

ESTTA Tracking number: **ESTTA723047**

Filing date: **01/27/2016**

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 parties oppose registration of the indicated application.

Opposers Information

Name	Wise F&I, LLC
Granted to Date of previous extension	01/27/2016
Address	1670 Fenpark Drive Fenton, MO 63026 UNITED STATES

Name	Financial Gap Administrator LLC
Granted to Date of previous extension	01/27/2016
Address	1670 Fenpark Drive Fenton, MO 63026 UNITED STATES

Name	Vehicle Service Administrator LLC
Granted to Date of previous extension	01/27/2016
Address	1670 Fenpark Drive Fenton, MO 63026 UNITED STATES

Name	Administration America LLC
Granted to Date of previous extension	01/27/2016
Address	1670 Fenpark Drive Fenton, MO 63026 UNITED STATES

Attorney information	Hadi S. Al-Shathir Thompson Coburn LLP One US Bank Plaza St. Louis, MO 63101 UNITED STATES hal-shathir@thompsoncoburn.com, smoussavi@thompsoncoburn.com, urogers@thompsoncoburn.com, ipdocket@thompsoncoburn.com
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Applicant Information

Application No	86668531	Publication date	09/29/2015
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Opposition Filing Date	01/27/2016	Opposition Period Ends	01/27/2016
Applicant	Allstate Insurance Company Allstate Plaza Northbrook, IL 60062 UNITED STATES		

Goods/Services Affected by Opposition

Class 036. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Insurance services, namely, writing and underwriting of property and casualty insurance and providing ancillary services thereto, namely, administration and claims adjustment

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.	4249179	Application Date	02/03/2012
Registration Date	11/27/2012	Foreign Priority Date	NONE
Word Mark	WISE F&I		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2007/07/31 First Use In Commerce: 2007/07/31 providing automobile financial gap insurance, namely, debt cancellation agreements, arrangements for debt waiver insurance contracts, and administration and processing of claims; underwriting warranty programs in the field of vehicle theftdeterrent programs, tire repair and replacement, and to reimburse losses due tovehicle theft; extended warranty services, namely, service contracts; providingextended warranties on vehicles; underwriting vehicle service contracts in the field of exterior dent repair, wheel repair, tire repair and replacement, windshield repair, interior repair and mechanical breakdown repair including related losses due to theft; providing identity theft insurance underwritten by others; credit management services, namely, assistance with restoring credit damaged by identity theft</p> <p>Class 041. First use: First Use: 2007/07/31 First Use In Commerce: 2007/07/31 interactive on-line training services in the field of automobile dealership compliance</p> <p>Class 045. First use: First Use: 2007/07/31 First Use In Commerce: 2007/07/31 Identity theft protection and fraud resolution services, namely, providing advice, counseling and consultation in the field of identity theft; providing a web site fea-</p>		

	turing on-line resources, namely, information, links to outside web sites, links to third party news articles and news videos, and identity theft prevention tips, all of the foregoing in the field of identity theft
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U.S. Registration No.	3611703	Application Date	09/04/2008
Registration Date	04/28/2009	Foreign Priority Date	NONE
Word Mark	ID THEFTWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2006/05/31 First Use In Commerce: 2006/05/31 Providing identity theft insurance underwritten by others; credit management services, namely, assistance with restoring credit damaged by identity theft</p> <p>Class 045. First use: First Use: 2006/05/31 First Use In Commerce: 2006/05/31 Identity theft protection and fraud resolution services, namely, providing advice, counseling and consultation in the field of identity theft, and monitoring consumer credit reports; providing a web site featuring on-line resources and educational materials, namely, information, links to outside web sites, links to third party news articles and news videos, and identity theft prevention tips, all of the foregoing in the field of identity theft</p>		

U.S. Registration No.	2800305	Application Date	08/19/2002
Registration Date	12/30/2003	Foreign Priority Date	NONE
Word Mark	TIREWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2002/05/23 First Use In Commerce: 2002/05/23 underwriting warranty programs in the field of tire repair and replacement		

U.S. Registration No.	3086022	Application Date	10/23/2001
Registration Date	04/25/2006	Foreign Priority Date	NONE
Word Mark	THEFTWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2005/12/28 First Use In Commerce: 2005/12/28 Insurance services, namely, underwriting warranties to reimburse losses due to vehicle theft		

