

ESTTA Tracking number: **ESTTA672213**

Filing date: **05/13/2015**

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	Jumio Inc.
Granted to Date of previous extension	05/13/2015
Address	268 Lambert Avenue Palo Alto, CA 94306 UNITED STATES

Attorney information	Andrew J. Gray IV Morgan, Lewis & Bockius LLP 2 Palo Alto Square 3000 El Camino Real, Suite 700 Palo Alto, CA 94306 UNITED STATES trade- marks@morganlewis.com,jennifer.evans@morganlewis.com,agray@morganlewis.com,lshinn@morganlewis.com Phone:650-843-4000
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**Applicant Information**

Application No	86274562	Publication date	01/13/2015
Opposition Filing Date	05/13/2015	Opposition Period Ends	05/13/2015
Applicant	Keeper Security, Inc. 850 W Jackson Blvd, Suite 500 Chicago, IL 60607 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 009. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Computer application software for mobile phones, handheld computing devices and computers, namely, software for auto-inserting letters, numbers and symbols into input fields to facilitate quick login operations and commerce for websites and software applications
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**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. Application No.	86179225	Application Date	01/29/2014
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	FASTFILL
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2014/07/00 First Use In Commerce: 2014/07/00 Computer and mobile device application software for collecting and extracting information from a driver's license, passport, or other personally identifiable information (PII) documents for transmitting and inputting such information into a computer, mobile device, or website user interface

Attachments	86179225#TMSN.png( bytes ) _25918442__1__FINAL-JUMIO Notice of Opposition to FAST-FILL.pdf(1109100 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	/AJG/
Name	Andrew J. Gray IV
Date	05/13/2015

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

In the matter of Application Serial No. 86/274,562  
Filed May 7, 2014  
for the mark **FASTFILL**  
Published in the OFFICIAL GAZETTE on January 13, 2015

Jumio Inc.,

Opposer,

v.

Keeper Security, Inc.,

Applicant.

Opposition No.:

**NOTICE OF OPPOSITION**

Jumio Inc. (“Opposer” or “Jumio”), a Delaware corporation, having its principal place of business at 268 Lambert Avenue, Palo Alto, California 94306, believes that it will be damaged by Keeper Security, Inc.’s (“Applicant”) intent to use trademark application (Serial No. 86/274,562) to register FASTFILL, and hereby opposes the same.

As grounds for the opposition, Jumio alleges as follows:

**Jumio’s Trademark Application and Other Rights**

1. Under its distinctive FASTFILL name and mark, Jumio offers computer and mobile device application software for collecting and extracting information from a driver’s license, passport, or other personally identifiable information (PII) documents for transmitting and inputting such information into a computer, mobile device, or website user interface.

2. Jumio has marketed, promoted, offered, and sold FASTFILL branded goods and services since before the May 7, 2014 filing date of the opposed application. Indeed, since its first use of FASTFILL in February 2014, Jumio’s use of the FASTFILL mark has been

substantially exclusive and continuous throughout the United States and around the world.

3. In particular, on February 11, 2014, Jumio announced its FASTFILL branded products. Exhibit A (Press Release); Exhibit B (Third Party Announcement). The very next day, on February 12, 2014, Jumio released Version 1.0 of its FASTFILL mobile device application software to the public and began providing its FASTFILL branded services in connection therewith. Exhibit C. Jumio has continuously offered its FASTFILL products since this date, and Jumio in fact has continued to develop its FASTFILL products and released two more versions of its FASTFILL mobile device application software before the May 7, 2014 filing date of the opposed application. *See id.*

4. In addition, Jumio filed an application to register its FASTFILL mark on the Principal Register of Trademarks on January 29, 2014 (App. Ser. No. 86/179,225), in connection with “Computer and mobile device application software for collecting and extracting information from a driver’s license, passport, or other personally identifiable information (PII) documents for transmitting and inputting such information into a computer, mobile device, or website user interface” in Class 9.

5. Jumio has expended much time and effort in the development, marketing, and promotion of its goods and services using its distinctive FASTFILL mark.

**Applicant’s Intent-to-Use Trademark Application**

6. On May 7, 2014, Applicant filed an application to register the identical FASTFILL term on the Principal Register of Trademarks on the basis of its alleged intent to use FASTFILL as a trademark in the United States (App. Ser. No. 86/274,562). This application covers the following goods in Class 9: “Computer application software for mobile phones, handheld computing devices and computers, namely, software for auto-inserting letters, numbers and symbols into input fields to facilitate quick login operations and commerce for websites and

software applications.” On the face of this intent-to-use trademark application, the goods are competitive with, overlap with, and/or directly relate to those goods and services offered and first provided by Jumio in connection with its distinctive FASTFILL mark.

