

ESTTA Tracking number: **ESTTA691015**

Filing date: **08/21/2015**

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	Eye-Fi, Inc.
Granted to Date of previous extension	09/09/2015
Address	967 Shoreline Blvd. Mountain View, CA 94043 UNITED STATES
Attorney information	Dwayne K. Goetzel Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C. P.O. Box 398 Austin, TX 78767-0398 UNITED STATES dkgpto@intprop.com Phone:512-853-8800

Applicant Information

Application No	86470818	Publication date	05/12/2015
Opposition Filing Date	08/21/2015	Opposition Period Ends	09/09/2015
Applicant	Suresh Sreenivasaiah 149 Edina, MN 55436 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: Mobile computing and operating platforms consisting of data transceivers, wireless networks and gateways for collection and management of data

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.	3934326	Application Date	07/20/2010
Registration Date	03/22/2011	Foreign Priority Date	NONE
Word Mark	EYE-FI		

Design Mark	
Description of Mark	The mark consists of the words "Eye-Fi" with sound waves emanating from the letter "i".
Goods/Services	Class 009. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15 Electronic storage device in the nature of memory media for storing photograph and video; computer software for organizing and viewing digital images and photographs

U.S. Registration No.	4074038	Application Date	05/11/2011
Registration Date	12/20/2011	Foreign Priority Date	NONE

Word Mark	EYE-FI
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 009. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15 Electronic storage device in the nature of memory media for storing photograph and video; computer software for organizing and viewing digital images and photographs
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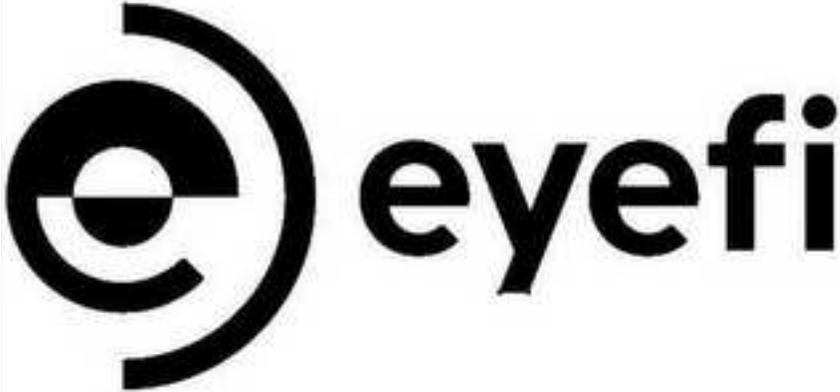
U.S. Registration No.	4174597	Application Date	10/26/2011
Registration Date	07/17/2012	Foreign Priority Date	NONE

Word Mark	EYE-FI
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Design Mark	EYE-FI
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15 Downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video comprising photographs Class 042. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15 Computer services, namely, providing a web-based service featuring technology that enables users to electronically upload, download, transfer, display and store digital photographs and video comprising photographs

U.S. Registration No.	4705148	Application Date	02/19/2014
Registration Date	03/17/2015	Foreign Priority Date	NONE

Word Mark	E) EYEFI
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Design Mark	
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Description of Mark	The mark consists of the word "eyefi" to the right of a stylized letter "e" to the left of an open parenthesis.
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Goods/Services	Class 009. First use: First Use: 2014/03/00 First Use In Commerce: 2014/04/00 Electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs; downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video; online downloadable software application for user account control and uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video; downloadable software application for uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video across multiple platforms and multiple electronic devices Class 038. First use: First Use: 2014/03/00 First Use In Commerce: 2014/04/00
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	<p>Transfer of data via telecommunication</p> <p>Class 042. First use: First Use: 2014/03/00 First Use In Commerce: 2014/04/00</p> <p>Computer services, namely, providing a web-based service featuring technology that enables users to electronically upload, download, transfer, display and store digital photographs and video; computer services, namely, providing web-based servers; computer services, namely, providing a cloud computing-based server; electronic storage of digital images and video</p>
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U.S. Application No.	86598804	Application Date	04/15/2015
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Registration Date	NONE	Foreign Priority Date	NONE
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Word Mark	EYEFI
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 009. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15</p> <p>Electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs; downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video; downloadable software application for user account control and uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video; downloadable software application for uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video across multiple platforms and multiple electronic devices</p> <p>Class 038. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15</p> <p>Transfer of data via telecommunication</p> <p>Class 042. First use: First Use: 2006/04/25 First Use In Commerce: 2007/10/15</p> <p>Computer services, namely, providing a web-based service featuring technology that enables users to electronically upload, download, transfer, display and store digital photographs and video; computer services, namely, providing web-based servers; computer services, namely, providing a cloud computing-based server; electronic storage of digital images and video</p>
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Attachments	<p>85088509#TMSN.png(bytes)</p> <p>85318163#TMSN.png(bytes)</p> <p>85456367#TMSN.png(bytes)</p> <p>86197956#TMSN.png(bytes)</p> <p>86598804#TMSN.png(bytes)</p> <p>8-21-15 Notice of Opposition.pdf(2192564 bytes)</p>
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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	/Dwayne K. Goetzel/
Name	Dwayne K. Goetzel
Date	08/21/2015

