

ESTTA Tracking number: **ESTTA591592**

Filing date: **03/10/2014**

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	Citigroup Inc.
Granted to Date of previous extension	03/09/2014
Address	399 Park Avenue New York, NY 10043 UNITED STATES

Attorney information	John P. Margiotta, Esq. Fross Zelnick Lehrman & Zissu, P.C. 866 United Nations Plaza New York, NY 10017 UNITED STATES jm@fzlj.com, alepsic@fzlj.com Phone:212-813-5900
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### Applicant Information

Application No	85767671	Publication date	09/10/2013
Opposition Filing Date	03/10/2014	Opposition Period Ends	03/09/2014
Applicant	JB Carter Enterprises, LLC 1667 Helm Drive Las Vegas, NV 89119 NV		

### Goods/Services Affected by Opposition

Class 036. First Use: 2007/12/00 First Use In Commerce: 2007/12/00  
All goods and services in the class are opposed, namely: ATM banking services; Cash advance services for businesses and merchants; Checkcashing; Merchant banking services

### Grounds for Opposition

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

U.S. Registration No.	1206796	Application Date	03/06/1980
Registration Date	08/31/1982	Foreign Priority Date	NONE
Word Mark	CHOICE		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 036. First use: First Use: 1978/08/04 First Use In Commerce: 1978/08/04 Credit Card Services

Attachments	NOTICE OF OPPOSITION - MULTI-CHOICE CASH (F1409507x96B9E).pdf(1209159 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	/John P. Margiotta/
Name	John P. Margiotta, Esq.
Date	03/10/2014

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

*In the Matter of:* MULTI-CHOICE CASH  
Application Serial No. 85/767,671  
Published in the *Official Gazette* on September 10, 2013

CITIGROUP INC.,	X	
	:	
Opposer,	:	
	:	
- against -	:	Opposition No. _____
	:	
JB CARTER ENTERPRISES, LLC,	:	
	:	
Applicant.	:	
	X	

**NOTICE OF OPPOSITION**

Citigroup Inc. (“Opposer”), a Delaware corporation with a place of business at 399 Park Avenue, New York, NY 10043, believes that it would be damaged by registration of the mark MULTI-CHOICE CASH (“Applicant’s Mark”) in International Class 36 as shown in Application Serial No. 85/767,671 filed on October 31, 2012, and published in the *Official Gazette* on September 10, 2013, and hereby opposes the same.

As grounds for the opposition, Opposer alleges as follows:

1. Opposer is the owner of the mark CHOICE for use in connection with credit card and related financial services. Opposer or a predecessor company has used the CHOICE mark continuously in commerce since at least as early as 1978.
2. Opposer owns U.S. Registration No. 1,206,796 for the mark CHOICE, registered August 31, 1982, in connection with “credit card services” in International Class 36. This registration is valid, subsisting and in full force and effect, and constitutes evidence of the

validity of the CHOICE mark and of Opposer's exclusive right to use the mark in connection with the services identified in the registration. U.S. Registration No. 1,206,796 has become incontestable under Section 15 of the Trademark Act. A true and correct copy of a printout from the United States Patent and Trademark Office's online database reflecting this registration is attached as Exhibit A.

3. Upon information and belief, JB Carter Enterprises, LLC ("Applicant") is a Nevada limited liability company with a business address of 1667 Helm Drive, Las Vegas, Nevada 89119.

4. Upon information and belief, on or about October 31, 2012, Applicant filed Application Serial No. 85/767,671 to register Applicant's Mark for use in connection with "ATM banking services; Cash advance services for businesses and merchants; Check cashing; Merchant banking services" in International Class 36.

5. Applicant's Mark is similar in sound, appearance, and commercial impression to Opposer's registered, long-used and well-known CHOICE mark. The goods and services covered in Class 36 of Applicant's application are closely related to products and services offered by Opposer under its CHOICE mark such that consumer confusion is likely to result.

6. The registration of Applicant's Mark is inconsistent with Opposer's prior rights in the CHOICE mark and is inconsistent with Opposer's statutory grant of exclusivity of use of the registered CHOICE mark, and would destroy Opposer's investment and goodwill in its CHOICE mark.

7. Applicant's Mark is so similar to Opposer's CHOICE mark as to be likely to cause confusion, or to cause mistake, or to deceive the purchasing public by creating the erroneous impression that Applicant's goods and services are authorized, licensed or sponsored

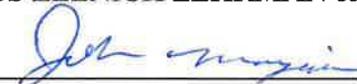
by Opposer, or in some other way connected with Opposer, all to Opposer's great injury and harm. As such, any use or registration of Applicant's Mark by Applicant would violate Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

WHEREFORE, Opposer requests that its Notice of Opposition be granted and that registration of Application Serial No. 85/767,671 be denied.

Dated: New York, New York  
March 10, 2014

Respectfully submitted,

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: 

John P. Margiotta

Anna P. Leipsic

866 United Nations Plaza

New York, New York 10017

Tel: (212) 813-5900

Email: [jmargiotta@frosszelnick.com](mailto:jmargiotta@frosszelnick.com)

[aleipsic@frosszelnick.com](mailto:aleipsic@frosszelnick.com)

*Attorneys for Opposer Citigroup Inc.*

# **EXHIBIT A**

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Mark: CHOICE

No Image exists for this case.

