

ESTTA Tracking number: **ESTTA571686**

Filing date: **11/19/2013**

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	Affordable Care, Inc.
Granted to Date of previous extension	11/20/2013
Address	4990 Hwy. 70 West Kinston, NC 28504 UNITED STATES

Attorney information	Andrew J. Avsec Brinks Hofer Gilson & Lione P.O. Box 10395 Chicago, IL 60610 UNITED STATES officeactions@brinksgilson.com, mmikol@brinksgilson.com, sslavick@brinksgilson.com, aavsec@brinksgilson.com
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Applicant Information

Application No	85778043	Publication date	07/23/2013
Opposition Filing Date	11/19/2013	Opposition Period Ends	11/20/2013
Applicant	Steven L. Paige D.D.S. P.C. 3221 84th Ave. SE Mercer Island, WA 98040 WA		

Goods/Services Affected by Opposition

Class 044. First Use: 1997/05/00 First Use In Commerce: 1997/05/00 All goods and services in the class are opposed, namely: Dentist services

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2546707	Application Date	11/20/2000
Registration Date	03/12/2002	Foreign Priority Date	NONE
Word Mark	AFFORDABLE DENTURES		

Design Mark	AFFORDABLE DENTURES
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1977/00/00 First Use In Commerce: 1977/00/00 dental services

U.S. Registration No.	2665616	Application Date	05/11/2001
Registration Date	12/24/2002	Foreign Priority Date	NONE
Word Mark	AFFORDABLE DENTURES A GOOD REASON TO SMILE		
Design Mark	AFFORDABLE DENTURES A GOOD REASON TO SMILE		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1994/12/31 First Use In Commerce: 1994/12/31 dental services		

Attachments	76168599#TMSN.gif(bytes) 76255939#TMSN.gif(bytes) Affordable Dental Care - Notice of Opposition 11.19.pdf(71152 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	/Andrew J. Avsec/
Name	Andrew J. Avsec
Date	11/19/2013