7. The filing date of the opposed intent-to-use application is after the filing date and first use date of Jumio’s FASTFILL mark, as well as after Jumio had established common law trademark rights in all of the states of the United States.<sup>1</sup>

8. Applicant’s application to register FASTFILL was published for opposition in the Official Gazette on January 13, 2015.

9. On January 23, 2015, Opposer requested an Extension of Time to Oppose Applicant’s application. The Trademark Trial and Appeal Board granted Opposer’s request to extend the opposition period through May 13, 2015.

**FIRST CAUSE OF ACTION**  
**(Likelihood of Confusion)**

10. Jumio incorporates by reference and realleges as though fully set forth herein the allegations of paragraphs 1 through 9 of this Notice of Opposition.

11. The goods set forth in the opposed application are competitive with, overlap with, and/or directly relate to the goods and services that Jumio markets, promotes, offers, and sells under its FASTFILL mark. Further, on information and belief, Applicant intends to offer and sell its identified goods through the same or overlapping channels of trade and/or in the same geographic locations, and these goods will be used and/or are likely to be used by the same or overlapping users, and will be used and/or are likely to be directed to the same or overlapping type of customers to whom Jumio markets, promotes, offers, and sells its FASTFILL branded

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<sup>1</sup> On November 3, 2014, Jumio amended its earlier-filed application to register its FASTFILL mark to the Supplemental Register of Trademarks, which changed its effective filing date to November 3, 2014. Jumio’s application currently stands suspended. As explained above, Jumio’s use of FASTFILL in United States interstate commerce precedes that of Applicant.

goods and services.

12. The opposed FASTFILL is not only confusingly similar to, but is in fact identical in terms of sight, sound, meaning, and/or overall commercial impression to Jumio's distinctive FASTFILL mark. Thus, Applicant's registration and/or use of FASTFILL is likely to cause confusion, or to cause mistake or disparage or deceive by falsely suggesting a connection with Jumio and the goods and services that Jumio identifies with its FASTFILL mark.

13. Jumio believes that it will be damaged by Applicant's registration of FASTFILL on the Principal Register of Trademarks in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Unless Applicant's application is denied, Jumio will suffer injury as a result of the confusion and false association that is likely to arise from the registration of opposed application.

WHEREFORE, Jumio prays that Application Serial No. 86/274,562 be rejected, that no registration be issued thereon to Applicant, and that this Opposition be sustained in favor of Jumio. Finally, while Opposer believes that it has paid the correct fees due in connection with this Notice of Opposition, the Commissioner is authorized to charge any additional fees or credit any overpayment associated with the communication to Deposit Account No. 13-4520 (Order No. 002396-1019-US).

DATE: May 13, 2015

Respectfully submitted,

By: \_\_\_\_\_  
Andrew J. Gray IV  
Attorney for Jumio Inc.  
Morgan, Lewis & Bockius, LLP

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**PROOF OF SERVICE**

I am a resident of Washington, DC and over the age of eighteen years, and not a party to the within action; my business address is 1111 Pennsylvania Avenue, NW, Washington, DC 20004. On **May 13, 2015**, I served the within documents:

**NOTICE OF OPPOSITION (Exhibits A-C) – Serial No. 86/274,562**

- (BY MAIL)** I placed the sealed envelope(s) for collection and mailing by following the ordinary business practices of Morgan, Lewis & Bockius LLP, Washington, DC. I am readily familiar with the firm’s practice for collecting and processing of correspondence for mailing with the United States Postal Service, said practice being that, in the ordinary course of business, correspondence with postage fully prepaid is deposited with the United States Postal Service the same day as it is placed for collection.
  
- (BY OVERNIGHT DELIVERY)** I placed the sealed envelope(s) or package(s) designated by the express service carrier for collection and overnight delivery by following the ordinary business practices of Morgan, Lewis & Bockius LLP, Washington, DC. I am readily familiar with the firm’s practice for collecting and processing of correspondence for overnight delivery, said practice being that, in the ordinary course of business, correspondence for overnight delivery is deposited with delivery fees paid or provided for at the carrier’s express service offices for next-day delivery the same day as the correspondence is placed for collection.
  