**US Serial Number:** 73252763      **Application Filing Date:** Mar. 06, 1980  
**US Registration Number:** 1206796      **Registration Date:** Aug. 31, 1982  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** The registration has been renewed.  
**Status Date:** Aug. 28, 2012  
**Publication Date:** Mar. 30, 1982

**▼ Mark Information**

[▲ Collapse All](#)

**Mark Literal Elements:** CHOICE  
**Standard Character Claim:** No  
**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**▼ Goods and Services**

**Note:**  
 The following symbols indicate that the registrant/owner has amended the goods/services:
 

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:** Credit Card Services

**International Class(es):** 036 - Primary Class      **U.S Class(es):** 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 04, 1978      **Use in Commerce:** Aug. 04, 1978

**▼ Basis Information (Case Level)**

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

**▼ Current Owner(s) Information**

**Owner Name:** CITIGROUP INC.  
**Owner Address:** 399 PARK AVENUE  
 NEW YORK, NEW YORK 10043  
 UNITED STATES  
**Legal Entity Type:** CORPORATION      **State or Country Where Organized:** DELAWARE

**▼ Attorney/Correspondence Information**

**Attorney of Record - None**

**Correspondent**

**Correspondent:** YESENIA SANCHEZ

**Name/Address:** CITIGROUP INC.  
 ONE COURT SQUARE  
 45TH FLOOR  
 LONG ISLAND CITY, NEW YORK 11120  
 UNITED STATES

**Phone:** (718) 248-4046

**Fax:** (718) 248-2716

**Correspondent e-mail:** [sanchezy@citi.com](mailto:sanchezy@citi.com) [kennedy@citi.com](mailto:kennedy@citi.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

**▼ Prosecution History**

Date	Description	Proceeding Number
Aug. 28, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 28, 2012	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75184
Aug. 28, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Aug. 27, 2012	TEAS SECTION 8 & 9 RECEIVED	
Aug. 27, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 08, 2010	CASE FILE IN TICRS	
Mar. 09, 2009	CASE FILE IN TICRS	
Jul. 10, 2002	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 10, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 02, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 15, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 12, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 31, 1982	REGISTERED-PRINCIPAL REGISTER	
Mar. 30, 1982	PUBLISHED FOR OPPOSITION	

**▼ Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted  
**Affidavit of Incontestability:** Section 15 - Accepted  
**Renewal Date:** Aug. 31, 2012

**▼ TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** Not Found

**Date in Location:** Aug. 28, 2012

**▲ Assignment Abstract Of Title Information - Error retrieving assignments**

**▼ Proceedings**

**Summary**

▼ Party type

▼ Proceeding type

**Number of Proceedings:** 25

**▼ Type of Proceeding: Extension of Time**

▲ Collapse All

**Proceeding Number:** [74495289](#)

**Filing Date:**

**Status:**

**Status Date:**

**Interlocutory Attorney:**

**Potential Opposer(s)**

**Name:** Citicorp

**Correspondent Address:** 425 Park Avenue  
 2nd Floor  
 New York NY , 10043  
 UNITED STATES

**Name:** CITICORP

**Correspondent Address:** Steven M. Weinberg  
 Weinberg Cummerford Legal Group  
 2390 East Camelback Road, Suite 250  
 Phoenix AZ , 85016  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History - Not Found**

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91122997](#) **Filing Date:**  
**Status:** Terminated **Status Date:** Jan 11, 2004  
**Interlocutory Attorney:** CINDY B GREENBAUM

**Defendant**

**Name:** KATHRYN REINERTH  
**Correspondent Address:** KATHRYN REINERTH  
 622 E. DUCK CREEK CIRCLE  
 SALT LAKE CITY UT , 84107  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
STARSCOICE	Abandoned - After Inter-Partes Decision	<a href="#">75901905</a>	

**Plaintiff(s)**

**Name:** CITICORP  
**Correspondent Address:** EILEEN E. KENNEDY  
 CITIGROUP, INC.  
 425 PARK AVENUE, 2ND FLOOR  
 NEW YORK NY , 10043  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	PENDING, INSTITUTED	Apr 23, 2001	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 17, 2002	Feb 26, 2002
3	PENDING, INSTITUTED	Jan 17, 2002	
4	NOTICE OF DEFAULT	Aug 02, 2002	
5	NOTICE OF DEFAULT	Aug 02, 2002	
6	BOARD'S DECISION: SUSTAINED	Jan 11, 2004	
7	TERMINATED	Jan 11, 2004	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91215209](#) **Filing Date:** Mar 03, 2014  
**Status:** Pending **Status Date:** Mar 03, 2014

**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** Global Blue Currency Choice Service Europe AB  
**Correspondent Address:** Stacey R. Halpern  
 Knobbe, Martens, Olson & Bear, LLP  
 2040 Main Street, Fourteenth Floor  
 Irvine CA , 92614

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
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GLOBAL BLUE CURRENCY CHOICE

Opposition Pending

[79112425](#)

**Plaintiff(s)**

**Name:** Citigroup Inc.  
**Correspondent Address:** John P. Margiotta, Esq.  
 Fross Zelnick Lehrman & Zissu, P.C.  
 866 United Nations Plaza  
 New York NY , 10017  
 UNITED STATES  
**Correspondent e-mail:** [jm@fzlj.com](mailto:jm@fzlj.com) , [aleipsic@fzlj.com](mailto:aleipsic@fzlj.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 03, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 03, 2014	Apr 12, 2014
3	PENDING, INSTITUTED	Mar 03, 2014	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91214290](#) **Filing Date:** Jan 02, 2014  
**Status:** Pending **Status Date:** Jan 02, 2014

**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** Eastman Credit Union  
**Correspondent Address:** WADE R ORR  
 LUEDEKA NEELY GROUP PC  
 PO BOX 1871  
 KNOXVILLE TN , 37901  
 UNITED STATES  
**Correspondent e-mail:** [worr@luedeka.com](mailto:worr@luedeka.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ECU CHOICE	Opposition Pending	<a href="#">85835810</a>	

**Plaintiff(s)**

**Name:** Citigroup Inc.  
**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN & ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES  
**Correspondent e-mail:** [lmargiotta@fzlj.com](mailto:lmargiotta@fzlj.com) , [aleipsic@fzlj.com](mailto:aleipsic@fzlj.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 02, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 02, 2014	Feb 11, 2014
3	PENDING, INSTITUTED	Jan 02, 2014	
4	AMENDED CERTIFICATE OF SERVICE	Jan 02, 2014	
5	STIP TO SUSP PEND SETT L NEGOTIATIONS	Feb 01, 2014	
6	SUSPENDED	Feb 01, 2014	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91213402](#) **Filing Date:** Nov 08, 2013  
**Status:** Pending **Status Date:** Nov 08, 2013

