Commerce: 2008/01/00 Pre-recorded video and audio tapes and discs featuring information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; downloadable electronic publications in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; electronic publications recorded on computer media in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; computer software use to access, manage and display information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; and database management software in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness</p> |
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| U.S. Registration No. | 4045829 | Application Date | 03/30/2009 |
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|-------------------|------------|-----------------------|------|
| Registration Date | 10/25/2011 | Foreign Priority Date | NONE |
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| Word Mark | AARP |
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| Description of Mark | The mark consists of "AARP" with a stylized banner-like design projecting from the horizontal element of the first "A". |
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| Goods/Services | <p>Class 009. First use: First Use: 2008/01/00 First Use In Commerce: 2008/01/00</p> <p>Pre-recorded video and audio tapes and discs featuring information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; downloadable electronic publications in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; electronic publications recorded on computer media in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; computer software use to access, manage and display information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; and database management software in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness</p> |
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| U.S. Registration No. | 3493209 | Application Date | 12/05/2006 |
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|-------------------|------------|-----------------------|------|
| Registration Date | 08/26/2008 | Foreign Priority Date | NONE |
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| Word Mark | AARP |
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| Design Mark         |    |
| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  |
| Goods/Services      | Class 016. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00 Printed materials, namely, books, newsletters, bulletins, brochures, pamphlets, employment guides and magazines promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; and pens, memo pads, bookmarks, bumper stickers and posters |

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| U.S. Registration No. | 3493210    | Application Date      | 12/05/2006 |
| Registration Date     | 08/26/2008 | Foreign Priority Date | NONE       |

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| Word Mark           | AARP  |
| Design Mark         |   |
| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".                       |
| Goods/Services      | Class 025. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00 Clothing, namely, shirts, sweaters, sweatshirts, jackets, headwear, and pullovers |

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| U.S. Registration No. | 3603025    | Application Date      | 12/05/2006 |
| Registration Date     | 04/07/2009 | Foreign Priority Date | NONE       |
| Word Mark             | AARP       |                       |            |



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| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A". |
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| Goods/Services | <p>Class 035. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00</p> <p>Association services, namely, promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; credit card and reward card services, namely, promoting the sale of goods and services of others through incentive award programs, and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a membership card; cooperative marketing and advertising services; referral services for adoptions, camps, care giving, childcare, education, medical services, health, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance; online ordering and online retail store services in the fields of books, educational material, and health and medical products; providing consumer information in the fields of insurance, health care, discount and savings plans, eldercare, medical products, pharmaceutical products and services and health plans; income tax preparation services; and arranging, conducting and organizing trade shows, conventions and expositions in the field of mature persons and persons preparing for retirement, and goods and services intended therefor</p> |
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| U.S. Registration No. | 3493208 | Application Date | 12/05/2006 |
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|-------------------|------------|-----------------------|------|
| Registration Date | 08/26/2008 | Foreign Priority Date | NONE |
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| Word Mark | AARP |
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| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A". |
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| Goods/Services | Class 036. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00 Charitable fundraising services; financial and investment services, namely, providing information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, business, finance, and predatory lending; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; administering automobile, life, group health and homeowner's insurance programs; providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; credit card services; issue of traveler's cheques; administration of prepaid pharmacy plans; and providing online electronic databases in the fields of finance, banking, insurance, asset management and investment; and consultation services in connection with the foregoing |
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| U.S. Registration No. | 3477271    | Application Date      | 12/05/2006 |
| Registration Date     | 07/29/2008 | Foreign Priority Date | NONE       |

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| Word Mark | AARP |
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| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A". |
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| Goods/Services | Class 039. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00 Travel services, namely, arranging travel tours programs through travel agencies; travel clubs; airline, car rental, cruise and tour package reservation services for others via computer networks and call centers; providing airline, car rental, cruise, tour package, and general travel information via a global computer network; providing an online database in the field of travel, namely, organization of excursions, sightseeing tours, airline reservations, cruise reservations and car rentals; organization of travel; and providing links to web sites of others featuring travel |
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| U.S. Registration No. | 3481274    | Application Date      | 12/05/2006 |
| Registration Date     | 08/05/2008 | Foreign Priority Date | NONE       |

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| Word Mark | AARP |
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| Description of Mark | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A". |
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| Goods/Services | <p>Class 041. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00</p> <p>Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; distribution of course materials in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; entertainment services, namely, conducting contests in magazines for recognition in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; arranging and conducting exercise, fitness, athletic and sports competitions, contests, races and events; consultation services provided in connection therewith; and providing radio programs promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; arranging and presentation of musical performances</p> |
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| U.S. Registration No. | 3477270    | Application Date      | 12/05/2006 |
| Registration Date     | 07/29/2008 | Foreign Priority Date | NONE       |
| Word Mark             | AARP       |                       |            |

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| Design Mark         |    |
| Description of Mark | The mark consists of AARP shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A" .   |
| Goods/Services      | <p>Class 042. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00<br/>         Providing temporary use of non-downloadable software used to access, sort, display and manage databases in the fields of senior citizenship, retirement, mature and retired lifestyles, health, medicine, family relationships and topics related to aging; providing online search engines; providing information in the nature of online databases in the fields of senior citizenship, retirement, mature and retired lifestyles, family relationships and topics related to aging; telephone hotline services in the fields of elderly lifestyles and retirement, namely, providing elderly lifestyles and retirement information at the specific request of end-users by means of telephone; and data retrieval services performed over computer networks</p> <p>Class 045. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00<br/>         Legal services; providing information and consulting in the fields of law; telephone hotlines in the fields of law and elder law; counseling services, namely, providing personal support services for families of patients with life threatening disorders, namely, companionship, help with medical forms, counseling and emotional support; counseling services, namely, organizing and conducting support groups in the fields of care giving, childcare, grandparenting, parenting, retirement, eldercare, assisted care facilities, mature lifestyles, and elder assistance</p> |

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| U.S. Registration No. | 3493207   | Application Date      | 12/05/2006 |
| Registration Date     | 08/26/2008  | Foreign Priority Date | NONE       |
| Word Mark             | AARP  |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A". |                       |            |
| Goods/Services        | Class 043. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00   |                       |            |

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|  | Making hotel reservations for others via computer networks and call centers; and providing online reviews of and information about restaurants and hotels |
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| U.S. Registration No. | 3576139  | Application Date      | 08/19/2008 |
| Registration Date     | 02/17/2009   | Foreign Priority Date | NONE       |
| Word Mark             | AARP INTERNATIONAL   |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 016. First use: First Use: 2007/07/00 First Use In Commerce: 2007/07/00 Printed materials, namely, journals and newsletters in the fields of mature individuals, mature populations, worldwide aging issues and policy, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness |                       |            |

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| U.S. Registration No. | 3576137  | Application Date      | 08/18/2008 |
| Registration Date     | 02/17/2009   | Foreign Priority Date | NONE       |
| Word Mark             | AARP INTERNATIONAL   |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 035. First use: First Use: 2007/07/00 First Use In Commerce: 2007/07/00 Public policy research services; public advocacy to promote awareness of solutions and policies to address issues in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security; promoting public awareness of |                       |            |

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|  | <p>the need for solutions and policies to address issues in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security; and providing public advocacy information in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security</p> <p>Class 041. First use: First Use: 2007/07/00 First Use In Commerce: 2007/07/00</p> <p>Providing online journals and newsletters promoting the interests of mature individuals and in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, economic security and fitness; and educational services, namely, arranging and conducting seminars and conferences in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security, and the distribution of course materials in connection therewith</p> |
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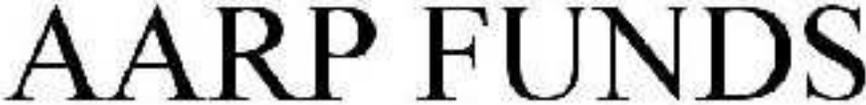
|                       |            |                       |            |
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| U.S. Registration No. | 3395013    | Application Date      | 08/30/2006 |
| Registration Date     | 03/11/2008 | Foreign Priority Date | NONE       |