U.S. Registration No.	2745080	Application Date	10/23/2001
Registration Date	07/29/2003	Foreign Priority	NONE

		Date	
Word Mark	ETCHWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2002/11/18 First Use In Commerce: 2002/11/18 Underwriting warranty programs in the field of vehicle theft deterrent programs		

U.S. Registration No.	2363547	Application Date	11/19/1997
Registration Date	07/04/2000	Foreign Priority Date	NONE

Word Mark	GAPWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1997/10/13 First Use In Commerce: 1997/10/13 Providing automobile financial gap insurance, namely debt cancellation agreements, arrangements for debt waiver insurance contracts, and [administrative] * administration * and processing of claims		

U.S. Registration No.	4372307	Application Date	12/12/2012
Registration Date	07/23/2013	Foreign Priority Date	NONE

Word Mark	WISECARE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2012/11/01 First Use In Commerce: 2012/11/01 providing vehicle service agreements on vehicles manufactured by others for		

	automotive appearance protection and emergency roadside assistance		
U.S. Registration No.	4778223	Application Date	03/03/2014
Registration Date	07/21/2015	Foreign Priority Date	NONE
Word Mark	ONWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2014/04/01 First Use In Commerce: 2014/04/01 Insurance administration in the field of automotive vehicle finance, guarantee-dasset protection, identity theft, credit management services, assistance with restoring credit damaged by identity theft; Insurance claims administration; Insurance claims processing; Insurance services, namely, underwriting extended warranty contracts in the field of vehicles, vehicle theft deterrent programs, tire repair and replacement, interior or exterior repair and to reimburse losses due to vehicle theft; Insurance services, namely, underwriting vehicle service contracts in the field of exterior dent repair, wheel repair, tire repair and replacement, windshield repair, interior repair and mechanical breakdown repair, and related losses due to theft, debt cancellation and guaranteed asset protection waiver contracts, and automobile financial gap insurance</p>		
U.S. Application No.	86625442	Application Date	05/11/2015
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	KEYWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2009/12/15 First Use In Commerce: 2009/12/15 insurance services, namely, underwriting warranties to reimburse losses resulting from the loss, theft or destruction of automobile keys, key fobs and keyless</p>		

	entry remotes Class 037. First use: First Use: 2009/12/15 First Use In Commerce: 2009/12/15 motor club services, namely, emergency roadside services
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Attachments	85533388#TMSN.png(bytes) 77562017#TMSN.png(bytes) 75392814#TMSN.png(bytes) 85800953#TMSN.png(bytes) 86209008#TMSN.png(bytes) 86625442#TMSN.png(bytes) MILEWISE NOO.pdf(214155 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	/s/ Hadi S. Al-Shathir
Name	Hadi S. Al-Shathir
Date	01/27/2016

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

Administration America LLC,)	
Financial Gap Administrator LLC,)	
Vehicle Service Administrator LLC,)	
Wise F&I, LLC,)	
)	
Opposer,)	
)	Opp. No. _____
)	
vs.)	Directed to U.S. Ser. No. 86/668,531
)	
Allstate Insurance Company)	Mark: MILEWISE
)	
Applicant.)	

NOTICE OF OPPOSITION

Administration America LLC, Financial Gap Administrator LLC, Vehicle Service Administrator LLC, and Wise F&I, LLC (“Opposers”) will be damaged by registration of the mark MILEWISE for the services in International Class 036 as shown in U.S. Ser. No. 86/668,531 filed by Allstate Insurance Company (“Applicant”). Opposers, therefore, respectfully request that the Board refuse registration of the MILEWISE mark.

PARTIES AND BACKGROUND

1. Administration America LLC (“AA”) is a limited liability company organized and existing under the laws of Missouri, with an address of 1670 Fenpark Drive, Fenton, MO 63026.
2. Financial Gap Administrator LLC (“FGA”) is a limited liability company organized and existing under the laws of Missouri, with an address of 1670 Fenpark Drive, Fenton, MO 63026.
3. Vehicle Service Administrator LLC (“VSA”) is a limited liability company organized and existing under the laws of Missouri, with an address of 1670 Fenpark Drive, Fenton, MO 63026.

4. Wise F&I, LLC (“Wise F&I”) is a limited liability company organized and existing under the laws of Missouri, with an address of 1670 Fenpark Drive, Fenton, MO 63026.