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

In the Matter of the Trademark Application Serial No. **86470818** for
the mark “AYEFI” filed by Suresh Sreenivasaiah and Published in the
Official Gazette on May 12, 2015

Eye-Fi, Inc.)	
Opposer)	
)	
v.)	
)	Opposition No. _____
Suresh Sreenivasaiah)	
Applicant)	
_____)	

NOTICE OF OPPOSITION

Eye-Fi, Inc. (“Opposer”), a California corporation with a business address of 967 Shoreline Blvd., Mountain View, California 94043, believes that it will be damaged by registration of the mark AYEFI that is the subject of application Serial No. 86470818, published in the *Official Gazette* on May 12, 2015, and for which an extension of time to oppose was granted until September 9, 2015, and therefore requests that registration to Applicant be refused.

As grounds in support of its opposition, Opposer asserts as follows:

1. On or about December 3, 2014, Applicant filed an intent-to-use application, serial no. 86470818, seeking to register AYEFI (“Applicant’s Mark”) as a trademark in International Class 9 for the following goods:

Mobile computing and operating platforms consisting of data transceivers, wireless networks and gateways for collection and management of data.

See printout from the USPTO database, attached as **Exhibit A**.

2. Opposer has used the EYE-FI and EYEFI marks (collectively, “Opposer’s Mark”) since at least as early as 2007 in connection with various goods and services in several different classes.

3. Opposer is the owner of several trademark and service mark registrations and/or applications for EYE-FI and EYEFI, including the following:

- Eye-Fi & Design, U.S. Reg. No. 3934326, registered on March 22, 2011, for use with “electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs.”
- Eye-Fi (word mark), U.S. Reg. No. 4074038, registered on December 20, 2011, for use with “electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs.”
- Eye-Fi (word mark), U.S. Reg. No. 4174597, registered on July 17, 2012, for use with “downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video comprising photographs.”
- EyeFi & Design, U.S. Reg. No. 4705148, registered on March 17, 2015, for use with “electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs; downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video; online downloadable software application for user account control and uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video; downloadable software application for uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video across multiple platforms and multiple electronic devices.”
- EyeFi (word mark), Serial No. 86598804, filed on April 15, 2015, for use with “electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs; downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video; downloadable software application for user account control and uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and

video; downloadable software application for uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video across multiple platforms and multiple electronic devices.”

See printouts from the USPTO database, attached as composite **Exhibit B**.

4. The filing date of Applicant’s application is well after the first use of Opposer’s Mark, and after the filing date and registration date for most of the applications and registrations shown in Exhibit B.

5. Opposer has dedicated a great deal of time, money and effort in advertising, promoting and popularizing Opposer’s Mark and in preserving the goodwill associated therewith.

6. AYEFI differs from EYEFI by only one vowel, and both will be pronounced in the same or similar manner. Applicant proposes using AYEFI for collection and management of data. Opposer’s Mark is used in connection with, among other things, the collection and management of data such as digital photographs and video. Applicant’s AYEFI mark is therefore confusingly similar to Opposer’s EYEFI mark with respect to, *inter alia*, the sight, sound and meaning of the marks, and with respect to some or all of the goods and/or services offered thereunder.

7. As a result of such confusing similarity between the respective marks and the goods and/or services offered thereunder, damage and harm will result to Opposer and its prior trademark rights, and confusion may result in the marketplace. For example, registration of Applicant’s AYEFI mark may result in the loss of revenue and sales of products and/or services marketed under Opposer’s EYEFI mark, as well as harm Opposer’s reputation.