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| Word Mark | AARP FINANCIAL |
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| Design Mark |  |
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| Description of Mark | NONE |
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| Goods/Services | <p>Class 036. First use: First Use: 2006/04/00 First Use In Commerce: 2006/04/00</p> <p>Financial and investment services, namely, providing information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, finance, and predatory lending; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; administering automobile, life, group health and homeowner's insurance programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; credit card services; issue of traveler's cheques; and providing online electronic databases in the fields of finance, banking, insurance, asset management and investment; and consultation services in connection with the foregoing</p> |
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| U.S. Registration No. | 3258740  | Application Date      | 08/31/2006 |
| Registration Date     | 07/03/2007   | Foreign Priority Date | NONE       |
| Word Mark             | AARP FUNDS   |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | <p>Class 036. First use: First Use: 2006/04/00 First Use In Commerce: 2006/04/00<br/> Financial and investment services, namely, providing information, advice and consultation in the fields of money management, investment, mutual funds and finance; telephone hot line counseling and telephone information services in the fields of money management, investment, mutual funds and finance; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; and providing online electronic databases in the fields of money management, investment, mutual funds and finance; and consultation services in connection with the foregoing</p> |                       |            |

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| U.S. Registration No. | 2957554   | Application Date      | 02/20/2003 |
| Registration Date     | 05/31/2005  | Foreign Priority Date | NONE       |
| Word Mark             | AARP REWARDS  |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | <p>Class 035. First use: First Use: 2004/07/00 First Use In Commerce: 2004/07/00<br/> promoting the sale of goods and services of others through incentive award programs; promoting the sale of goods and services of others by awarding points for credit card use; and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a credit card</p> |                       |            |

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| Attachments | 78704543#TMSN.jpeg ( 1 page )( bytes )<br>77056875#TMSN.jpeg ( 1 page )( bytes )<br>75847324#TMSN.gif ( 1 page )( bytes ) |
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|  | 73505904#TMSN.gif ( 1 page )( bytes )<br>76482918#TMSN.jpeg ( 1 page )( bytes )<br>77649152#TMSN.jpeg ( 1 page )( bytes )<br>78704507#TMSN.jpeg ( 1 page )( bytes )<br>77702195#TMSN.jpeg ( 1 page )( bytes )<br>77702183#TMSN.jpeg ( 1 page )( bytes )<br>77056884#TMSN.jpeg ( 1 page )( bytes )<br>77056886#TMSN.jpeg ( 1 page )( bytes )<br>77056883#TMSN.jpeg ( 1 page )( bytes )<br>77056880#TMSN.jpeg ( 1 page )( bytes )<br>77056879#TMSN.jpeg ( 1 page )( bytes )<br>77056878#TMSN.jpeg ( 1 page )( bytes )<br>77056877#TMSN.jpeg ( 1 page )( bytes )<br>77056876#TMSN.jpeg ( 1 page )( bytes )<br>77550616#TMSN.jpeg ( 1 page )( bytes )<br>77549930#TMSN.jpeg ( 1 page )( bytes )<br>78963801#TMSN.jpeg ( 1 page )( bytes )<br>78964761#TMSN.jpeg ( 1 page )( bytes )<br>76491549#TMSN.gif ( 1 page )( bytes )<br>Notice of Opposition - ARRP.pdf ( 18 pages )(2991050 bytes )<br>Exhibit A - ARRP.pdf ( 52 pages )(7891195 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 | /Adam D. Resnick/ |
| Name      | Adam D. Resnick   |
| Date      | 09/12/2012        |

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

In re Application Ser. No. 85/397,683 for the mark ARRP, published May 15, 2012.

|                       |   |                |
|-----------------------|---|----------------|
| AARP,                 | ) |                |
|                       | ) |                |
| Opposer,              | ) |                |
|                       | ) |                |
| v.                    | ) | Opp. No. _____ |
|                       | ) |                |
| ARRP FOUNDATION, LLC, | ) |                |
|                       | ) |                |
| Applicant.            | ) |                |
| _____                 | ) |                |

**NOTICE OF OPPOSITION**

Opposer AARP (“Opposer”), a non-profit corporation organized and existing under the laws of the District of Columbia, having its principal place of business at 601 E Street, N.W., Washington, D.C. 20049, believes that it will be damaged by the registration of the mark shown in Application Serial No. 85/397,683, and hereby opposes the same under the provisions of Section 13 of the Trademark Act of 1946, 15 U.S.C. §1063.

As grounds for opposition, Opposer alleges the following:

1. Opposer is a nonprofit organization dedicated to promoting the interests of persons 50 years of age and older. With a membership of more than 37 million, Opposer is the largest nonprofit organization in the United States.
  
2. The AARP Foundation is an affiliated charity of Opposer that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors.

3. Opposer is the owner of all right, title, and interest in and to the AARP mark, and formatives thereof, which has been used extensively on and in connection with a wide variety of goods and services, including, but not limited to, association and advocacy services, namely, promoting the interests of mature individuals, charitable fundraising services, magazines and online magazines, providing legal information, providing medical and health counseling services, and providing medical and health information.

4. Opposer owns extensive common law rights in and to its AARP marks. In addition, Opposer's rights in the AARP mark have been recognized by the United States Patent and Trademark Office, which has issued to Opposer numerous U.S. trademark/service mark registrations for AARP and formatives thereof (hereinafter these registered and common law rights are collectively referred to as the "AARP Marks"). Among Opposer's federally registered marks are the following, which are currently registered on the Principal Register for the following goods/services (hereinafter, collectively, "Opposer's Services/Branded Goods"):

| Trademark | Reg. No.  | Reg. Date   | Goods/Services  |
|-----------|-----------|-------------|---|
| AARP      | 3,236,039 | May 1, 2007 | IC 035: Association services, namely, promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; reward card services, namely, promoting the sale of goods and services of others by awarding purchase points for credit card use, promoting the sale of goods and services of others through the administration of incentive award programs, and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a membership card; cooperative marketing and advertising services; referrals in the field of |

| Trademark | Reg. No. | Reg. Date | Goods/Services  |
|-----------|----------|-----------|---|
|           |          |           | <p>adoptions, camps, care giving, childcare, education, medical services, health, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance; online ordering services in the fields of books, educational material, and health and medical products; providing consumer information in the fields of insurance, health care, discount and savings plans, eldercare, medical products, pharmaceutical products and services and health plans; income tax preparation services; and arranging, conducting and organizing trade shows in the field of mature persons and persons preparing for retirement; and organizing and conducting community volunteer programs.</p> <p>IC 036: Charitable fundraising services; providing financial and insurance information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services, namely, offering financial and insurance advice in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, business, finance, and predatory lending; money management and investment advisory services; insurance administration of automobile, group health and homeowner's insurance programs; providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information in the field of group health insurance, annuities and financial retirement plans and administration of group health insurance plans, annuities and financial retirement plans; credit card services; administration of prepaid pharmacy plans; and consultation services in connection with the foregoing.</p> <p>IC 041: Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities,</p> |

| Trademark | Reg. No. | Reg. Date | Goods/Services  |
|-----------|----------|-----------|---|
|           |          |           | <p>legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports, and the distribution of course materials in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; entertainment services, namely, conducting contests in magazines for recognition in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; arranging and conducting exercise, fitness, athletic and sports competitions, contests, races and events, and consultation services provided in connection therewith. and providing radio programs promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports.</p> <p>IC 042: Legal services; providing legal information in the fields of law, elder law, elderly lifestyles and retirement; telephone hotline counseling, namely, offering legal information in the fields of law, elder law, elderly lifestyles and retirement; providing temporary use of non-downloadable software used to access, sort, display and manage databases in the fields of senior citizenship, retirement, mature and retired lifestyles, health, medicine, family relationships and topics related to aging; and providing online search engines for obtaining data on a global computer network.</p> <p>IC 044: Providing medical and psychological counseling in the field of care giving, childcare, grandparenting, living with a chronic medical condition, parenting, retirement, eldercare, assisted care facilities, mature lifestyles, and elder assistance; health counseling services provided via telephone; providing medical and health</p> |