**Interlocutory Attorney:** ANDREW P BAXLEY

**Defendant**

**Name:** Community Choice Financial Inc.

**Correspondent Address:** SUSAN D RECTOR  
ICE MILLER LLP  
250 WEST ST  
COLUMBUS OH , 43215-7513  
UNITED STATES

**Correspondent e-mail:** [Susan.Rector@icemiller.com](mailto:Susan.Rector@icemiller.com) , [ipdocketcolumbus@icemiller.com](mailto:ipdocketcolumbus@icemiller.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
COMMUNITY CHOICE FINANCIAL	Opposition Pending	<a href="#">85732052</a>	
COMMUNITY CHOICE FINANCIAL	Opposition Pending	<a href="#">85732054</a>	

**Plaintiff(s)**

**Name:** Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

**Correspondent e-mail:** [jm@fritz.com](mailto:jm@fritz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 08, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 08, 2013	Dec 18, 2013
3	PENDING, INSTITUTED	Nov 08, 2013	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Nov 19, 2013	
5	SUSPENDED	Nov 19, 2013	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 10, 2014	
7	SUSPENDED	Feb 10, 2014	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91213409](#)

**Filing Date:** Nov 08, 2013

**Status:** Terminated

**Status Date:** Jan 09, 2014

**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** Community Choice Financial Inc.

**Correspondent Address:** SUSAN D RECTOR  
ICE MILLER LLP  
250 WEST ST  
COLUMBUS OH , 43215-7513  
UNITED STATES

**Correspondent e-mail:** [Susan.Rector@icemiller.com](mailto:Susan.Rector@icemiller.com) , [ipdocketcolumbus@icemiller.com](mailto:ipdocketcolumbus@icemiller.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
COMMUNITY CHOICE FINANCIAL	Opposition Pending	<a href="#">85732052</a>	
COMMUNITY CHOICE FINANCIAL	Opposition Pending	<a href="#">85732054</a>	

**Plaintiff(s)**

**Name:** Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 08, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 08, 2013	Dec 18, 2013
3	PENDING, INSTITUTED	Nov 08, 2013	
4	STIP TO SUSP PEND SETT L NEGOTIATIONS	Nov 19, 2013	
5	SUSPENDED	Nov 20, 2013	
6	D COMMUNICATION	Nov 19, 2013	
7	BD DECISION: DISMISSED	Jan 09, 2014	
8	TERMINATED	Jan 09, 2014	

**▼ Type of Proceeding: Opposition**

Proceeding Number: [91201273](#)

Filing Date: Oct 01, 2013

Status: Pending

Status Date: Aug 22, 2011

Interlocutory Attorney: GEORGE POLOGEORGIS

**Defendant**

Name: Dynamics Inc.

Correspondent Address: DANIEL M GANTT  
DYNAMICS INC  
493 NIXON ROAD  
CHESWICK PA , 15024  
UNITED STATES

Correspondent e-mail: [Dan.Gantt@DynamicsInc.com](mailto:Dan.Gantt@DynamicsInc.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHIP AND CHOICE	Opposition Pending	<a href="#">85146203</a>	

**Plaintiff(s)**

Name: Citigroup Inc.

Correspondent Address: JOHN P MARGIOTTA  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com) , [jmargiotta@frosszelnick.com](mailto:jmargiotta@frosszelnick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 22, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 22, 2011	Oct 01, 2011
3	PENDING, INSTITUTED	Aug 22, 2011	
4	CHANGE OF CORRESPONDENCE ADDRESS	Sep 29, 2011	
5	ANSWER	Sep 30, 2011	
6	P MOT FOR EXT W/ CONSENT	Feb 28, 2012	
7	EXTENSION OF TIME GRANTED	Feb 28, 2012	
8	P MOT FOR EXT W/ CONSENT	Jun 06, 2012	
9	EXTENSION OF TIME GRANTED	Jun 06, 2012	
10	P MOT TO SUSP W/ CONSENT PEND SETT L NEGOTIATIONS	Oct 18, 2012	
11	SUSPENDED	Oct 18, 2012	
12	TRIAL DATES SET	Mar 18, 2013	

13	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Apr 04, 2013
14	SUSPENDED	Apr 04, 2013
15	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Oct 01, 2013
16	SUSPENDED	Oct 03, 2013

▼ Type of Proceeding: Opposition

**Proceeding Number:** [91210852](#) **Filing Date:** May 29, 2013  
**Status:** Terminated **Status Date:** Dec 05, 2013

**Interlocutory Attorney:** JENNIFER KRISP

**Defendant**

**Name:** Star Choice Credit Union

**Correspondent Address:** JULIE FINCH  
 LAW OFFICE OF JULIE L FINCH PLLC  
 2190 SARGENT AVE  
 ST PAUL MN , 55105-1129  
 UNITED STATES

**Correspondent e-mail:** [jfinch@finch-law.com](mailto:jfinch@finch-law.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
STAR CHOICE CREDIT UNION	Registered	<a href="#">85699142</a>	<a href="#">4464661</a>

**Plaintiff(s)**

**Name:** Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN & ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

**Correspondent e-mail:** [jm@fziz.com](mailto:jm@fziz.com) , [lkittay@fziz.com](mailto:lkittay@fziz.com) , [jmargiotta@fziz.com](mailto:jmargiotta@fziz.com) , [mortiz@fziz.com](mailto:mortiz@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 29, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 29, 2013	Jul 08, 2013
3	PENDING, INSTITUTED	May 29, 2013	
4	ANSWER	Jul 02, 2013	
5	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Aug 26, 2013	
6	SUSPENDED	Sep 02, 2013	
7	MOT TO AMEND APPLICATION	Oct 28, 2013	
8	RESPONSE DUE 30 DAYS (DUE DATE)	Nov 14, 2013	Dec 14, 2013
9	W/DRAW OF OPPOSITION	Dec 02, 2013	
10	BD DECISION: DISMISSED W/O PREJ	Dec 05, 2013	
11	TERMINATED	Dec 05, 2013	

▼ Type of Proceeding: Opposition

**Proceeding Number:** [91210422](#) **Filing Date:** Apr 29, 2013  
**Status:** Pending **Status Date:** Apr 29, 2013

**Interlocutory Attorney:** ANDREW P BAXLEY

**Defendant**

**Name:** First Choice Bank

**Correspondent Address:** MICHAEL DELUNE  
 ALDRICH BONNEFIN & MOORE, PLC  
 18500 VON KARMAN AVE STE 300  
 IRVINE CA , 92612-0524  
 UNITED STATES

Correspondent e-mail: [mdelune@abmlawfirm.com](mailto:mdelune@abmlawfirm.com)

Associated marks

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
FIRST CHOICE BANK	Published For Opposition	<a href="#">85635793</a>	

Plaintiff(s)

Name: Citigroup Inc.