8. If the Applicant is granted the registration herein opposed, it would thereby obtain at least a *prima facie* exclusive right to the use of Applicant's AYEFI mark in connection with the specified goods and/or services, which are or could be confusingly similar to the goods and/or services previously offered by Opposer. Such registration would be a source of damage and injury to the Opposer, for the reasons set forth above.

9. In light of such likely harm and confusion, the Patent and Trademark Office should refuse to register Applicant's Mark in light of Opposer's prior use of the EYEFI mark.

WHEREFORE, Opposer prays that application Serial No. 86470818 be rejected, and that the mark therein sought for the goods and/or services therein specified in International Class 9 be denied and refused.

Respectfully submitted,

/Dwayne K. Goetzel/

Dwayne K. Goetzel
Texas State Bar No. 08059500
MEYERTONS, HOOD, KIVLIN,
KOWERT & GOETZEL, P.C.
1120 S. Capital of Texas Hwy.
Building 2, Suite 300
Austin, Texas 78746
(512) 853-8800 (telephone)
(512) 853-8801 (facsimile)

**ATTORNEYS FOR OPPOSER
EYEFI, INC.**

CERTIFICATE OF SERVICE

I hereby certify I caused a true and correct copy of the foregoing *Notice of Opposition* to be served upon Applicant, as set forth below, by first class U.S. Mail and email on this 21st day of August 2015:

Suresh Sreenivasaiah
suresh.yesjexpert@gmail.com
5440 Vernon Ave. # 149
Edina, Minnesota 55436

/Dwayne K. Goetzel/

Dwayne K. Goetzel

EXHIBIT A



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AYEFI

Word Mark	AYEFI
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Mobile computing and operating platforms consisting of data transceivers, wireless networks and gateways for collection and management of data
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86470818
Filing Date	December 3, 2014
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	May 12, 2015
Owner	(APPLICANT) Suresh Sreenivasaiah INDIVIDUAL UNITED STATES 149 5440 vernon ave Edina MINNESOTA 55436
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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EXHIBIT B



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Word Mark	EYE-FI
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.15.24 - Sound waves, including designs depicting sound
Serial Number	85088509
Filing Date	July 20, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 4, 2011
Registration Number	3934326
International Registration Number	1097894
Registration Date	March 22, 2011
Owner	(REGISTRANT) Eye-Fi, Inc. CORPORATION CALIFORNIA 967 North Shoreline Blvd. Mountain View

CALIFORNIA 94043

Attorney of Record Dwayne K. Goetzel

Prior Registrations 3840431

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "Eye-Fi" with sound waves emanating from the letter "i".

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America
United States Patent and Trademark Office

Eye-fi

Reg. No. 3,934,326

EYE-FI, INC. (CALIFORNIA CORPORATION)
305 W. EVELYN AVENUE
MOUNTAIN VIEW, CA 94041

Registered Mar. 22, 2011

Int. Cl.: 9

FOR: ELECTRONIC STORAGE DEVICE IN THE NATURE OF MEMORY MEDIA FOR STORING PHOTOGRAPHS AND VIDEO; COMPUTER SOFTWARE FOR ORGANIZING AND VIEWING DIGITAL IMAGES AND PHOTOGRAPHS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 4-25-2006; IN COMMERCE 10-15-2007.

OWNER OF U.S. REG. NO. 3,840,431.

THE MARK CONSISTS OF THE WORDS "EYE-FI" WITH SOUND WAVES EMANATING FROM THE LETTER "I".

SER. NO. 85-088,509, FILED 7-20-2010.

ESTHER A. BORSUK, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office



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EYE-FI

Word Mark	EYE-FI
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85318163
Filing Date	May 11, 2011
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 4, 2011
Registration Number	4074038
International Registration Number	1098500; 1181566
Registration Date	December 20, 2011

Owner (REGISTRANT) Eye-Fi, Inc. CORPORATION CALIFORNIA 967 North Shoreline Blvd. Mountain View CALIFORNIA 94043

Attorney of Record Dwayne K. Goetzel

Prior Registrations 3934326

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America
United States Patent and Trademark Office

EYE-FI

Reg. No. 4,074,038

EYE-FI, INC. (CALIFORNIA CORPORATION)
305 W. EVELYN AVENUE
MOUNTAIN VIEW, CA 94041

Registered Dec. 20, 2011

Int. Cl.: 9

FOR: ELECTRONIC STORAGE DEVICE IN THE NATURE OF MEMORY MEDIA FOR STORING PHOTOGRAPHS AND VIDEO; COMPUTER SOFTWARE FOR ORGANIZING AND VIEWING DIGITAL IMAGES AND PHOTOGRAPHS , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 4-25-2006; IN COMMERCE 10-15-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,934,326.

