

ESTTA Tracking number: **ESTTA564463**

Filing date: **10/11/2013**

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

**Notice of Opposition**

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

**Opposer Information**

Name	Id Software LLC
Granted to Date of previous extension	10/13/2013
Address	1500 N Greenville Ave, Suite 700 Richardson, TX 75081 UNITED STATES

Attorney information	D. Wade Cloud, Jr. Hiersche, Hayward, Drakeley & Urbach PC 15303 Dallas Parkway, Suite 700 Addison, TX 75001 UNITED STATES wcloud@hhdulaw.com Phone:(972) 701-7013
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**Applicant Information**

Application No	85757324	Publication date	04/16/2013
Opposition Filing Date	10/11/2013	Opposition Period Ends	10/13/2013
Applicant	The CBORD Group, Inc. 61 Brown Road Ithaca, NY 14850 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 009. Opposed goods and services in the class: Smartphone mobile computer application for use in processing financial transactions, for purchasing goods and services,
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

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

U.S. Registration No.	2165125	Application Date	08/26/1996
Registration Date	06/16/1998	Foreign Priority Date	NONE
Word Mark	ID		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1996/07/22 First Use In Commerce: 1996/07/22 computer games, computer game programs, and electronic games

U.S. Registration No.	3808987	Application Date	10/02/2008
Registration Date	06/29/2010	Foreign Priority Date	NONE

Word Mark	ID TECH
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2007/07/31 First Use In Commerce: 2007/07/31 Computer software for use in conjunction with computer game software and computer game programs, namely, software game engine used to design and develop computer games

U.S. Application/Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	ID SOFTWARE		
Goods/Services	computer games, computer game programs, and electronic games, Computer software for use in conjunction with computer game software and computer game programs, namely, software game engine used to design and develop computer games		

U.S. Application/Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	ID LOGO		
Goods/Services	computer games, computer game programs, and electronic games, Computer software for use in conjunction with computer game software and computer game programs, namely, software game engine used to design and develop computer games		

Attachments	Notice of Opposition CBORD MOBILE ID Final and Filed Signed October 11, 2013.pdf(356680 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	/DWC/
Name	D. Wade Cloud, Jr.
Date	10/11/2013







Respectfully submitted,

**HIERSCHE, HAYWARD, DRAKELEY  
& URBACH, P.C.**

By:   
D. Wade Cloud, Jr.  
State Bar No. 04407500

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Addison, Texas 75001  
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**ATTORNEYS FOR OPPOSER  
ID SOFTWARE LLC**

**CERTIFICATE OF SERVICE**

I, D. Wade Cloud, Jr., hereby certify that a true copy of the foregoing **NOTICE OF OPPOSITION** was served on counsel for Applicant this **11th day of October 2013** by sending same *via* First Class mail, postage prepaid to:

Michael S. Denniston, Esq.  
Bradeley Arant Boulton Cummings LLP  
1 Federal Place  
1819 5th Avenue North  
Birmingham, Alabama 35203-2119

By:   
D. Wade Cloud, Jr.