| Trademark   | Reg. No.  | Reg. Date       | Goods/Services  |
|---|-----------|-----------------|---|
|   |           |                 | information by means of telephone recorded messages; and providing medical and health information via websites on computer networks.  |
|  | 3,493,206 | August 26, 2008 | IC 044: Health counseling services provided via telephone; providing medical and health information by means of telephone prerecorded messages; and providing medical and health information via websites on computer networks.   |
| AARP  | 2,461,155 | June 19, 2001   | <p>IC 016: Printed materials, namely, newsletters, bulletins, employment guides and magazines promoting the interests of individuals aged 50 and over.</p> <p>IC 035: Retail store and online retail store services in the field of pharmaceutical products.</p> <p>IC 036: Providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; money management and investment advisory services; insurance services, namely, contracting for plans of group health insurance in which its members may participate and administering such programs; administration of prepaid pharmacy plans; credit card services; and consultation services in connection with the foregoing.</p> <p>IC 039: Travel clubs; arranging travel tours as a bonus program for association members; and providing information in the field of travel.</p> <p>IC 041: Arranging and conducting seminars, classes, workshops and educational programs for mature persons and persons preparing for retirement in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; and distribution of course materials in connection therewith.</p> <p>IC 042: Association services, namely, promoting the interests of mature persons and persons preparing for retirement; providing an online magazine in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; providing an on-line computer database in the field of senior</p> |

| Trademark   | Reg. No.  | Reg. Date         | Goods/Services   |
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|   |           |                   | citizenship and topics related to aging; organizing and conducting community volunteer programs; and consultation services related to the foregoing.   |
| AARP  | 1,046,998 | August 24, 1976   | IC 036: Insurance services-namely, contracting for plans of group health insurance in which its members may participate and administering such programs.<br><br>IC 042: Retail and mail order pharmaceutical store services.   |
| AARP  | 1,047,005 | August 24, 1976   | IC 039: Travel services-namely, arranging, through third-party providers, travel programs for members of Applicant.<br><br>IC 041: Educational services-namely, providing courses of topical interest to retired persons.  |
|   | 1,335,496 | May 14, 1985      | IC 041: Conducting Seminars and Educational Programs on a Variety of Subjects that Concern Retired Persons.  |
| AARP BULLETIN   | 741,334   | November 27, 1962 | IC 016: Printed Bulletin Published Bi-Monthly.   |
|  | 2,909,108 | December 7, 2004  | IC 016: Printed materials, namely, books, newsletters, bulletins, brochures, pamphlets, employment guides and magazines promoting the interests of mature individuals and in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; posters.<br><br>IC 041: Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships. |
| AARP FOUNDATION   | 3,654,685 | July 14, 2009     | IC 035: Promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent   |

| Trademark | Reg. No.  | Reg. Date        | Goods/Services  |
|-----------|-----------|------------------|---|
|           |           |                  | <p>living, exercise, and fitness.</p> <p>IC 036: Charitable fundraising services; providing educational scholarships; and providing grants to educational institutions, research institutions, community organizations and non-profit organizations furthering the interests, issues and needs of mature individuals.</p>   |
| AARP      | 3,283,696 | August 21, 2007  | <p>IC 036: Financial and investment services, namely, providing information, analysis, advice and consulting in the fields of finance, banking, asset management, mutual funds and investment; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; financial services in the nature of investment mutual fund transfer and transaction services; and providing online electronic databases in the fields of finance, banking, asset management and investment.</p>   |
| AARP      | 4,045,830 | October 25, 2011 | <p>IC 009: Pre-recorded video and audio tapes and discs featuring information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; downloadable electronic publications in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; electronic publications recorded on computer media in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; computer software use to access, manage and display information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; and database management software in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services,</p> |

| Trademark   | Reg. No.  | Reg. Date        | Goods/Services   |
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|    | 4,045,829 | October 25, 2011 | <p>eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness.</p> <p>IC 009: Pre-recorded video and audio tapes and discs featuring information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; downloadable electronic publications in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; electronic publications recorded on computer media in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; computer software use to access, manage and display information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness, and database management software in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness.</p> |
|  | 3,493,209 | August 26, 2008  | <p>IC 016: Printed materials, namely, books, newsletters, bulletins, brochures, pamphlets, employment guides and magazines promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; and pens, memo pads, bookmarks, bumper stickers and posters.</p>   |

| Trademark   | Reg. No.  | Reg. Date       | Goods/Services  |
|---|-----------|-----------------|---|
|    | 3,493,210 | August 26, 2008 | IC 025: Clothing, namely, shirts, sweaters, sweatshirts, jackets, headwear, and pullovers.  |
|    | 3,603,025 | April 7, 2009   | IC 035: Association services, namely, promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; credit card and reward card services, namely, promoting the sale of goods and services of others through incentive award programs, and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a membership card; cooperative marketing and advertising services; referral services for adoptions, camps, care giving, childcare, education, medical services, health, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance; online ordering and online retail store services in the fields of books, educational material, and health and medical products; providing consumer information in the fields of insurance, health care, discount and savings plans, eldercare, medical products, pharmaceutical products and services and health plans; income tax preparation services; and arranging, conducting and organizing trade shows, conventions and expositions in the field of mature persons and persons preparing for retirement, and goods and services intended therefor. |
|  | 3,493,208 | August 26, 2008 | IC 036: Charitable fundraising services; financial and investment services, namely, providing information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, business, finance, and predatory lending; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; administering automobile, life, group health and homeowner's insurance programs; providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; credit card services; issue of traveler's cheques; administration of   |

| Trademark   | Reg. No.  | Reg. Date      | Goods/Services   |
|---|-----------|----------------|--|
|   |           |                | prepaid pharmacy plans; and providing online electronic databases in the fields of finance, banking, insurance, asset management and investment; and consultation services in connection with the foregoing.   |
|  | 3,477,271 | July 29, 2008  | IC 039. US 100 105. G & S: Travel services, namely, arranging travel tours programs through travel agencies; travel clubs; airline, car rental, cruise and tour package reservation services for others via computer networks and call centers; providing airline, car rental, cruise, tour package, and general travel information via a global computer network; providing an online database in the field of travel, namely, organization of excursions, sightseeing tours, airline reservations, cruise reservations and car rentals; organization of travel; and providing links to web sites of others featuring travel.   |
|  | 3,481,274 | August 5, 2008 | IC 041: Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; distribution of course materials in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; entertainment services, namely, conducting contests in magazines for recognition in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; arranging and conducting exercise, fitness, athletic and sports competitions, contests, races and events; consultation services provided in connection therewith. and providing radio programs promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care |

| Trademark   | Reg. No.  | Reg. Date         | Goods/Services   |
|---|-----------|-------------------|--|
|   |           |                   | facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; arranging and presentation of musical performances.   |
|    | 3,477,270 | July 29, 2008     | <p>IC 042: Providing temporary use of non-downloadable software used to access, sort, display and manage databases in the fields of senior citizenship, retirement, mature and retired lifestyles, health, medicine, family relationships and topics related to aging; providing online search engines; providing information in the nature of online databases in the fields of senior citizenship, retirement, mature and retired lifestyles, family relationships and topics related to aging; telephone hotline services in the fields of elderly lifestyles and retirement, namely, providing elderly lifestyles and retirement information at the specific request of end-users by means of telephone; and data retrieval services performed over computer networks.</p> <p>IC 045: Legal services; providing information and consulting in the fields of law; telephone hotlines in the fields of law and elder law; counseling services, namely, providing personal support services for families of patients with life threatening disorders, namely, companionship, help with medical forms, counseling and emotional support; counseling services, namely, organizing and conducting support groups in the fields of care giving, childcare, grandparenting, parenting, retirement, eldercare, assisted care facilities, mature lifestyles, and elder assistance.</p> |
|  | 3,493,207 | August 26, 2008   | IC 043: Making hotel reservations for others via computer networks and call centers; and providing online reviews of and information about restaurants and hotels.   |
| AARP INTERNATIONAL  | 3,576,139 | February 17, 2009 | IC 016: Printed materials, namely, journals and newsletters in the fields of mature individuals, mature populations, worldwide aging issues and policy, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness.  |
| AARP INTERNATIONAL  | 3,576,137 | February 17, 2009 | IC 035: Public policy research services; public advocacy to promote awareness of solutions and policies to address issues in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security; promoting public awareness of the need for solutions and policies to address issues in the  |