SER. NO. 85-318,163, FILED 5-11-2011.

JOHN WILKE, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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EYE-FI

Word Mark EYE-FI

Goods and Services IC 009. US 021 023 026 036 038. G & S: Downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video comprising photographs. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015

IC 042. US 100 101. G & S: Computer services, namely, providing a web-based service featuring technology that enables users to electronically upload, download, transfer, display and store digital photographs and video comprising photographs. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85456367

Filing Date October 26, 2011

Current Basis 1A

Original Filing Basis 1A

Published for Opposition May 1, 2012

Registration Number 4174597

**International
Registration
Number** 1098500; 1181566

**Registration
Date** July 17, 2012

Owner (REGISTRANT) Eye-Fi, Inc. CORPORATION CALIFORNIA 967 North Shoreline Blvd. Mountain View
CALIFORNIA 94043

**Attorney of
Record** Dwayne K. Goetzel

**Prior
Registrations** 3840431;3934326

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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United States of America
United States Patent and Trademark Office

EYE-FI

Reg. No. 4,174,597

Registered July 17, 2012

Int. Cls.: 9 and 42

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

EYE-FI, INC. (CALIFORNIA CORPORATION)
305 W. EVELYN AVENUE
MOUNTAIN VIEW, CA 94041

FOR: DOWNLOADABLE SOFTWARE THAT ENABLES USERS TO ELECTRONICALLY UPLOAD, DOWNLOAD, TRANSFER, DISPLAY AND STORE DIGITAL PHOTOGRAPHS AND VIDEO COMPRISING PHOTOGRAPHS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-25-2006; IN COMMERCE 10-15-2007.

FOR: COMPUTER SERVICES, NAMELY, PROVIDING A WEB-BASED SERVICE FEATURING TECHNOLOGY THAT ENABLES USERS TO ELECTRONICALLY UPLOAD, DOWNLOAD, TRANSFER, DISPLAY AND STORE DIGITAL PHOTOGRAPHS AND VIDEO COMPRISING PHOTOGRAPHS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 4-25-2006; IN COMMERCE 10-15-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,840,431 AND 3,934,326.

SER. NO. 85-456,367, FILED 10-26-2011.

ZHALEH DELANEY, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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Word Mark E) EYEFI

Goods and Services IC 009. US 021 023 026 036 038. G & S: Electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs; downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video; online downloadable software application for user account control and uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video; downloadable software application for uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video across multiple platforms and multiple electronic devices. FIRST USE: 20140300. FIRST USE IN COMMERCE: 20140400

IC 038. US 100 101 104. G & S: Transfer of data via telecommunication. FIRST USE: 20140300. FIRST USE IN COMMERCE: 20140400

IC 042. US 100 101. G & S: Computer services, namely, providing a web-based service featuring technology that enables users to electronically upload, download, transfer, display and store digital photographs and video; computer services, namely, providing web-based servers; computer services, namely, providing a cloud computing-based server; electronic storage of digital images and video. FIRST USE: 20140300. FIRST USE IN COMMERCE: 20140400

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 86197956

Filing Date February 19, 2014

Current Basis 1A

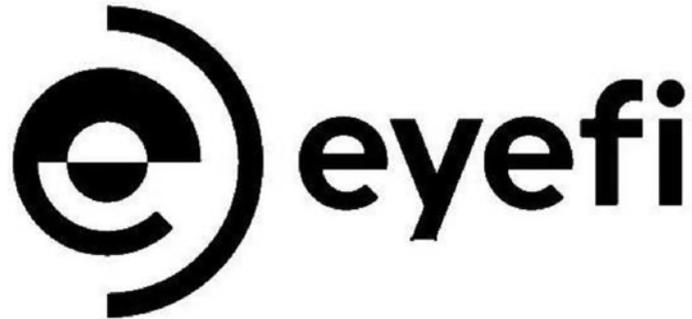
Original 1B

Filing Basis**Published**

for July 29, 2014

Opposition**Registration
Number** 4705148**International
Registration
Number** 1229265**Registration
Date** March 17, 2015**Owner** (REGISTRANT) Eye-Fi, Inc. CORPORATION CALIFORNIA 967 Shoreline Blvd. Mountain View CALIFORNIA 94043**Attorney of
Record** Dwayne K. Goetzel**Prior
Registrations** 3934326;4074038;4174597;AND OTHERS**Description
of Mark** Color is not claimed as a feature of the mark. The mark consists of the word "eyefi" to the right of a stylized letter "e" to the left of an open parenthesis.**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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United States Patent and Trademark Office



Reg. No. 4,705,148

EYE-FI, INC. (CALIFORNIA CORPORATION)
967 SHORELINE BLVD.