- (BY PERSONAL SERVICE)** I caused t the document(s) listed above to be personally delivered to the person(s) at the address(es) set forth above (through **Professional Messenger**).
  
- (BY FACSIMILE)** I caused the documents to be transmitted by facsimile machine at the time stated on the attached transmission report(s). The facsimile transmission(s) was reported as complete and without error.
  
- (E-MAIL)** I transmitted via E-MAIL the document(s) listed above to the person(s) at the address(es) set forth below.

<b>PARTY SERVED</b>	<b>METHOD OF SERVICE</b>
<b>DARREN GUCCIONE CEO &amp; CO-FOUNDER KEEPER SECURITY, INC. 850 W JACKSON BLVD STE 500 CHICAGO, ILLINOIS 60607</b>	<b>Via First Class Mail</b>

Executed on **May 13, 2015**, at Washington, DC. I declare under penalty of perjury, under the laws of the United States of America, that the foregoing is true and correct.

/Jennifer Evans/  
Jennifer Evans

**EXHIBIT A**  
**to Notice of Opposition**  
**(Serial No. 86/274,562)**

**Jumio Inc. vs. Keeper Security, Inc.**  
**Serial No.: 86/274,562**  
**Submitted by: Jumio Inc. (Opposer)**

Request Information (<https://pages.jumio.com/RequestInfo.html>)

(<https://www.jumio.com/press-and-news/coverage/>) News & Resources  
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Jumio Launch new product Fastfill™ at FinovateEurope 2014 (<https://www.jumio.com/2014/02/jumio-launch-new-product-fastfill-at-finovateurope-2014/>)

Jumio Launches BAM Checkout to Further Streamline Mobile Transactions (<https://www.jumio.com/2014/10/jumio-launches-bam-checkout-to-further-streamline-mobile-transactions/>)

Jumio Unveils Faster Credit Card Scanning Technology with Netswipe 2.0 (<https://www.jumio.com/2013/11/jumio-unveils-faster-credit-card-scanning-technology-with-netswipe-2-0/>)

Jumio Introduces BAM Checkout to Enable Frictionless Mobile Transactions (<https://www.jumio.com/2014/10/jumio-introduces-bam-checkout-to-enable-frictionless-mobile-transactions/>)

# Jumio Launches ID Scanning Product Fastfill to Speed Mobile Customers Through In-App Sign-Up And Checkout Forms

← Back (<https://www.jumio.com/press-releases/>)

February 11, 2014

*In-App ID Scanning Technology Automates Extraction of Personal Information From Customer ID Documents and Near-Instant Forms Population*

**Palo Alto, Calif. & London – February 11, 2014** – FinovateEurope 2014 (<http://www.finovate.com/europe2014/>) – Jumio, Inc., the fast-growing online and mobile payments and credentials management company, today announced the availability of Jumio Fastfill, a quickly-integrated service that automates key entry of personal customer information in mobile apps, providing a faster and more convenient way for consumers to open accounts, complete web registration forms, and remove friction from the check-out process. Fastfill provides value to any business with a mobile app and a process that requires the customer to provide personal data in order to establish a relationship or transaction. Through its patented use of computer vision technology, Jumio offers on-the-go customers a faster and more convenient way to complete a sign-up or checkout. With Jumio’s technology imbedded, businesses such as financial services providers, retailers, travel-related services, among others, have dramatically improved their transaction completion rates, while creating a differentiated and superior user experience in their apps.

Today, many businesses waste significant resources attracting prospects to their mobile apps only to have them abandon the sign-up process because it was never properly designed for the mobile customer and the small screen. As a result, more customers balk at spending more than 60 seconds key entering their personal data into a form than those who comply, and this is reflected in lower than desired conversion rates. With Fastfill, customers simply tap the “Scan ID” button seamlessly integrated into a business’ mobile app, hold their ID up to the device camera, and their personal data is extracted from the ID credential and populated into the new account form in an instant. Those customers wishing to engage in traditional data entry may utilize that standard functionality instead.

“Consumer behavior on mobile devices is maturing and now it’s commonplace for us to apply for loans, and open a bank or brokerage account on our phones. In fact, last year nearly 20 million Americans attempted to open a bank account on their mobile device and more than a third (37%) of Europeans are already using mobile banking<sup>1</sup>. Leading businesses are recognizing that they can create superior customer experiences and complete more transactions by leveraging the power of the smart devices we carry,” said Daniel Mattes, founder and CEO Jumio. “Businesses have a choice; they can stick with traditional methods and subject their customers to minutes of data entry on a small keypad – and potentially lose them in the process – or delight them in seconds.”