| Trademark      | Reg. No.  | Reg. Date      | Goods/Services   |
|----------------|-----------|----------------|--|
|                |           |                | <p>fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security; and providing public advocacy information in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security.</p> <p>IC 041: Providing online journals and newsletters promoting the interests of mature individuals and in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, economic security and fitness; and educational services, namely, arranging and conducting seminars and conferences in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security, and the distribution of course materials in connection therewith.</p> |
| AARP FINANCIAL | 3,395,013 | March 11, 2008 | <p>IC 036: Financial and investment services, namely, providing information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, finance, and predatory lending; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; administering automobile, life, group health and homeowner's insurance programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; credit card services; issue of traveler's cheques; and providing online electronic databases in the fields of finance, banking, insurance, asset management and investment; and consultation services in connection with the foregoing.</p>  |
| AARP FUNDS     | 3,258,740 | July 3, 2007   | <p>IC 036: Financial and investment services, namely, providing information, advice and consultation in the fields of money management, investment, mutual funds and finance; telephone hot line counseling and telephone information services in the fields of money management, investment, mutual funds and finance; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and</p>   |

| Trademark    | Reg. No.  | Reg. Date    | Goods/Services  |
|--------------|-----------|--------------|---|
|              |           |              | investment assets for others; mutual fund investment services; and providing online electronic databases in the fields of money management, investment, mutual funds and finance; and consultation services in connection with the foregoing.   |
| AARP REWARDS | 2,957,554 | May 31, 2005 | IC 035. US 100 101 102. G & S: promoting the sale of goods and services of others through incentive award programs; promoting the sale of goods and services of others by awarding points for credit card use; and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a credit card. |

5. Opposer's above listed registrations are valid and subsisting, and U.S. Registration Nos. 2,461,155, 1,046,998, 1,047,005, 1,335,496, 741,334, and 2,909,108 are incontestable and constitute conclusive evidence of Opposer's exclusive right to use the respective registered marks for the goods/services specified in those registrations. The remaining registrations listed above constitute *prima facie* evidence of the validity of the marks covered by them and of Opposer's ownership of and exclusive right to use the marks in commerce for the listed goods and services. Copies of the registration information from the website of the United States Patent and Trademark Office are attached hereto as Exhibit A.

6. Since long prior to the filing date of Applicant's Application Serial No. 85/397,683, and since long prior to any use that Applicant has claimed, Opposer has continuously used its AARP Marks in interstate commerce in connection with the advertising, social welfare services and the licensing and branding of Opposer's Services/Branded Goods. As a result, the AARP Marks have become well-known as a distinctive indicator of the origin of Opposer's Services/Branded Goods and as a symbol of Opposer's valuable goodwill.

7. Since long prior to the filing date of Application Serial No. 85/397,683, and since long prior to any first use date that Applicant has claimed, Opposer's AARP Marks have become particularly well-known in the relevant trade through extensive advertising and marketing in

commerce in connection with the offering of Opposer's services and the sale of Opposer branded goods, which have been distributed, offered, and sold throughout the United States and in other countries.

8. Opposer has made substantial expenditures in the advertising and marketing of Opposer's AARP Marks over a period of many years and, thus, the AARP Marks have become well-known among consumers as a distinctive indicator of the origin of the services offered by Opposer and Opposer branded goods.

9. Notwithstanding Opposer's long prior established rights in and to the AARP Marks, Applicant filed an application with the United States Patent and Trademark Office to register the mark AARP, Ser. No. 85/397,683, for "Medical services, namely, a treatment program that utilizes a synergistic combination of medical techniques to treat joint motion restrictions; consulting services for the health care industry, namely, providing medical and health information regarding joint immobility and the treatment thereof" in Class 44.

10. In addition, notwithstanding Opposer's long prior established rights in and to the mark AARP FOUNDATION, Applicant incorporated under and listed its Applicant name as "AARP Foundation, LLC" in its application for the mark AARP, Ser. No. 85/397,683.

11. Upon information and belief, Applicant knew or had reason to know of Opposer's prior rights in the AARP Marks when Applicant filed its application.

#### **Count I - Likelihood of Confusion - §2(d)**

12. The mark which Applicant seeks to register is identical to or so closely resembles Opposer's AARP Marks that the use and registration thereof is likely to cause confusion, mistake and/or deception as to the source or origin of Applicant's services in violation

of Section 2(d) of the Trademark Act, and will injure and damage Opposer and the goodwill and reputation symbolized by Opposer's AARP Marks.

13. The services of Opposer and Applicant are identical or so closely related that the public is likely to be confused, to be deceived, and to assume erroneously that Applicant's services are services offered by Opposer, or that Applicant is in some way connected with, sponsored by, or affiliated with Opposer, all to Opposer's irreparable damage.

14. Likelihood of confusion is enhanced because Opposer's AARP Marks are strong, well-known, and entitled to a broad scope of protection.

15. Likelihood of confusion is enhanced by the fact that Opposer's Services/Branded Goods and Applicant's services will likely be sold and/or distributed through the same trade channels to the same classes of prospective consumers.

16. Likelihood of confusion is enhanced by the fact that the parties will likely advertise their services in the same or similar types of media.

17. Likelihood of confusion in this case is enhanced by the fame and renown of Opposer's AARP Marks and by the fact that consumers will associate Applicant's alleged mark with goods/services sold, approved, or endorsed by Opposer.

18. Likelihood of confusion is enhanced by the fact that Applicant incorporated under and listed its Applicant name as "ARRP Foundation, LLC" in its application for the mark ARRP, Ser. No. 85/397,683, notwithstanding Opposer's long prior established rights in and to the AARP Marks and, in particular, the mark AARP FOUNDATION.

19. Applicant is not affiliated or connected with or endorsed or sponsored by Opposer, nor has Opposer approved any of the services offered or sold or intended to be sold by Applicant under its alleged mark.

**Count II - Likelihood of Deception/False Suggestion of Connection - Section 2(a)**

20. Applicant's alleged mark so closely resembles Opposer's AARP Marks that Applicant's alleged mark is likely to cause deception in violation of Section 2(a) of the Trademark Act in that the mark misdescribes the nature or origin of the services, consumers are likely to believe that the misdescription actually describes the nature or origin of the services, and this is likely to materially alter consumers' decisions to acquire Applicant's services.

21. Applicant's alleged mark so closely resembles Opposer's AARP Marks that it falsely suggests a connection with Opposer in violation of Section 2(a) of the Trademark Act, because Applicant's alleged mark points uniquely to Opposer, and consumers will assume that services offered under Applicant's alleged mark are connected with Opposer.

22. When Applicant's alleged mark is used in connection with the services of the type described in its application, said mark will cause consumers to mistakenly assume that Opposer is endorsing, attempting to sponsor, or encouraging the sale of Applicant's services by permitting Opposer's AARP Marks to be used in connection with such services.

23. Applicant's alleged mark is deceptive in that it falsely suggests a connection with, or approval by, Opposer.

24. Use and registration of Applicant's alleged mark will deprive Opposer of the ability to protect its reputation, persona, and goodwill.

**Count III - Dilution - §43(c)**

25. For many years, Opposer's AARP Marks have been widely used and extensively advertised in the United States and internationally, and therefore, the AARP Marks have become

well known and famous as a distinctive symbol of Opposer's goodwill.

26. Opposer's famous AARP Marks became well known and famous before Applicant made any use of or applied for registration of the alleged AARP mark.

27. Applicant's alleged mark will cause dilution of the distinctive quality of Opposer's famous AARP Marks.

28. Use and registration of Applicant's alleged mark will lessen the capacity of Opposer's famous AARP Marks to identify and distinguish Opposer's Services/Branded Goods.

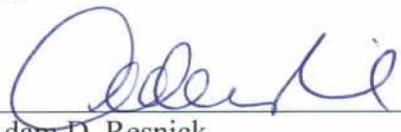
29. Use and registration of Applicant's alleged mark will tarnish the goodwill symbolized by Opposer's famous AARP Marks.

30. Use and registration of Applicant's alleged mark will cause dilution by blurring, thus diluting or weakening the unique and distinctive significance of Opposer's famous AARP Marks to identify and distinguish one source.