Correspondent Address: John P. Margiotta  
Fross Zelnick Lehrman & Zissu, P.C.  
866 United Nations Plaza  
New York NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com)

Associated marks

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 29, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 29, 2013	Jun 08, 2013
3	PENDING, INSTITUTED	Apr 29, 2013	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	May 20, 2013	
5	SUSPENDED	May 20, 2013	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jul 17, 2013	
7	SUSPENDED	Jul 17, 2013	
8	STIP TO SUSP PEND SETTL NEGOTIATIONS	Oct 30, 2013	
9	SUSPENDED	Oct 30, 2013	
10	STIP TO SUSP PEND SETTL NEGOTIATIONS	Dec 11, 2013	
11	SUSPENDED	Dec 11, 2013	
12	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 26, 2014	
13	SUSPENDED	Feb 26, 2014	

▼ Type of Proceeding: Opposition

Proceeding Number: [91209143](#)

Filing Date: Feb 04, 2013

Status: Pending

Status Date: Feb 04, 2013

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Edward D. Jones & Co. L.P.

Correspondent Address: WILLIAM D. O'NEILL  
SENNIGER POWERS LLP  
100 N BROADWAY FL 17  
SAINT LOUIS MO , 63102-2728  
UNITED STATES

Correspondent e-mail: [WONeill@Senniger.com](mailto:WONeill@Senniger.com)

Associated marks

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
CHOICEINVEST	Opposition Pending	<a href="#">85571005</a>	

Plaintiff(s)

Name: Citigroup Inc.

Correspondent Address: John P. Margiotta, Esq.  
Fross Zelnick Lehrman & Zissu, P.C.  
866 United Nations Plaza  
New York NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com)

Associated marks

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
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CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>
Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 04, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 04, 2013	Mar 16, 2013
3	PENDING, INSTITUTED	Feb 04, 2013	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Mar 08, 2013	
5	SUSPENDED	Mar 08, 2013	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 10, 2013	
7	SUSPENDED	Jun 10, 2013	
8	STIP TO SUSP PEND SETTL NEGOTIATIONS	Aug 19, 2013	
9	SUSPENDED	Aug 19, 2013	
10	STIP TO SUSP PEND SETTL NEGOTIATIONS	Dec 03, 2013	
11	SUSPENDED	Dec 03, 2013	

▼ Type of Proceeding: Opposition

Proceeding Number: [91208043](#)

Filing Date: Jan 16, 2014

Status: Pending

Status Date: Nov 16, 2012

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: TCF Financial Corporation

Correspondent Address: TIMOTHY M KENNY  
 FULBRIGHT & JAWORSKI LLP  
 98 SAN JACINTO BLVD, SUITE 1100  
 AUSTIN TX , 78701-4255  
 UNITED STATES

Correspondent e-mail: [aotrademark@fulbright.com](mailto:aotrademark@fulbright.com) , [tim.kenny@nortonrosefulbright.com](mailto:tim.kenny@nortonrosefulbright.com) , [katie.solberg@nortonrosefulbright.com](mailto:katie.solberg@nortonrosefulbright.com) , [aolpocket@nortonrosefulbright.com](mailto:aolpocket@nortonrosefulbright.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
TCF CHOICE CHECKING	Opposition Pending	<a href="#">85548793</a>	
Plaintiff(s)			
Name: Citigroup Inc.			
Correspondent Address: JOHN P MARGIOTTA FROSS ZELNICK LEHRMAN & ZISSU PC 866 UNITED NATIONS PLAZA NEW YORK NY , 10017 UNITED STATES			
Correspondent e-mail: <a href="mailto:jmargiotta@fziz.com">jmargiotta@fziz.com</a> , <a href="mailto:aleipsic@fziz.com">aleipsic@fziz.com</a>			

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>
Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 16, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 16, 2012	Dec 26, 2012
3	PENDING, INSTITUTED	Nov 16, 2012	
4	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 21, 2012	
5	SUSPENDED	Dec 21, 2012	
6	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 21, 2013	
7	SUSPENDED	Mar 21, 2013	
8	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 21, 2013	
9	SUSPENDED	Jun 21, 2013	
10	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 17, 2013	
11	SUSPENDED	Sep 17, 2013	

12	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 19, 2013
13	SUSPENDED	Dec 04, 2013
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 16, 2014
15	SUSPENDED	Jan 31, 2014

▼ Type of Proceeding: Opposition

**Proceeding Number:** [91207424](#) **Filing Date:** Oct 10, 2012  
**Status:** Terminated **Status Date:** Oct 24, 2013

**Interlocutory Attorney:** JENNIFER KRISP

**Defendant**

**Name:** JPMorgan Chase & Co.  
**Correspondent Address:** STEWART L BELLUS  
 COLLARD & ROE PC  
 1077 NORTHERN BLVD  
 NEW YORK NY , 11576  
 UNITED STATES

**Correspondent e-mail:** [sbellus@collardroe.com](mailto:sbellus@collardroe.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHASE ATM QUICKCHOICE	Registered	<a href="#">85528535</a>	<a href="#">4442160</a>