5. AA, FGA, and VSA are each subsidiaries of Wise F&I.

6. On information and belief, Applicant is an Illinois corporation, with an address of 2775 Sanders Road, Northbrook, Illinois 60062. On information and belief, Applicant is the owner of U.S. Ser. No. 86/668,531 for the mark MILEWISE for “insurance services, namely, writing and underwriting of property and casualty insurance and providing ancillary services thereto, namely, administration and claims adjustment” in International Class 036.

7. Prior to any alleged priority date for the mark MILEWISE, Opposers began using, and have continuously used in interstate commerce, a family of WISE marks wherein the term WISE is the family indicator, including WISE F&I, ETCHWISE, ID THEFTWISE, TIREWISE, THEFTWISE, GAPWISE, WISECARE, ONWISE, WISETVP, and KEYWISE (collectively, the “WISE Family of Marks”), in connection with automotive finance and insurance products and services, and other products and services. As a result of substantial and extensive sales and marketing of such products and services under the Wise Family of Marks, the marks have become well known and famous to consumers.

8. In addition to their common law rights in the Wise Family of Marks, Opposers own U.S. Registration No. 4,249,179 for the trademark WISE F&I, U.S. Registration No. 3,611,703 for the trademark ID THEFTWISE, U.S. Registration No. 2,800,305 for the trademark TIREWISE, U.S. Registration No. 3,086,022 for the trademark THEFTWISE, U.S. Registration No. 2,745,080 for the trademark ETCHWISE, U.S. Registration No. 2,363,547 for the trademark GAPWISE, U.S. Registration No. 4,372,307 for the trademark WISECARE, U.S.

Registration No. 4,778,223 for the trademark ONWISE and U.S. Serial No. 86/625,442 for the mark KEYWISE. TSDR reports for the above are attached and incorporated by reference.

**COUNT I
(Likelihood of Confusion)**

9. Opposers incorporate the above allegations by reference.

10. Applicant's mark MILEWISE so resembles Opposers' WISE Family of Marks as to be likely, when used in connection with the applied-for services, to cause confusion or to cause mistake or to deceive, thus causing damage to Opposers.

ACCORDINGLY, based upon the above grounds, Opposers respectfully request that the Board refuse registration of the mark MILEWISE.

Respectfully submitted,

By: /s/ Hadi S. Al-Shathir

Matthew A. Braunel
Hadi S. Al-Shathir
Sartouk H. Moussavi
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St. Louis, MO 63101
(314) 552-6000
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mbraunel@thompsoncoburn.com
smoussavi@thompsoncoburn.com
ipdocket@thompsoncoburn.com
urogers@thompsoncoburn.com

Attorneys for Opposers

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing was sent via U.S. mail on January 27, 2016, to the following:

Marsha K. Hoover
Marshall Gernstein & Borun LLP
233 S. Wacker Dr. Suite 6300
Chicago, Illinois 60606

/s/ Hadi S. Al-Shathir _____

Generated on:

This page was generated by TSDR on 2016-01-27 12:03:52 EST

Mark: WISE F&I

WISE F&I

US Serial Number: 85533388

Application Filing Date:

Feb. 03, 2012

US Registration Number: 4249179

Registration Date:

Nov. 27, 2012

Register:

Principal

Mark Type:

Service Mark

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Nov. 27, 2012

Publication Date: Sep. 11, 2012

Mark Information

Mark Literal Elements:

WISE F&I

Standard Character Claim:

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type:

4 - STANDARD CHARACTER MARK

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

providing automobile financial gap insurance, namely, debt cancellation agreements, arrangements for debt waiver insurance contracts, and administration and processing of claims; underwriting warranty programs in the field of vehicle theft deterrent programs, tire repair and replacement, and to reimburse losses due to vehicle theft; extended warranty services, namely, service contracts; providing extended warranties on vehicles; underwriting vehicle service contracts in the field of exterior dent repair, wheel repair, tire repair and replacement, windshield repair, interior repair and mechanical breakdown repair including related losses due to theft; providing identity theft insurance underwritten by others; credit management services, namely, assistance with restoring credit damaged by identity theft

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Jul. 31, 2007

Use in Commerce:

Jul. 31, 2007

For:

interactive on-line training services in the field of automobile dealership compliance

International Class(es): 041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use: Jul. 31, 2007

Use in Commerce:

Jul. 31, 2007

For:

Identity theft protection and fraud resolution services, namely, providing advice, counseling and consultation in the field of identity theft; providing a web site featuring on-line resources, namely, information, links to outside web sites, links to third party news articles and news videos, and identity theft prevention tips, all of the foregoing in the field of identity theft

International Class(es): 045 - Primary Class

U.S Class(es):

100, 101

Class Status:

ACTIVE

Basis:

1(a)

First Use: Jul. 31, 2007

Use in Commerce:

Jul. 31, 2007

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name:

Wise F&I LLC

Owner Address:

1670 Fenpark Drive
St. Louis, MISSOURI UNITED STATES 63026

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer A. Visintine

Docket Number:

1893778098

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

No

Correspondent

**Correspondent
Name/Address:**

JENNIFER A. VISINTINE
Thompson Coburn
505 N 7th St Ste 3500
Saint Louis, MISSOURI UNITED STATES 63101-1693

Phone: 314-552-6000

Fax:

314-667-3633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Nov. 27, 2012	REGISTERED-PRINCIPAL REGISTER	
Sep. 11, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 11, 2012	PUBLISHED FOR OPPOSITION	
Aug. 22, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 08, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Aug. 07, 2012	ASSIGNED TO LIE	70884
Jul. 23, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 20, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 20, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 20, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 14, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 14, 2012	NON-FINAL ACTION E-MAILED	6325
May 14, 2012	NON-FINAL ACTION WRITTEN	76502
May 14, 2012	ASSIGNED TO EXAMINER	76502
Feb. 09, 2012	NOTICE OF PSEUDO MARK MAILED	
Feb. 08, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 07, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Nov. 27, 2012

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb LLP
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa@loeb.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza

St. Louis MO UNITED STATES , 63101

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , jpdocket@thompsoncoburn.com , urogers@thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Generated on:

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Mark: ID THEFTWISE

ID THEFTWISE

US Serial Number: 77562017

Application Filing Date:

Sep. 04, 2008

US Registration Number: 3611703

Registration Date:

Apr. 28, 2009

Register:

Principal

Mark Type:

Service Mark

Status:

A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date:

Apr. 24, 2015

Publication Date: Feb. 10, 2009

Mark Information

Mark Literal Elements:

ID THEFTWISE

Standard Character Claim:

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type:

4 - STANDARD CHARACTER MARK

Disclaimer:

"I.D."

Related Properties Information

Claimed Ownership of US Registrations:

3086022

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Providing identity theft insurance underwritten by others; credit management services, namely, assistance with restoring credit damaged by identity theft

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: May 31, 2006

Use in Commerce:

May 31, 2006

For:

Identity theft protection and fraud resolution services, namely, providing advice, counseling and consultation in the field of identity theft, and monitoring consumer credit reports; providing a web site featuring on-line resources and educational materials, namely, information, links to outside web sites, links to third party news articles and news videos, and identity theft prevention tips, all of the foregoing in the field of identity theft

International Class(es): 045 - Primary Class

U.S Class(es):

100, 101

Class Status:

ACTIVE

Basis:

1(a)

First Use: May 31, 2006

Use in Commerce:

May 31, 2006

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name:

ADMINISTRATION AMERICA LLC

Owner Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI UNITED STATES 63026

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where
Organized:

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer A. Visintine

Docket Number:

18937-77368

Attorney Primary Email ipdocket@thompsoncoburn.com

Attorney Email

Address:

Authorized:

Yes

Correspondent

Correspondent
Name/Address:

JENNIFER A. VISINTINE
THOMPSON COBURN LLP
ONE US BANK PLAZA
ST. LOUIS, MISSOURI UNITED STATES 63101

Phone: 314-552-6000

Fax:

314-552-7000

Correspondent e-mail: ipdocket@thompsoncoburn.com

Correspondent e-mail
Authorized:

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Apr. 24, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 24, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76874
Apr. 09, 2015	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	76874
Apr. 24, 2015	AMENDMENT UNDER SECTION 7 - ISSUED	76874
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874