31. By reason of all of the foregoing, Opposer will be damaged by the registration of Applicant's alleged mark and registration should be refused.

WHEREFORE, Opposer prays that this opposition be sustained and that registration of U.S. Application Serial No. 85/397,683 be denied.

AARP

By   
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Washington, D.C. 20016-3341  
(202) 600-2264

Date: 9/12/12

Attorneys for Opposer

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a copy of this Notice of Opposition is being served on September 12, 2012 upon Applicant's counsel via first-class mail, postage prepaid, at the following address:

Melanie Luten, Esq.  
Blalock Walters, P.A.  
802 11th Street West  
Bradenton, FL 34205

By:   
Adam D. Resnick

# EXHIBIT A



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# AARP

**Word Mark** AARP

**Goods and Services**

IC 035. US 100 101 102. G & S: Association services, namely, promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; reward card services, namely, promoting the sale of goods and services of others by awarding purchase points for credit card use, promoting the sale of goods and services of others through the administration of incentive award programs, and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a membership card; cooperative marketing and advertising services; referrals in the field of adoptions, camps, care giving, childcare, education, medical services, health, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance; online ordering services in the fields of books, educational material, and health and medical products; providing consumer information in the fields of insurance, health care, discount and savings plans, eldercare, medical products, pharmaceutical products and services and health plans; income tax preparation services; and arranging, conducting and organizing trade shows in the field of mature persons and persons preparing for retirement; and organizing and conducting community volunteer programs. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 036. US 100 101 102. G & S: Charitable fundraising services; providing financial and insurance information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services, namely, offering financial and insurance advice in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, business, finance, and

predatory lending; money management and investment advisory services; insurance administration of automobile, group health and homeowner's insurance programs; providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information in the field of group health insurance, annuities and financial retirement plans and administration of group health insurance plans, annuities and financial retirement plans; credit card services; administration of prepaid pharmacy plans; and consultation services in connection with the foregoing. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 041. US 100 101 107. G & S: Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports, and the distribution of course materials in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; entertainment services, namely, conducting contests in magazines for recognition in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; arranging and conducting exercise, fitness, athletic and sports competitions, contests, races and events, and consultation services provided in connection therewith. and providing radio programs promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 042. US 100 101. G & S: Legal services; providing legal information in the fields of law, elder law, elderly lifestyles and retirement; telephone hotline counseling, namely, offering legal information in the fields of law, elder law, elderly lifestyles and retirement; providing temporary use of non-downloadable software used to access, sort, display and manage databases in the fields of senior citizenship, retirement, mature and retired lifestyles, health, medicine, family relationships and topics related to aging; and providing online search engines for obtaining data on a global computer network. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 044. US 100 101. G & S: Providing medical and psychological counseling in the field of care giving, childcare, grandparenting, living with a chronic medical condition, parenting, retirement, eldercare, assisted care facilities, mature lifestyles, and elder assistance; health counseling services provided via telephone; providing medical and health information by means of telephone recorded messages; and providing medical and health information via websites on computer networks. FIRST USE: 19840900. FIRST USE IN COMMERCE: 19840900

**Standard  
Characters  
Claimed**

**Mark Drawing  
Code** (4) STANDARD CHARACTER MARK

**Serial  
Number** 78704543

**Filing Date** August 31, 2005

**Current Basis** 1A

**Original  
Filing Basis** 1A

**Published for Opposition** February 13, 2007  
**Registration Number** 3236039  
**Registration Date** May 1, 2007  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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|  |  |
|--|--|
| <b>Word Mark</b>                                     | AARP   |
| <b>Goods and Services</b>                            | IC 044. US 100 101. G & S: Health counseling services provided via telephone; providing medical and health information by means of telephone prerecorded messages; and providing medical and health information via websites on computer networks. FIRST USE: 20070100. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered on 09/00/1984. FIRST USE IN COMMERCE: 20070100 |
| <b>Mark Drawing Code</b>                             | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS   |
| <b>Design Search Code</b>                            | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation  |
| <b>Trademark Search Facility Classification Code</b> | LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark<br>SHAPES-BAR-BANDS Designs with bar, bands or lines<br>SHAPES-COLORS-1 Design listing or lined for a single color<br>SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons  |
| <b>Serial Number</b>                                 | 77056875   |
| <b>Filing Date</b>                                   | December 5, 2006   |
| <b>Current Basis</b>                                 | 1A   |
| <b>Original Filing Basis</b>                         | 1B   |
| <b>Published for Opposition</b>                      | April 17, 2007   |
| <b>Registration</b>                                  | 3493206  |

**Number**  
**Registration Date** August 26, 2008  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Typed Drawing

**Word Mark** AARP

**Goods and Services**

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed materials, namely, newsletters, bulletins, employment guides and magazines promoting the interests of individuals aged 50 and over. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 035. US 100 101 102. G & S: Retail store and online retail store services in the field of pharmaceutical products. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 036. US 100 101 102. G & S: Providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; money management and investment advisory services; insurance services, namely, contracting for plans of group health insurance in which its members may participate and administering such programs; administration of prepaid pharmacy plans; credit card services; and consultation services in connection with the foregoing. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 039. US 100 105. G & S: Travel clubs; arranging travel tours as a bonus program for association members; and providing information in the field of travel. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 041. US 100 101 107. G & S: Arranging and conducting seminars, classes, workshops and educational programs for mature persons and persons preparing for retirement in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; and distribution of course materials in connection therewith. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

IC 042. US 100 101. G & S: Association services, namely, promoting the interests of mature persons and persons preparing for retirement; providing an online magazine in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; providing an on-line computer database in the field of senior citizenship and topics related to aging; organizing and conducting community volunteer programs; and consultation

services related to the foregoing. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75847324  
**Filing Date** November 12, 1999  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** March 27, 2001  
**Registration Number** 2461155  
**Registration Date** June 19, 2001  
**Owner** (REGISTRANT) AARP CORPORATION D.C. 601 E Street, N.W. Washington D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 1046998;1047005;2174553;AND OTHERS  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110623.  
**Renewal** 1ST RENEWAL 20110623  
**Live/Dead Indicator** LIVE

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### Typed Drawing

**Word Mark** AARP  
**Goods and Services** IC 036. US 102. G & S: INSURANCE SERVICES-NAMELY, CONTRACTING FOR PLANS OF GROUP HEALTH INSURANCE IN WHICH ITS MEMBERS MAY PARTICIPATE AND ADMINISTERING SUCH PROGRAMS. FIRST USE: 19581000. FIRST USE IN COMMERCE: 19581000  
  
 IC 042. US 101. G & S: RETAIL AND MAIL ORDER PHARMACEUTICAL STORE SERVICES. FIRST USE: 19590900. FIRST USE IN COMMERCE: 19590900  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 73045758  
**Filing Date** March 4, 1975  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Registration Number** 1046998  
**Registration Date** August 24, 1976  
**Owner** (REGISTRANT) AMERICAN ASSOCIATION OF RETIRED PERSONS NON-PROFIT CORPORATION D.C. 601 E STREET NW WASHINGTON D.C. 20049  
  
 (LAST LISTED OWNER) AARP CORPORATION D.C. 601 E STREET NW WASHINGTON D.C. 20049  
  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Adam D. Resnick  
**Type of Mark** SERVICE MARK

**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20061024.  
**Renewal** 2ND RENEWAL 20061024  
**Live/Dead Indicator** LIVE

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**Typed Drawing**

**Word Mark** AARP  
**Goods and Services** IC 039. US 105. G & S: TRAVEL SERVICES-NAMELY, ARRANGING, THROUGH THIRD-PARTY PROVIDERS, TRAVEL PROGRAMS FOR MEMBERS OF APPLICANT. FIRST USE: 19581000. FIRST USE IN COMMERCE: 19581000  
  
 IC 041. US 107. G & S: EDUCATIONAL SERVICES-NAMELY, PROVIDING COURSES OF TOPICAL INTEREST TO RETIRED PERSONS. FIRST USE: 19581000. FIRST USE IN COMMERCE: 19581000  
  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 73045754  
**Filing Date** March 4, 1975  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Registration Number** 1047005  
**Registration Date** August 24, 1976  
**Owner** (REGISTRANT) AMERICAN ASSOCIATION OF RETIRED PERSONS NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
  