**Plaintiff(s)**

**Name:** Citigroup Inc.  
**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

**Correspondent e-mail:** [jm@fziz.com](mailto:jm@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 10, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 11, 2012	Nov 20, 2012
3	PENDING, INSTITUTED	Oct 11, 2012	
4	ANSWER	Nov 19, 2012	
5	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 06, 2013	
6	SUSPENDED	Jun 06, 2013	
7	P MOT FOR EXT W/ CONSENT	Sep 05, 2013	
8	EXTENSION OF TIME GRANTED	Sep 05, 2013	
9	MOT TO AMEND APPLICATION	Sep 13, 2013	
10	BD DECISION: DISMISSED W/O PREJ	Oct 24, 2013	
11	TERMINATED	Oct 24, 2013	

▼ Type of Proceeding: Opposition

**Proceeding Number:** [91206721](#) **Filing Date:** Aug 27, 2012  
**Status:** Terminated **Status Date:** Nov 08, 2013

**Interlocutory Attorney:** JENNIFER KRISP

**Defendant**

**Name:** RBS Citizens Financial Group, Inc.  
**Correspondent Address:** ROBERT M OCONNELL JR  
 FISH & RICHARDSON PC  
 PO BOX 1022  
 MINNEAPOLIS MN , 55440-1022  
 UNITED STATES

Correspondent e-mail: [tmdoct@goodwinprocter.com](mailto:tmdoct@goodwinprocter.com) , [Molly.Frankel@rbscitizens.com](mailto:Molly.Frankel@rbscitizens.com) , [tmdoct@fr.com](mailto:tmdoct@fr.com) , [oconnell@fr.com](mailto:oconnell@fr.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICES FROM CHARTER ONE	Notice of Allowance - Issued	<a href="#">85426041</a>	
CHOICES FROM CITIZENS BANK	Notice of Allowance - Issued	<a href="#">85426152</a>	

**Plaintiff(s)**

Name: Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN ZISSU PC  
 866 UNITED NATIONS PLZ  
 NEW YORK NY , 10017  
 UNITED STATES

Correspondent e-mail: [jm@fzlz.com](mailto:jm@fzlz.com) , [aleipsic@fzlz.com](mailto:aleipsic@fzlz.com) , [ysharp@fzlz.com](mailto:ysharp@fzlz.com) , [mortiz@fzlz.com](mailto:mortiz@fzlz.com) , [imarqiotta@fzlz.com](mailto:imarqiotta@fzlz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 27, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 27, 2012	Oct 06, 2012
3	PENDING, INSTITUTED	Aug 27, 2012	
4	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Aug 30, 2012	
5	SUSPENDED	Aug 30, 2012	
6	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Dec 14, 2012	
7	SUSPENDED	Dec 21, 2012	
8	P MOT TO REOPEN DISCOVERY	Jun 14, 2013	
9	SUSPENDED	Jul 17, 2013	
10	MOT TO AMEND APPLICATION	Oct 09, 2013	
11	BD DECISION: DISMISSED W/O PREJ	Nov 08, 2013	
12	TERMINATED	Nov 08, 2013	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91204952](#)

**Filing Date:** Apr 30, 2012

**Status:** Pending

**Status Date:** Apr 30, 2012

**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

Name: Chevron Federal Credit Union

**Correspondent Address:** TAWNIA WOJCIECHOWSKI  
 TRW LAW GROUP  
 19900 MACARTHUR BLVD STE 1150  
 IRVINE CA , 92612-8433  
 UNITED STATES

Correspondent e-mail: [tawnia@trwlawgroup.com](mailto:tawnia@trwlawgroup.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SMARTCHOICE CREDIT UNION	Opposition Pending	<a href="#">85342565</a>	

**Plaintiff(s)**

Name: Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN & ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

Correspondent e-mail: [jm@fzlz.com](mailto:jm@fzlz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 30, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 30, 2012	Jun 09, 2012
3	PENDING, INSTITUTED	Apr 30, 2012	
4	STIPULATION FOR AN EXTENSION OF TIME	Jun 07, 2012	
5	EXTENSION OF TIME GRANTED	Jun 07, 2012	
6	ANSWER	Sep 05, 2012	
7	STIP FOR EXT	Apr 04, 2013	
8	EXTENSION OF TIME GRANTED	Apr 04, 2013	
9	STIP TO SUSP PEND SETT L NEGOTIATIONS	Jun 06, 2013	
10	SUSPENDED	Jun 06, 2013	
11	STIP TO SUSP PEND SETT L NEGOTIATIONS	Nov 26, 2013	
12	SUSPENDED	Nov 27, 2013	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91204755](#)

**Filing Date:** Apr 16, 2012

**Status:** Terminated

**Status Date:** Jun 20, 2012

**Interlocutory Attorney:** ANDREW P BAXLEY

**Defendant**

**Name:** Clear Choice Telecom Inc.

**Correspondent Address:** STEWART J BELLUS  
COLLARD ROE PC  
1077 NORTHERN BOULEVARD  
ROSLYN NY , 11576 1614  
UNITED STATES

**Correspondent e-mail:** [mzahler@mbzlaw.net](mailto:mzahler@mbzlaw.net)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HELLO CHOICE	Registered	<a href="#">85220746</a>	<a href="#">4177805</a>

**Plaintiff(s)**

**Name:** Citigroup Inc.

**Correspondent Address:** ANNA P LEIPSIC  
FROSS ZELNICK LEHRMAN ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

**Correspondent e-mail:** [aleipsic@fztz.com](mailto:aleipsic@fztz.com) , [jmargiotta@fziz.com](mailto:jmargiotta@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 16, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 17, 2012	May 27, 2012
3	PENDING, INSTITUTED	Apr 17, 2012	
4	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Apr 20, 2012	
5	SUSPENDED	Apr 20, 2012	
6	AMENDMENT	May 24, 2012	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Jun 20, 2012	
8	TERMINATED	Jun 20, 2012	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91203580](#)

**Filing Date:** Jan 30, 2012

**Status:** Terminated

**Status Date:** Mar 13, 2012

**Interlocutory Attorney:** MICHAEL B ADLIN

**Defendant**

**Name:** Hartford Fire Insurance Company

**Correspondent Address:** KENNA I DALY  
HARTFORD FIRE INSURANCE COMPANY  
1 HARTFORD PLAZA  
HARTFORD CT , 06155-0001  
UNITED STATES