Registered Mar. 17, 2015

MOUNTAIN VIEW, CA 94043

Int. Cls.: 9, 38, and 42

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FOR: ELECTRONIC STORAGE DEVICE IN THE NATURE OF MEMORY MEDIA FOR STORING PHOTOGRAPHS AND VIDEO; COMPUTER SOFTWARE FOR ORGANIZING AND VIEWING DIGITAL IMAGES AND PHOTOGRAPHS; DOWNLOADABLE SOFTWARE THAT ENABLES USERS TO ELECTRONICALLY UPLOAD, DOWNLOAD, TRANSFER, DISPLAY AND STORE DIGITAL PHOTOGRAPHS AND VIDEO; ONLINE DOWNLOADABLE SOFTWARE APPLICATION FOR USER ACCOUNT CONTROL AND UPLOADING, DOWNLOADING, TRANSFERRING, DISPLAY, EDITING, SHARING, SYNCHRONIZATION AND ELECTRONIC STORAGE OF DIGITAL PHOTOGRAPHS AND VIDEO; DOWNLOADABLE SOFTWARE APPLICATION FOR UPLOADING, DOWNLOADING, TRANSFERRING, DISPLAY, EDITING, SHARING, SYNCHRONIZATION AND ELECTRONIC STORAGE OF DIGITAL PHOTOGRAPHS AND VIDEO ACROSS MULTIPLE PLATFORMS AND MULTIPLE ELECTRONIC DEVICES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-0-2014; IN COMMERCE 4-0-2014.

FOR: TRANSFER OF DATA VIA TELECOMMUNICATION, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 3-0-2014; IN COMMERCE 4-0-2014.

FOR: COMPUTER SERVICES, NAMELY, PROVIDING A WEB-BASED SERVICE FEATURING TECHNOLOGY THAT ENABLES USERS TO ELECTRONICALLY UPLOAD, DOWNLOAD, TRANSFER, DISPLAY AND STORE DIGITAL PHOTOGRAPHS AND VIDEO; COMPUTER SERVICES, NAMELY, PROVIDING WEB-BASED SERVERS; COMPUTER SERVICES, NAMELY, PROVIDING A CLOUD COMPUTING-BASED SERVER; ELECTRONIC STORAGE OF DIGITAL IMAGES AND VIDEO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-0-2014; IN COMMERCE 4-0-2014.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

OWNER OF U.S. REG. NOS. 3,934,326, 4,174,597, AND OTHERS.

THE MARK CONSISTS OF THE WORD "EYEFI" TO THE RIGHT OF A STYLIZED LETTER "E" TO THE LEFT OF AN OPEN PARENTHESIS.

Reg. No. 4,705,148 SN 86-197,956, FILED 2-19-2014.

MEGHAN REINHART, EXAMINING ATTORNEY



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EYEFI

Word Mark

EYEFI

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Electronic storage device in the nature of memory media for storing photographs and video; computer software for organizing and viewing digital images and photographs; downloadable software that enables users to electronically upload, download, transfer, display and store digital photographs and video; downloadable software application for user account control and uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video; downloadable software application for uploading, downloading, transferring, display, editing, sharing, synchronization and electronic storage of digital photographs and video across multiple platforms and multiple electronic devices. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015

IC 038. US 100 101 104. G & S: Transfer of data via telecommunication. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015

IC 042. US 100 101. G & S: Computer services, namely, providing a web-based service featuring technology that enables users to electronically upload, download, transfer, display and store digital photographs and video; computer services, namely, providing web-based servers; computer services, namely, providing a cloud computing-based server; electronic storage of digital images and video. FIRST USE: 20060425. FIRST USE IN COMMERCE: 20071015

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

86598804

Filing Date

April 15, 2015

Current

1A

Basis**Original Filing Basis** 1A**Published for Opposition** September 22, 2015**Owner** (APPLICANT) Eye-Fi, Inc. CORPORATION CALIFORNIA 967 Shoreline Blvd. Mountain View CALIFORNIA 94043**Attorney of Record** Dwayne K. Goetzel**Prior Registrations** 4074038;4174597**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)