<sup>1</sup><http://www.ing.com/Our-Company/Press-room/Press-release-archive/PressRelease/European-consumers-empowered-by-mobile-banking-1.htm> (<http://www.ing.com/Our-Company/Press-room/Press-release-archive/PressRelease/European-consumers-empowered-by-mobile-banking-1.htm>)

**Fastfill features include:**

- **Worldwide coverage:** Fastfill extracts personal information from three types of ID credentials (passports, licenses or other government IDs) issued by over 100 countries.

- **Easy Integration:** Jumio's Mobile SDK is easily implemented and typically requires only an hour of developer time. Few app enhancements can improve your bottom line to this extent with such minimal effort.
- **Secure standards:** A number of major financial institutions have taken their data stored on their mobile device. Jumio is PCI Level 1 compliant and applies this security to all data. [Request Information \(https://pages.jumio.com/RequestInfo.html\)](https://pages.jumio.com/RequestInfo.html)
- **Fast transactions:** Most Fastfill transactions are near-instant. For certain types of IDs that do not contain bar or MRZ codes, Fastfill takes only several seconds to process the customer's ID. [News & Resources \(/press-and-news/coverage/\)](https://www.jumio.com/press-and-news/coverage/) [Events \(https://www.jumio.com/events/\)](https://www.jumio.com/events/)
- **Customizable and comprehensive:** The "Scan Now" button can be customized to match any app's look and feel, and be embedded at any point in the business process. In most cases, Fastfill extracts the full data set contained on the ID and the app owner selects the fields that are applicable to its business process as part of the configuration process.
- **Cross platform:** Fastfill is available for iOS and Android apps, and can be integrated into both smartphone and tablet applications.

**About Jumio**

Utilizing advanced computer vision technology, Jumio is a next generation credentials management company offering payments and ID scanning & validation products for mobile and web transactions. Designed to reduce fraud and increase revenue by minimizing friction in customer transactions, Jumio's products integrate easily into mobile apps or websites and create great customer experiences. Jumio's products are widely used by leading retailers, marketplaces and financial institutions.

Jumio's recently unveiled PORT, a secure device-based wallet infrastructure, allows consumers to conduct one-click purchases and transactions requiring identity verification, without the need to download a standalone wallet app. Netswipe® enables customers to scan their cards in online and mobile checkout resulting in increased revenue and reduced fraud for the merchants. Netverify® supports real-time ID verification in over 90 countries to help clients meet a variety of know-your customer requirements.

The company was founded in 2010 by CEO Daniel Mattes and is backed by top tier investors including Andreessen Horowitz, Citi Ventures and Facebook Co-Founder, Eduardo Saverin. Headquartered in Palo Alto, California Jumio operates globally with offices in the US, Europe and Asia.

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Use Cases	Use Cases	Netverify Web	Leadership	Press Releases
<a href="https://www.jumio.com/bam-checkout/use-cases/">https://www.jumio.com/bam-checkout/use-cases/</a>	<a href="https://www.jumio.com/fastfill/use-cases/">https://www.jumio.com/fastfill/use-cases/</a>	<a href="https://www.jumio.com/netverify/web/">https://www.jumio.com/netverify/web/</a>	<a href="https://www.jumio.com/jumio/management/board-advisors/">https://www.jumio.com/jumio/management/board-advisors/</a>	<a href="https://www.jumio.com/press-and-news/press-releases/">https://www.jumio.com/press-and-news/press-releases/</a>
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		Implementation Process ( <a href="https://www.jumio.com/netverify/implementation-process/">https://www.jumio.com/netverify/implementation-process/</a> )	Careers at Jumio ( <a href="https://www.jumio.com/jumio/jobs/">https://www.jumio.com/jumio/jobs/</a> )	Media Kit ( <a href="https://www.jumio.com/press-and-news/media-kit/">https://www.jumio.com/press-and-news/media-kit/</a> )
		Netverify Merchant Login ( <a href="https://netverify.com/Login">https://netverify.com/Login</a> )		Events ( <a href="https://www.jumio.com/events/">https://www.jumio.com/events/</a> )
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**EXHIBIT B**  
**to Notice of Opposition**  
**(Serial No. 86/274,562)**

**Jumio Inc. vs. Keeper Security, Inc.**  
**Serial No.: 86/274,562**  
**Submitted by: Jumio Inc. (Opposer)**



# Jumio's Fastfill automates mobile form filling

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Feb. 12, 2014

Palo Alto, California-based online and mobile payments and credentials management company **Jumio** (<http://www.mobilepaymentstoday.com/showcase/1107/Jumio>) has launched Fastfill, its mobile ID scanning and automated form entry product.