**Correspondent e-mail:** [trademark.law@thehartford.com](mailto:trademark.law@thehartford.com) , [kenna.daly@thehartford.com](mailto:kenna.daly@thehartford.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE HARTFORD WRAP CHOICE	Abandoned - No Statement Of Use Filed	<a href="#">85147154</a>	

**Plaintiff(s)**

**Name:** Citigroup Inc.

**Correspondent Address:** STEVEN M WEINBERG  
HOLMES WEINBERG PC  
30765 PACIFIC COAST HIGHWAY, SUITE 411  
MALIBU CA , 90265  
UNITED STATES

**Correspondent e-mail:** [hwtrademarks@gmail.com](mailto:hwtrademarks@gmail.com) , [sfinkelstein@holmesweinberg.com](mailto:sfinkelstein@holmesweinberg.com) , [smweinberg@holmesweinberg.com](mailto:smweinberg@holmesweinberg.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 30, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 30, 2012	Mar 10, 2012
3	PENDING, INSTITUTED	Jan 30, 2012	
4	WITHDRAWAL OF OPPOSITION	Mar 12, 2012	
5	BD'S DECISION: DISMISSED W/O PREJUDICE	Mar 13, 2012	
6	TERMINATED	Mar 13, 2012	

**▼ Type of Proceeding: Opposition**

**Proceeding Number:** [91203475](#)

**Filing Date:** Jan 23, 2012

**Status:** Terminated

**Status Date:** Jul 19, 2012

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** Consumers Cooperative Credit Union

**Correspondent Address:** ERIC H WEIMERS  
RYNDAK & SURI LLP  
200 WEST MADISON STREET, SUITE 2100  
CHICAGO IL , 60606-3521  
UNITED STATES

**Correspondent e-mail:** [suri@ryndaksuri.com](mailto:suri@ryndaksuri.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
STUDENT CHOICE	Registered	<a href="#">85105189</a>	<a href="#">4188735</a>

**Plaintiff(s)**

**Name:** Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA, 6TH FLOOR  
NEW YORK NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com) , [mortiz@fziz.com](mailto:mortiz@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 23, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 23, 2012	Mar 03, 2012
3	PENDING, INSTITUTED	Jan 23, 2012	
4	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jan 25, 2012	
5	SUSPENDED	Jan 25, 2012	
6	MOTION TO AMEND APPLICATION	May 23, 2012	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Jun 29, 2012	Jul 29, 2012
8	WITHDRAWAL OF OPPOSITION	Jun 29, 2012	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 10, 2012	
10	TERMINATED	Jul 10, 2012	
11	CORRECTION TO BOARD'S ORDER	Jul 19, 2012	

**▼ Type of Proceeding: Opposition**

Proceeding Number: [91203216](#)

Filing Date: Jan 03, 2012

Status: Terminated

Status Date: Feb 08, 2013

Interlocutory Attorney: CHRISTEN M ENGLISH

**Defendant**

Name: Boost Technologies, LLC

Correspondent Address: ROGER S DYBVIQ  
22 GREEN ST  
DAYTON OH , 45402 2833  
UNITED STATES

Correspondent e-mail: [rsdybviq@aol.com](mailto:rsdybviq@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE POWER OF CHOICE	Abandoned - After Inter-Partes Decision	<a href="#">85248972</a>	

**Plaintiff(s)**

Name: Citigroup Inc.

Correspondent Address: ANNA P LEIPSIC  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YROK NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 03, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 03, 2012	Feb 12, 2012
3	PENDING, INSTITUTED	Jan 03, 2012	
4	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Jan 13, 2012	
5	SUSPENDED	Jan 13, 2012	
6	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Apr 11, 2012	
7	SUSPENDED	Apr 11, 2012	
8	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Jun 29, 2012	
9	SUSPENDED	Jun 29, 2012	

10 NOTICE OF DEFAULT Dec 04, 2012  
 11 BOARD'S DECISION: SUSTAINED Feb 08, 2013  
 12 TERMINATED Feb 08, 2013

▼ Type of Proceeding: Opposition

**Proceeding Number:** [91202836](#) **Filing Date:** Dec 05, 2011  
**Status:** Terminated **Status Date:** Mar 25, 2013  
**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** Consumer Benefit Services, Inc.  
**Correspondent Address:** MARK J BAIOCCHI  
 THE LAW OFFICES OF MARK J BAIOCCHI  
 1755 S NAPERVILLE RD , SUITE 100  
 WHEATON IL , 60189 5844  
 UNITED STATES

**Correspondent e-mail:** [m.baiocchi@baiocounsel.com](mailto:m.baiocchi@baiocounsel.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MYCHOICE FUNDS	Abandoned - After Inter-Partes Decision	<a href="#">85229631</a>	
MYCHOICE BENEFITS	Abandoned - After Inter-Partes Decision	<a href="#">85229614</a>	

**Plaintiff(s)**

**Name:** Citigroup Inc.  
**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN & ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

**Correspondent e-mail:** [jm@fziz.com](mailto:jm@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 05, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 05, 2011	Jan 14, 2012
3	PENDING, INSTITUTED	Dec 05, 2011	
4	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Dec 22, 2011	
5	SUSPENDED	Dec 22, 2011	
6	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jun 29, 2012	
7	SUSPENDED	Jun 29, 2012	
8	NOTICE OF DEFAULT	Feb 05, 2013	
9	BD DECISION: SUSTAINED	Mar 25, 2013	
10	TERMINATED	Mar 25, 2013	

▼ Type of Proceeding: Opposition

**Proceeding Number:** [91202242](#) **Filing Date:** Oct 24, 2011  
**Status:** Terminated **Status Date:** May 07, 2012  
**Interlocutory Attorney:** MICHAEL B ADLIN

**Defendant**

**Name:** Clearchoice Federal Credit Union  
**Correspondent Address:** STEWART L GITLER  
 WELSH FLAXMAN & GITLER LLC  
 2000 DUKE ST , SUITE 100  
 ALEXANDRIA VA , 22314 6101  
 UNITED STATES