 (LAST LISTED OWNER) AARP CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Adam D. Resnick  
**Type of Mark** SERVICE MARK

**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20061023.  
**Renewal** 2ND RENEWAL 20061023  
**Live/Dead Indicator** LIVE

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|                           |  |
|---------------------------|--|
| <b>Word Mark</b>          | AARP   |
| <b>Goods and Services</b> | <p>IC 016. US 038. G &amp; S: Magazines, Newsletters and Catalogs, Pertaining to Retirement and the Concerns of Older Persons. FIRST USE: 19840822. FIRST USE IN COMMERCE: 19840822</p> <p>IC 035. US 101 102. G &amp; S: Income Tax Preparation Services; and Arranging Through Third Party Providers, Investment in Money Market Instruments and Mutual Funds. FIRST USE: 19840915. FIRST USE IN COMMERCE: 19840915</p> <p>IC 036. US 102. G &amp; S: Money Management and Investment Advisory Services; and Administering Automobile, Group Health and Homeowner's Insurance Programs. FIRST USE: 19840915. FIRST USE IN COMMERCE: 19840915</p> <p>IC 039. US 105. G &amp; S: Travel Agency Services. FIRST USE: 19840915. FIRST USE IN COMMERCE: 19840915</p> <p>IC 041. US 107. G &amp; S: Conducting Seminars and Educational Programs on a Variety of Subjects that Concern Retired Persons. FIRST USE: 19840915. FIRST USE IN COMMERCE: 19840915</p> <p>IC 042. US 101. G &amp; S: Retail Store and Mail Order Pharmacy Services. FIRST USE: 19840915. FIRST USE IN COMMERCE: 19840915</p> |
| <b>Mark Drawing Code</b>  | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS   |
| <b>Design Search Code</b> | <p>24.09.07 - Advertising, banners; Banners</p> <p>26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)</p>  |

26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

**Serial Number** 73505904  
**Filing Date** October 29, 1984  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** March 5, 1985  
**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED  
**Registration Number** 1335496  
**Registration Date** May 14, 1985  
**Owner** (REGISTRANT) American Association of Retired Persons not-profit corporation D.C. 1909 K St., NW. Washington D.C. 20049  
  
(LAST LISTED OWNER) AARP CORPORATION D.C. 601 E STREET, N. W. WASHINGTON D.C. 20049  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;1296948;AND OTHERS  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050705.  
**Renewal** 1ST RENEWAL 20050705  
**Live/Dead Indicator** LIVE

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**Typed Drawing**

|                               |  |
|-------------------------------|--|
| <b>Word Mark</b>              | AARP BULLETIN  |
| <b>Goods and Services</b>     | IC 016. US 038. G & S: Printed Bulletin Published Bi-Monthly. FIRST USE: 19590700. FIRST USE IN COMMERCE: 19590700   |
| <b>Mark Drawing Code</b>      | (1) TYPED DRAWING  |
| <b>Serial Number</b>          | 72125346   |
| <b>Filing Date</b>            | August 4, 1961   |
| <b>Current Basis</b>          | 1A   |
| <b>Original Filing Basis</b>  | 1A   |
| <b>Change In Registration</b> | CHANGE IN REGISTRATION HAS OCCURRED  |
| <b>Registration Number</b>    | 0741334  |
| <b>Registration Date</b>      | November 27, 1962  |
| <b>Owner</b>                  | (REGISTRANT) American Association of Retired Persons CORPORATION D.C. DUPONT CIRCLE BLDG. 1346 CONNECTICUT AVE. N.W. Washington D.C.<br><br>(LAST LISTED OWNER) AARP CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049 |
| <b>Assignment Recorded</b>    | ASSIGNMENT RECORDED  |
| <b>Attorney of Record</b>     | Adam D. Resnick  |
| <b>Disclaimer</b>             | Reserving all common law rights, applicant hereby disclaims the exclusive right to the use of the words "Bulletin" except as a part of its mark, as shown.   |
| <b>Type of Mark Register</b>  | TRADEMARK<br>PRINCIPAL   |

**Affidavit Text**     SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20040402.  
**Renewal**             2ND RENEWAL 20040402  
**Live/Dead**  
**Indicator**            LIVE

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**Word Mark** AARP THE MAGAZINE  
**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed materials, namely, books, newsletters, bulletins, brochures, pamphlets, employment guides and magazines promoting the interests of mature individuals and in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; posters. FIRST USE: 20030300. FIRST USE IN COMMERCE: 20030300

IC 041. US 100 101 107. G & S: Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of retirement, mature or retired lifestyles, finance, health, insurance, medicine, travel, volunteer activities, aging and family relationships; [ education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields adoptions, camps, caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, and independent living; distribution of course materials in connection therewith; consultation services provided in connection therewith]. FIRST USE: 20030127. FIRST USE IN COMMERCE: 20030127

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM  
**Serial Number** 76482918  
**Filing Date** January 16, 2003  
**Current Basis** 1A  
**Original Filing Basis** 1B

**Published for Opposition** December 9, 2003  
**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED  
**Registration Number** 2909108  
**Registration Date** December 7, 2004  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E Street, N.W. Washington D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THE MAGAZINE" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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# AARP FOUNDATION

**Word Mark** AARP FOUNDATION  
**Goods and Services** IC 035. US 100 101 102. G & S: Promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, and fitness. FIRST USE: 19610000. FIRST USE IN COMMERCE: 19610000  
 IC 036. US 100 101 102. G & S: Charitable fundraising services; providing educational scholarships; and providing grants to educational institutions, research institutions, community organizations and non-profit organizations furthering the interests, issues and needs of mature individuals. FIRST USE: 19610000. FIRST USE IN COMMERCE: 19610000  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Trademark Search Facility Classification Code** LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark  
**Serial Number** 77649152  
**Filing Date** January 14, 2009  
**Current Basis** 1A

**Original Filing Basis** 1A  
**Published for Opposition** April 28, 2009  
**Registration Number** 3654685  
**Registration Date** July 14, 2009  
**Owner** (REGISTRANT) AARP non-profit corporation D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 3135612;3236039;3277275;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# AARP

**Word Mark** AARP

**Goods and Services** IC 036. US 100 101 102. G & S: Financial and investment services, namely, providing information, analysis, advice and consulting in the fields of finance, banking, asset management, mutual funds and investment; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; financial services in the nature of investment mutual fund transfer and transaction services; and providing online electronic databases in the fields of finance, banking, asset management and investment. FIRST USE: 19580000. FIRST USE IN COMMERCE: 19580000

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78704507

**Filing Date** August 31, 2005

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** June 6, 2006

**Registration Number** 3283696

**Registration** August 21, 2007

**Date**  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON  
D.C. 20049  
**Attorney of  
Record** Adam D. Resnick  
**Prior  
Registrations** 1335496;2461155;AND OTHERS  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead  
Indicator** LIVE

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# AARP

**Word Mark** AARP

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Pre-recorded video and audio tapes and discs featuring information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; downloadable electronic publications in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; electronic publications recorded on computer media in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; computer software use to access, manage and display information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; and database management software in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness. FIRST USE: 20080100. FIRST USE IN COMMERCE: 20080100

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77702195  
**Filing Date** March 30, 2009  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** June 9, 2009  
**Registration Number** 4045830  
**Registration Date** October 25, 2011  
**Owner** (REGISTRANT) AARP non-profit corporation D.C. 601 E Street, NW Washington D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 3135601;3135612;3229121;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Word Mark** AARP

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Pre-recorded video and audio tapes and discs featuring information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; downloadable electronic publications in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; electronic publications recorded on computer media in the nature of books, newsletters, bulletins, brochures, pamphlets, and magazines in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness; computer software use to access, manage and display information in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness. and database management software in the fields of mature individuals, mature populations, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness. FIRST USE: 20080100. FIRST USE IN COMMERCE: 20080100