Instead of manually entering personal information in mobile apps, Fastfill users hold their passport, driver's license or other government-issued ID up to their mobile device's camera and allow Fastfill to extract their personal data and populate forms.

Fastfill can read barcodes and MRZ (Machine Readable Zone) codes, Jumio says. However, it can take a little longer to extract information from ID types that do not contain these codes. As part of the configuration process, business owners select the data fields that are applicable to them.

Jumio says that it is PCI (Payment Card Industry) Level 1-compliant and that it applies the PCI standard to personal data. A picture of the customer's ID is not taken nor stored on the mobile device.

"Businesses have a choice," Daniel Mattes, Jumio's founder and CEO, said in a statement. "They can stick with traditional methods and subject their customers to minutes of data entry on a small keypad, taking the risk of losing them in the process, or they can delight them in seconds."

Jumio says that its mobile SDK (software development kit) is easy to implement and that it typically takes one hour of developer time to embed Fastfill in an app. Fastfill is available for iOS and Android apps, and can be integrated into both smartphone and tablet applications.

*Read more about **mobile loyalty programs***

*(<http://www.mobilepaymentstoday.com/research/411/Loyalty-Programs>).*

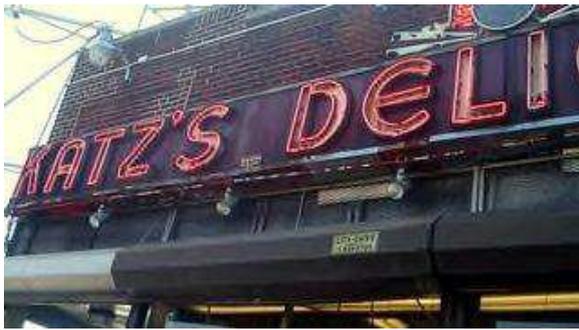
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**EXHIBIT C**  
**to Notice of Opposition**  
**(Serial No. 86/274,562)**

**Jumio Inc. vs. Keeper Security, Inc.**  
**Serial No.: 86/274,562**  
**Submitted by: Jumio Inc. (Opposer)**



Fastfill

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**Fastfill [App]**

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**Description**

Dramatically improve your new account opening rates with instant population of customer's personal data. With Fastfill your customers no longer need to laboriously key enter their personal data into new account origination and other web forms. Fastfill turns your customers mobile device into a ID data extraction and population tool.

Nothing can be more frustrating for a customer than having to fill out lengthy forms on their small mobile devices. That's why more customers abandon the process than actually complete it. With Fastfill, your customer simply taps the Scan ID icon seamlessly integrated into your mobile app, holds up their ID to their device camera and in an instant their personal data is extracted from the ID credential and the data is populated into your new account form. Give your customers the gift of time: with Fastfill the process takes seconds instead of a painful minute or two. We support IDs (passports, driver licenses or government IDs) issued by over 100 countries.

Fastfill integrates seamlessly into your mobile app with only an hour of developer time. Our mobile SDK is designed to get you up and running very quickly.

**What's New**

Version 3.0.0 (Jul 10, 2014)

- Extraction quality improvements
- Minor fixes

Version 1.1.1 (Apr 30, 2014)

Security improvements

Version 1.1 (Mar 15, 2014)

General improvements

Version 1.0 (Feb 12, 2014)

**Revenue Estimate**



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**Featured** (Jun 11, 2014)

iPhone Market

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**1 time** in iTunes

**Versions**

3.0.0	Jul 10, 2014	Current release
1.1.1	Apr 30, 2014	
1.1	Mar 15, 2014	
1.0	Feb 12, 2014	First tracked

**About**

**Compatibility:** Universal

**Category:** Business

**Updated:** May 06, 2015

**Version:** 3.0.0  
**Size:** 23.9 MB  
**Language:** English  
**Seller:** Jumio Inc.  
**Rating:** Rated 4+  
**Family Sharing:** Yes  
**Requirements:** Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.  
**Bundle ID:** com.jumio.Fastfill  
**Supports Apple Watch:** No

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