Correspondent e-mail: [jplawsolutions.com](mailto:jplawsolutions.com)

**Associated marks**

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
CLEARCHOICE FEDERAL CREDIT UNION	Registered	<a href="#">85201522</a>	<a href="#">4206773</a>

**Plaintiff(s)**

Name: Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA ESQ  
 FROSS ZELNICK LEHRMAN ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

Correspondent e-mail: [jmargiotta@fziz.com](mailto:jmargiotta@fziz.com) , [mortiz@fziz.com](mailto:mortiz@fziz.com)

**Associated marks**

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 24, 2011	Dec 03, 2011
3	PENDING, INSTITUTED	Oct 24, 2011	
4	ANSWER	Nov 01, 2011	
5	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Jan 30, 2012	
6	SUSPENDED	Jan 30, 2012	
7	MOTION TO AMEND APPLICATION 85201522	Apr 26, 2012	
8	RESPONSE DUE 30 DAYS (DUE DATE)	May 01, 2012	May 31, 2012
9	WITHDRAWAL OF OPPOSITION	May 01, 2012	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	May 07, 2012	
11	TERMINATED	May 07, 2012	

▼ **Type of Proceeding: Opposition**

**Proceeding Number:** [91201886](#)

**Filing Date:** Oct 03, 2011

**Status:** Terminated

**Status Date:** Nov 28, 2011

**Interlocutory Attorney:** CHERYL S GOODMAN

**Defendant**

Name: Members Cooperative Credit Union

**Correspondent Address:** SIMONE SURI  
 MEMBERS COOPERATIVE CREDIT UNION  
 215 NORTH 40TH AVENUE WEST  
 DULUTH MN , 55807  
 UNITED STATES

Correspondent e-mail: [simone.suri@membersccu.org](mailto:simone.suri@membersccu.org)

**Associated marks**

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
ECOCHOICE	Registered	<a href="#">85160855</a>	<a href="#">4079000</a>

**Plaintiff(s)**

Name: Citigroup Inc.

**Correspondent Address:** JOHN P MARGIOTTA  
 FROSS ZELNICK LEHRMAN & ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

Correspondent e-mail: [jmargiotta@frosszelnick.com](mailto:jmargiotta@frosszelnick.com) , [alejpsic@frosszelnick.com](mailto:alejpsic@frosszelnick.com) , [ysharpy@fziz.com](mailto:ysharpy@fziz.com)

**Associated marks**

<b>Mark</b>	<b>Application Status</b>	<b>Serial Number</b>	<b>Registration Number</b>
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 03, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 03, 2011	Nov 12, 2011
3	PENDING, INSTITUTED	Oct 03, 2011	
4	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Oct 04, 2011	
5	SUSPENDED	Oct 05, 2011	
6	MOTION TO AMEND APPLICATION	Nov 10, 2011	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Nov 17, 2011	Dec 17, 2011
8	WITHDRAWAL OF OPPOSITION	Nov 22, 2011	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Nov 28, 2011	
10	TERMINATED	Nov 28, 2011	

▼ Type of Proceeding: Opposition

Proceeding Number: [91201894](#)

Filing Date: Oct 03, 2011

Status: Terminated

Status Date: Jul 26, 2012

Interlocutory Attorney: CHERYL S GOODMAN

Defendant

Name: Choice Financial Group

Correspondent Address: JAMES L JOHNSON  
MARSH FISCHMANN & BREYFOGLE LLP  
8055 E TUFTS AVE STE 450  
DENVER CO , 80237-2837  
UNITED STATES

Correspondent e-mail: [jjohnson@mfbllaw.com](mailto:jjohnson@mfbllaw.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHOICETUNES	Registered	<a href="#">85176879</a>	<a href="#">4254467</a>

Plaintiff(s)

Name: Citigroup Inc.

Correspondent Address: JOHN P MARGIOTTA  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

Correspondent e-mail: [jmargiotta@fzllz.com](mailto:jmargiotta@fzllz.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 03, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 04, 2011	Nov 13, 2011
3	PENDING, INSTITUTED	Oct 04, 2011	
4	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Nov 08, 2011	
5	SUSPENDED	Nov 08, 2011	
6	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Jan 31, 2012	
7	SUSPENDED	Jan 31, 2012	
8	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Apr 13, 2012	
9	SUSPENDED	Apr 13, 2012	
10	STIPULATED MOTION TO AMEND APPLICATION AND WITHDRAWAL OF OPPOSITION	Jun 29, 2012	
11	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Jul 09, 2012	
12	SUSPENDED	Jul 09, 2012	
13	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 26, 2012	
14	TERMINATED	Jul 26, 2012	

▼ Type of Proceeding: Opposition

Proceeding Number: [91199454](#)

Filing Date: Apr 15, 2011

Status: Terminated

Status Date: Jul 25, 2011

Interlocutory Attorney: ELIZABETH A DUNN

**Defendant**

Name: Incentium, LLC

Correspondent Address: MICHAEL J BRADFORD ESQ  
 LUEDEKA NEELY GRAHAM PC  
 PO BOX 1871  
 KNOXVILLE TN , 37901-1871  
 UNITED STATES

Correspondent e-mail: [mbradford@lng-patent.com](mailto:mbradford@lng-patent.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ULTIMATE CHOICE CARD	Abandoned - After Inter-Partes Decision	<a href="#">85085178</a>	

**Plaintiff(s)**

Name: Citigroup Inc.