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design** 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)  
**Search Code** 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal  
 27.03.01 - Geometric figures forming letters, numerals or punctuation  
**Serial Number** 77702183  
**Filing Date** March 30, 2009  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** June 9, 2009  
**Registration Number** 4045829  
**Registration Date** October 25, 2011  
**Owner** (REGISTRANT) AARP non-profit corporation D.C. 601 E Street, NW Washington D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 3135601;3135612;3229121;AND OTHERS  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of "AARP" with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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|  |  |
|--|--|
| <b>Word Mark</b>                                     | AARP   |
| <b>Goods and Services</b>                            | IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed materials, namely, books, newsletters, bulletins, brochures, pamphlets, employment guides and magazines promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; and pens, memo pads, bookmarks, bumper stickers and posters. FIRST USE: 20070100. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered on 09/00/1984. FIRST USE IN COMMERCE: 20070100 |
| <b>Mark Drawing Code</b>                             | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS   |
| <b>Design Search Code</b>                            | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation  |
| <b>Trademark Search Facility Classification Code</b> | ART-24.09 Flags, banners<br>LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark<br>SHAPES-COLORS-1 Design listing or lined for a single color<br>SHAPES-MISC Miscellaneous shaped designs   |
| <b>Serial Number</b>                                 | 77056884   |
| <b>Filing Date</b>                                   | December 5, 2006   |
| <b>Current Basis</b>                                 | 1A   |
| <b>Original Filing Basis</b>                         | 1B   |

**Published for Opposition** April 17, 2007  
**Registration Number** 3493209  
**Registration Date** August 26, 2008  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# AARP

|  |   |
|--|---|
| <b>Word Mark</b>                                     | AARP  |
| <b>Goods and Services</b>                            | IC 025. US 022 039. G & S: Clothing, namely, shirts, sweaters, sweatshirts, jackets, headwear, and pullovers. FIRST USE: 20070100. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered on 09/00/1984. FIRST USE IN COMMERCE: 20070100 |
| <b>Mark Drawing Code</b>                             | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  |
| <b>Design Search Code</b>                            | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation   |
| <b>Trademark Search Facility Classification Code</b> | LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark<br>SHAPES-BAR-BANDS Designs with bar, bands or lines<br>SHAPES-COLORS-1 Design listing or lined for a single color   |
| <b>Serial Number</b>                                 | 77056886  |
| <b>Filing Date</b>                                   | December 5, 2006  |
| <b>Current Basis</b>                                 | 1A  |
| <b>Original Filing Basis</b>                         | 1B  |
| <b>Published for Opposition</b>                      | April 17, 2007  |
| <b>Registration Number</b>                           | 3493210   |
| <b>Registration</b>                                  | August 26, 2008   |

**Date**  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Word Mark** AARP

**Goods and Services** IC 035. US 100 101 102. G & S: Association services, namely, promoting the interests of mature individuals; promoting public awareness and advocacy in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; credit card and reward card services, namely, promoting the sale of goods and services of others through incentive award programs, and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a membership card; cooperative marketing and advertising services; referral services for adoptions, camps, care giving, childcare, education, medical services, health, eldercare, employment, assisted care facilities, legal assistance, finance, business, insurance, real estate, travel and elder assistance; online ordering and online retail store services in the fields of books, educational material, and health and medical products; providing consumer information in the fields of insurance, health care, discount and savings plans, eldercare, medical products, pharmaceutical products and services and health plans; income tax preparation services; and arranging, conducting and organizing trade shows, conventions and expositions in the field of mature persons and persons preparing for retirement, and goods and services intended therefor. FIRST USE: 20070100. FIRST USE IN COMMERCE: 20070100

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)  
27.03.01 - Geometric figures forming letters, numerals or punctuation

**Trademark Search Facility** ART-24.09 Flags, banners  
LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark

**Classification Code** SHAPES-BAR-BANDS Designs with bar, bands or lines  
 SHAPES-COLORS-1 Design listing or lined for a single color  
 SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons

**Serial Number** 77056883  
**Filing Date** December 5, 2006  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** May 1, 2007  
**Registration Number** 3603025  
**Registration Date** April 7, 2009  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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|  |  |
|--|--|
| <b>Word Mark</b>                                     | AARP   |
| <b>Goods and Services</b>                            | IC 036. US 100 101 102. G & S: Charitable fundraising services; financial and investment services, namely, providing information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, business, finance, and predatory lending; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; administering automobile, life, group health and homeowner's insurance programs; providing rebates and discounts at participating establishments of others through the use of membership cards and membership programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; credit card services; issue of traveler's cheques; administration of prepaid pharmacy plans; and providing online electronic databases in the fields of finance, banking, insurance, asset management and investment; and consultation services in connection with the foregoing. FIRST USE: 20070100. FIRST USE IN COMMERCE: 20070100 |
| <b>Mark Drawing Code</b>                             | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS   |
| <b>Design Search Code</b>                            | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation  |
| <b>Trademark Search Facility Classification Code</b> | LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark<br>SHAPES-BAR-BANDS Designs with bar, bands or lines<br>SHAPES-COLORS-1 Design listing or lined for a single color<br>SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons  |

**Serial Number** 77056880  
**Filing Date** December 5, 2006  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** May 1, 2007  
**Registration Number** 3493208  
**Registration Date** August 26, 2008  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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|  |   |
|--|---|
| <b>Word Mark</b>                                     | AARP  |
| <b>Goods and Services</b>                            | IC 039. US 100 105. G & S: Travel services, namely, arranging travel tours programs through travel agencies; travel clubs; airline, car rental, cruise and tour package reservation services for others via computer networks and call centers; providing airline, car rental, cruise, tour package, and general travel information via a global computer network; providing an online database in the field of travel, namely, organization of excursions, sightseeing tours, airline reservations, cruise reservations and car rentals; organization of travel; and providing links to web sites of others featuring travel. FIRST USE: 20070100. FIRST USE IN COMMERCE: 20070100 |
| <b>Mark Drawing Code</b>                             | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  |
| <b>Design Search Code</b>                            | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation   |
| <b>Trademark Search Facility Classification Code</b> | LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark<br>SHAPES-COLORS-1 Design listing or lined for a single color<br>SHAPES-MISC Miscellaneous shaped designs  |
| <b>Serial Number</b>                                 | 77056879  |
| <b>Filing Date</b>                                   | December 5, 2006  |
| <b>Current Basis</b>                                 | 1A  |
| <b>Original Filing Basis</b>                         | 1B  |
| <b>Published for Opposition</b>                      | November 6, 2007  |

**Registration Number** 3477271  
**Registration Date** July 29, 2008  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "ARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Word Mark**  
**Goods and Services**

AARP

IC 041. US 100 101 107. G & S: Providing online magazines and newsletters promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; education and training services, namely, arranging and conducting classes, online classes, seminars, conferences and workshops in the fields caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living, exercise, fitness, athletics and sports; distribution of course materials in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; entertainment services, namely, conducting contests in magazines for recognition in the fields of public service, significant achievements, milestones and charitable contributions in the fields of retirement, mature or retired lifestyles, finance, health, aging, family relationships, consumer issues, economic security, work, independent living, and elder issues; arranging and conducting exercise, fitness, athletic and sports competitions, contests, races and events; consultation services provided in connection therewith. and providing radio programs promoting the interests of mature individuals and in the fields of caregiving, childcare, education, medical services, eldercare, employment, assisted care facilities, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, family relationships, volunteer activities, consumer issues, economic security, work, independent living,

exercise, fitness, athletics and sports; arranging and presentation of musical performances. FIRST USE: 20070100. FIRST USE IN COMMERCE: 20070100

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)  
27.03.01 - Geometric figures forming letters, numerals or punctuation

**Trademark Search Facility Classification Code** LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark  
SHAPES-COLORS-1 Design listing or lined for a single color  
SHAPES-MISC Miscellaneous shaped designs

**Serial Number** 77056878

**Filing Date** December 5, 2006

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** August 21, 2007

**Registration Number** 3481274

**Registration Date** August 5, 2008

**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049

**Attorney of Record** Adam D. Resnick

**Prior Registrations** 0741334;2461155;2623034;AND OTHERS

**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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|   |  |
|---|--|
| <b>Word Mark</b>                                | AARP   |
| <b>Goods and Services</b>                       | <p>IC 042. US 100 101. G &amp; S: Providing temporary use of non-downloadable software used to access, sort, display and manage databases in the fields of senior citizenship, retirement, mature and retired lifestyles, health, medicine, family relationships and topics related to aging; providing online search engines; providing information in the nature of online databases in the fields of senior citizenship, retirement, mature and retired lifestyles, family relationships and topics related to aging; telephone hotline services in the fields of elderly lifestyles and retirement, namely, providing elderly lifestyles and retirement information at the specific request of end-users by means of telephone; and data retrieval services performed over computer networks. FIRST USE: 20070100. FIRST USE IN COMMERCE: 20070100</p> <p>IC 045. US 100 101. G &amp; S: Legal services; providing information and consulting in the fields of law; telephone hotlines in the fields of law and elder law; counseling services, namely, providing personal support services for families of patients with life threatening disorders, namely, companionship, help with medical forms, counseling and emotional support; counseling services, namely, organizing and conducting support groups in the fields of care giving, childcare, grandparenting, parenting, retirement, eldercare, assisted care facilities, mature lifestyles, and elder assistance. FIRST USE: 20070100. FIRST USE IN COMMERCE: 20070100</p> |
| <b>Mark Drawing Code</b>                        | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS   |
| <b>Design Search Code</b>                       | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation  |
| <b>Trademark Search Facility Classification</b> | LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark SHAPES-COLORS-1 Design listing or lined for a single color  |

**Code****Serial Number** 77056877**Filing Date** December 5, 2006**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** November 13, 2007**Registration Number** 3477270**Registration Date** July 29, 2008**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049**Attorney of Record** Adam D. Resnick**Prior Registrations** 0741334;2461155;2623034;AND OTHERS**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of AARP shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A" .**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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|--|---|
| <b>Word Mark</b>                                     | AARP  |
| <b>Goods and Services</b>                            | IC 043. US 100 101. G & S: Making hotel reservations for others via computer networks and call centers; and providing online reviews of and information about restaurants and hotels. FIRST USE: 20070100. USED IN ANOTHER FORM The mark was first used anywhere in a different form other than that sought to be registered on 09/00/1984. FIRST USE IN COMMERCE: 20070100 |
| <b>Mark Drawing Code</b>                             | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  |
| <b>Design Search Code</b>                            | 26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)<br>27.03.01 - Geometric figures forming letters, numerals or punctuation   |
| <b>Trademark Search Facility Classification Code</b> | LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark<br>SHAPES-BAR-BANDS Designs with bar, bands or lines<br>SHAPES-COLORS-1 Design listing or lined for a single color   |
| <b>Serial Number</b>                                 | 77056876  |
| <b>Filing Date</b>                                   | December 5, 2006  |
| <b>Current Basis</b>                                 | 1A  |
| <b>Original Filing Basis</b>                         | 1B  |
| <b>Published for Opposition</b>                      | April 17, 2007  |
| <b>Registration Number</b>                           | 3493207   |
| <b>Registration</b>                                  | August 26, 2008   |

**Date**  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;2623034;AND OTHERS  
**Description of Mark** The color(s) red is/are claimed as a feature of the mark. The mark consists of "AARP" shown all in red, with a stylized banner-like design projecting from the horizontal element of the first "A".  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# AARP INTERNATIONAL

**Word Mark** AARP INTERNATIONAL  
**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed materials, namely, journals and newsletters in the fields of mature individuals, mature populations, worldwide aging issues and policy, non-profit and advocacy associations, medical services, eldercare, employment, legal assistance, business, insurance, real estate, travel, elder assistance, retirement, mature or retired lifestyles, finance, health, aging, consumer issues, economic security, and fitness. FIRST USE: 20070700. FIRST USE IN COMMERCE: 20070700  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Trademark Search Facility Classification Code** LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark  
**Serial Number** 77550616  
**Filing Date** August 19, 2008  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** December 2, 2008

**Registration Number** 3576139  
**Registration Date** February 17, 2009  
**Owner** (REGISTRANT) AARP non-profit corporation D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 2461155;2623034;3135601;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INTERNATIONAL" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# AARP INTERNATIONAL

**Word Mark**  
**Goods and Services**

AARP INTERNATIONAL

IC 035. US 100 101 102. G & S: Public policy research services; public advocacy to promote awareness of solutions and policies to address issues in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security; promoting public awareness of the need for solutions and policies to address issues in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security; and providing public advocacy information in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security. FIRST USE: 20070700. FIRST USE IN COMMERCE: 20070700

IC 041. US 100 101 107. G & S: Providing online journals and newsletters promoting the interests of mature individuals and in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, economic security and fitness; and educational services, namely, arranging and conducting seminars and conferences in the fields of health, medical services, eldercare, insurance, real estate, livable communities, older workers, employment, retirement income, retirement, mature or retired lifestyles, finance, aging, consumer issues, and economic security, and the distribution of course materials in connection therewith. FIRST USE: 20070700. FIRST USE IN COMMERCE: 20070700

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Trademark Search Facility Classification Code** LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark  
**Serial Number** 77549930  
**Filing Date** August 18, 2008  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** December 2, 2008  
**Registration Number** 3576137  
**Registration Date** February 17, 2009  
**Owner** (REGISTRANT) AARP non-profit corporation D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 3229121;3236039;3481274;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INTERNATIONAL" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# AARP FINANCIAL

**Word Mark** AARP FINANCIAL

**Goods and Services** IC 036. US 100 101 102. G & S: Financial and investment services, namely, providing information, advice and consultation in the fields of loans, real estate, mortgages, banking, insurance, money management, investment, finance, and predatory lending; telephone hot line counseling and telephone information services in the fields of loans, real estate, mortgages, banking, insurance, money management, investments, finance, and predatory lending; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; administering automobile, life, group health and homeowner's insurance programs; providing information and administration services in the field of group health insurance, annuities and retirement plans; credit card services; issue of traveler's cheques; and providing online electronic databases in the fields of finance, banking, insurance, asset management and investment; and consultation services in connection with the foregoing. FIRST USE: 20060400. FIRST USE IN COMMERCE: 20060400

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Trademark Search Facility Classification Code** LETTER-3-OR-MORE AARP Combination of three or more letters as part of the mark

**Serial Number** 78963801

**Filing Date** August 30, 2006

**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** December 25, 2007  
**Registration Number** 3395013  
**Registration Date** March 11, 2008  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 1335496;2461155;2957554;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FINANCIAL" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# AARP FUNDS

**Word Mark** AARP FUNDS

**Goods and Services** IC 036. US 100 101 102. G & S: Financial and investment services, namely, providing information, advice and consultation in the fields of money management, investment, mutual funds and finance; telephone hot line counseling and telephone information services in the fields of money management, investment, mutual funds and finance; money management and investment advisory services; financial management, investment management and asset management services; investment and administration of funds and investment assets for others; mutual fund investment services; and providing online electronic databases in the fields of money management, investment, mutual funds and finance; and consultation services in connection with the foregoing. FIRST USE: 20060400. FIRST USE IN COMMERCE: 20060400

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78964761

**Filing Date** August 31, 2006

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** April 17, 2007

**Registration Number** 3258740

**Registration Date** July 3, 2007  
**Owner** (REGISTRANT) AARP NON-PROFIT CORPORATION D.C. 601 E STREET, N.W. WASHINGTON D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 1335496;2461155;2957554;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FUNDS" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Typed Drawing

**Word Mark** AARP REWARDS  
**Goods and Services** IC 035. US 100 101 102. G & S: promoting the sale of goods and services of others through incentive award programs; promoting the sale of goods and services of others by awarding points for credit card use; and administration of a discount program for enabling participants to obtain discounts on goods and services through use of a credit card. FIRST USE: 20040700. FIRST USE IN COMMERCE: 20040700  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 76491549  
**Filing Date** February 20, 2003  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** May 4, 2004  
**Registration Number** 2957554  
**Registration Date** May 31, 2005  
**Owner** (REGISTRANT) AARP NOT-FOR-PROFIT CORPORATION D.C. 601 E Street, N.W. Washington D.C. 20049  
**Attorney of Record** Adam D. Resnick  
**Prior Registrations** 0741334;2461155;AND OTHERS  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 8 (6-YR).

Live/Dead  
Indicator      LIVE

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