Correspondent Address: JOHN P MARGIOTTA ESQ  
 FROSS ZELNICK LEHRMAN ZISSU PC  
 866 UNITED NATIONS PLAZA  
 NEW YORK NY , 10017  
 UNITED STATES

Correspondent e-mail: [jm@fziz.com](mailto:jm@fziz.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 15, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 15, 2011	May 25, 2011
3	PENDING, INSTITUTED	Apr 15, 2011	
4	NOTICE OF DEFAULT	Jun 09, 2011	
5	BOARD'S DECISION: SUSTAINED	Jul 25, 2011	
6	TERMINATED	Jul 25, 2011	

▼ **Type of Proceeding: Opposition**

Proceeding Number: [91198917](#)

Filing Date: Mar 09, 2011

Status: Terminated

Status Date: May 11, 2012

Interlocutory Attorney: ANN LINNEHAN

**Defendant**

Name: Hartford Fire Insurance Company

Correspondent Address: MARINA F CUNNINGHAM  
 MCCORMICK PAULDING AND HUBER LLP  
 CITYPLACE II, 185 ASYLUM STREET  
 HARTFORD CT , 06155-0001  
 UNITED STATES

Correspondent e-mail: [smweinberg@holmesweinberg.com](mailto:smweinberg@holmesweinberg.com) , [hwtrademarks@gmail.com](mailto:hwtrademarks@gmail.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
INDUSTRY CHOICE	Abandoned - No Statement Of Use Filed	<a href="#">85076041</a>	

**Plaintiff(s)**

Name: Citigroup Inc.

Correspondent Address: STEVEN M WEINBERG  
 HOLMES WEINBERG PC  
 30765 PACIFIC COAST HIGHWAY, SUITE 411  
 MALIBU CA , 90265

UNITED STATES

Correspondent e-mail: [smweinberg@holmesweinberg.com](mailto:smweinberg@holmesweinberg.com) , [hwtrademarks@gmail.com](mailto:hwtrademarks@gmail.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2011	Apr 18, 2011
3	PENDING, INSTITUTED	Mar 09, 2011	
4	D'S APPEARANCE OF COUNSEL/POWER OF ATTORNEY	Apr 14, 2011	
5	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 14, 2011	
6	EXTENSION OF TIME GRANTED	Apr 14, 2011	
7	ANSWER	May 17, 2011	
8	CHANGE OF CORRESPONDENCE ADDRESS	Jun 17, 2011	
9	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 08, 2011	
10	SUSPENDED	Jul 29, 2011	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Aug 16, 2011	
12	EXTENSION OF TIME GRANTED	Aug 16, 2011	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 28, 2011	
14	EXTENSION OF TIME GRANTED	Jan 03, 2012	
15	WITHDRAWAL OF OPPOSITION	Mar 12, 2012	
16	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 23, 2012	Apr 22, 2012
17	BD'S DECISION: DISMISSED W/ PREJUDICE	May 11, 2012	
18	TERMINATED	May 11, 2012	

▼ Type of Proceeding: Opposition

Proceeding Number: [91197397](#)

Filing Date: Nov 15, 2010

Status: Terminated

Status Date: Jul 13, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: MoneyGram International, Inc.

Correspondent Address: JAMES R STEFFEN  
FAEGRE BENSON LLP  
90 SOUTH SEVENTH STREET, 2200 WELLS FARGO CENTER  
MINNEAPOLIS MN , 55402 3901  
UNITED STATES

Correspondent e-mail: [james.steffen@faegrebd.com](mailto:james.steffen@faegrebd.com) , [tmmpls@faegrebd.com](mailto:tmmpls@faegrebd.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHOICE IS IN YOUR HANDS	Registered	<a href="#">77897295</a>	<a href="#">4192358</a>

Plaintiff(s)

Name: Citigroup Inc.

Correspondent Address: JOHN P MARGIOTTA  
FROSS ZELNICK LEHRMAN ZISSU PC  
868 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

Correspondent e-mail: [jm@fzjz.com](mailto:jm@fzjz.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHOICE	Renewed	<a href="#">73252763</a>	<a href="#">1206796</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 15, 2010	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 15, 2010	Dec 25, 2010
3	PENDING, INSTITUTED	Nov 15, 2010	
4	STIPULATION FOR AN EXTENSION OF TIME	Dec 23, 2010	
5	EXTENSION OF TIME GRANTED	Dec 23, 2010	
6	STIPULATION FOR AN EXTENSION OF TIME	Feb 23, 2011	
7	EXTENSION OF TIME GRANTED	Feb 23, 2011	
8	STIPULATION FOR AN EXTENSION OF TIME	Apr 25, 2011	
9	EXTENSION OF TIME GRANTED	Apr 25, 2011	
10	STIPULATION FOR AN EXTENSION OF TIME	Jun 21, 2011	
11	EXTENSION OF TIME GRANTED	Jun 21, 2011	
12	STIPULATION FOR AN EXTENSION OF TIME	Jul 18, 2011	
13	EXTENSION OF TIME GRANTED	Jul 18, 2011	
14	CHANGE OF CORRESPONDENCE ADDRESS	Aug 22, 2011	
15	ANSWER	Aug 22, 2011	
16	STIPULATION FOR AN EXTENSION OF TIME	Feb 16, 2012	
17	EXTENSION OF TIME GRANTED	Feb 16, 2012	
18	STIPULATION FOR AN EXTENSION OF TIME	Apr 17, 2012	
19	EXTENSION OF TIME GRANTED	Apr 17, 2012	
20	D'S CONSENTED MOTION TO AMEND APPLICATION	Jun 05, 2012	
21	STIPULATION FOR AN EXTENSION OF TIME	Jun 18, 2012	
22	EXTENSION OF TIME GRANTED	Jun 18, 2012	
23	RESPONSE DUE 30 DAYS (DUE DATE)	Jul 12, 2012	Aug 11, 2012
24	WITHDRAWAL OF OPPOSITION	Jul 12, 2012	
25	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 13, 2012	
26	TERMINATED	Jul 13, 2012	

## CERTIFICATE OF SERVICE

The undersigned counsel for Opposer Citigroup Inc. hereby certifies that a true and correct copy of the attached **NOTICE OF OPPOSITION** was served via mail, postage prepaid, upon Applicant's correspondent of record: Mark Borghese, Esq., Borghese Legal, Ltd., 10161 Park Run Drive, Suite 150, Las Vegas, NV 89145-8872, on this 10<sup>th</sup> day of March, 2014.

  
\_\_\_\_\_  
John Margiotta