Apr. 09, 2015	TEAS SECTION 8 & 15 RECEIVED	
Apr. 09, 2015	TEAS SECTION 7 REQUEST RECEIVED	
Oct. 17, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 22, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 28, 2009	REGISTERED-PRINCIPAL REGISTER	
Feb. 10, 2009	PUBLISHED FOR OPPOSITION	
Jan. 21, 2009	NOTICE OF PUBLICATION	
Jan. 06, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Jan. 06, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 05, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 05, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 05, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 16, 2008	COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION ENTERED	73797
Dec. 16, 2008	ASSIGNED TO LIE	73797
Dec. 16, 2008	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Dec. 16, 2008	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Dec. 16, 2008	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	82090
Dec. 10, 2008	ASSIGNED TO EXAMINER	82090
Sep. 09, 2008	NOTICE OF PSEUDO MARK MAILED	
Sep. 08, 2008	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:

Section 8 - Accepted

Affidavit of Incontestability:

Section 15 - Accepted

Change in Registration:

Yes

Amendment to a Registration/Renewal Certificate:

The drawing is amended to appear as follows: ID THEFTWISE

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 113

Date in Location:

Apr. 24, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant:

Reinsurance Associates, Inc.

Assignment 1 of 2

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4718/0346](#)

Pages:

4

Date Recorded: Feb. 16, 2012

Supporting Documents:

[assignment-tm-4718-0346.pdf](#)

Assignor

Name: [REINSURANCE ASSOCIATES, INC.](#)

Execution Date:

Feb. 09, 2012

Legal Entity Type: CORPORATION

State or Country Where Organized:

MISSOURI

Assignee

Name:

[VEHICLE SERVICE ADMINISTRATOR LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4879/0342](#)

Pages:

4

Date Recorded: Oct. 11, 2012

Supporting Documents:

[assignment-tm-4879-0342.pdf](#)

Assignor

Name: [VEHICLE SERVICE ADMINISTRATOR LLC](#)

Execution Date:

Oct. 10, 2012

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Assignee

Name:

[ADMINISTRATION AMERICA LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings:

2

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb LLP
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa

Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St. Louis MO UNITED STATES , 63101

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91224810](#)

Filing Date:

Nov 11, 2015

Status: Pending

Status Date:

Nov 11, 2015

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name:

The Board of Regents of The University of Texas System

Correspondent Address:

ALISON D. FREY
PIRKEY BARBER PLLC
600 CONGRESS AVE , STE 2120
AUSTIN TX UNITED STATES , 78701-2973

Correspondent e-mail:

tmcentral@pirkeybarber.com; afrey@pirkey , abistline@pirkeybarber.com , svale@pirkeybarber.com , eolson@pirkeybarber.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
I IDWISE	Opposition Pending	86424095	

Plaintiff(s)**Name:**

Administration America LLC

Correspondent Address:

Hadi Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St Louis MO UNITED STATES , 63101

Correspondent e-mail:

HAI-Shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 11, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 11, 2015	Dec 21, 2015
3	PENDING, INSTITUTED	Nov 11, 2015	
4	ANSWER	Dec 21, 2015	

Generated on:

This page was generated by TSDR on 2016-01-27 12:05:27 EST

Mark: TIREWISE

US Serial Number: 78155595

Application Filing Date:

Aug. 19, 2002

US Registration Number: 2800305

Registration Date:

Dec. 30, 2003

Register:

Principal

Mark Type:

Service Mark

Status:

The registration has been renewed.

Status Date:

Jul. 29, 2013

Publication Date: Oct. 07, 2003

Mark Information

Mark Literal Elements:

TIREWISE

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

underwriting warranty programs in the field of tire repair and replacement

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: May 23, 2002

Use in Commerce:

May 23, 2002

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently 44E: No
Currently 66A: No
Currently No Basis: No

Amended 44E: No

Current Owner(s) Information

Owner Name:

VEHICLE SERVICE ADMINISTRATOR LLC

Owner Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer A. Visintine

Docket Number:

18937-33718

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

Yes

Correspondent

**Correspondent
Name/Address:**

Jennifer A. Visintine
THOMPSON COBURN LLP
One U.S. Bank Plaza
ST. LOUIS, MISSOURI 63101
UNITED STATES

Phone: 314-552-6000

Fax:

314-667-3633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Jul. 29, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 29, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76873
Jul. 29, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76873
Jul. 29, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Jul. 12, 2013	TEAS SECTION 8 & 9 RECEIVED	
Feb. 22, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 17, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Sep. 17, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69934
Aug. 19, 2009	TEAS SECTION 8 & 15 RECEIVED	
Dec. 30, 2003	REGISTERED-PRINCIPAL REGISTER	
Oct. 07, 2003	PUBLISHED FOR OPPOSITION	
Sep. 17, 2003	NOTICE OF PUBLICATION	
Aug. 17, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 16, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 31, 2003	CASE FILE IN TICRS	
Jul. 16, 2003	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 28, 2003	NON-FINAL ACTION MAILED	
Jan. 24, 2003	ASSIGNED TO EXAMINER	76419

Maintenance Filings or Post Registration Information

Affidavit of Continued
Use:

Section 8 - Accepted

Affidavit of
Incontestability:

Section 15 - Accepted

Renewal Date:

Dec. 30, 2013

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: GENERIC WEB UPDATE

Date in Location:

Jul. 29, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant:

REINSURANCE ASSOCIATES, INC.

Assignment 1 of 1

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4718/0346](#)

Pages:

4

Date Recorded: Feb. 16, 2012

Supporting Documents:

[assignment-tm-4718-0346.pdf](#)

Assignor

Name: [REINSURANCE ASSOCIATES, INC.](#)

Execution Date:

Feb. 09, 2012

Legal Entity Type: CORPORATION

State or Country Where
Organized:

MISSOURI

Assignee

Name:

[VEHICLE SERVICE ADMINISTRATOR LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where
Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb LLP
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa@loeb.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St. Louis MO , 63101
UNITED STATES

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com .
www.thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Generated on:

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Mark: THEFTWISE

US Serial Number: 78089789

Application Filing Date:

Oct. 23, 2001

US Registration Number: 3086022

Registration Date:

Apr. 25, 2006

Register:

Principal

Mark Type:

Service Mark

Status:

A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date:

Nov. 01, 2012

Publication Date: Nov. 05, 2002

Notice of Allowance Date:

Jan. 28, 2003

Mark Information

Mark Literal Elements:

THEFTWISE

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Insurance services, namely, underwriting warranties to reimburse losses due to vehicle theft

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Dec. 28, 2005

Use in Commerce:

Dec. 28, 2005

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name:

ADMINISTRATION AMERICA LLC

Owner Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI UNITED STATES 63026

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer A. Visintine

Docket Number:

18937-29116

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

Yes

Correspondent

**Correspondent
Name/Address:**

Jennifer A. Visintine
THOMPSON COBURN LLP
One US Bank Plaza
SAINT LOUIS, MISSOURI UNITED STATES 63101

Phone: 314-552-6000

Fax:

314-667-3633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Apr. 25, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Nov. 01, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Nov. 01, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Nov. 01, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Oct. 17, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 12, 2012	TEAS SECTION 8 & 15 RECEIVED	
Feb. 22, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 25, 2006	REGISTERED-PRINCIPAL REGISTER	
Mar. 08, 2006	LAW OFFICE REGISTRATION REVIEW COMPLETED	72589
Mar. 03, 2006	ASSIGNED TO LIE	72589
Feb. 26, 2006	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 17, 2006	STATEMENT OF USE PROCESSING COMPLETE	61813
Jan. 26, 2006	USE AMENDMENT FILED	61813
Jan. 26, 2006	TEAS STATEMENT OF USE RECEIVED	
Jul. 26, 2005	EXTENSION 5 GRANTED	98765
Jul. 26, 2005	EXTENSION 5 FILED	98765
Jul. 26, 2005	TEAS EXTENSION RECEIVED	
Jun. 14, 2005	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 10, 2005	EXTENSION 4 GRANTED	73797

Jan. 25, 2005 EXTENSION 4 FILED
 Jan. 25, 2005 TEAS EXTENSION RECEIVED
 Aug. 09, 2004 EXTENSION 3 GRANTED
 Jul. 13, 2004 EXTENSION 3 FILED
 Jul. 22, 2004 CASE FILE IN TICRS
 Jul. 13, 2004 TEAS EXTENSION RECEIVED
 Apr. 07, 2004 TEAS CHANGE OF CORRESPONDENCE RECEIVED
 Feb. 12, 2004 EXTENSION 2 GRANTED
 Jan. 27, 2004 EXTENSION 2 FILED
 Jan. 27, 2004 TEAS EXTENSION RECEIVED
 Aug. 04, 2003 EXTENSION 1 GRANTED
 Jul. 10, 2003 EXTENSION 1 FILED
 Jul. 10, 2003 TEAS EXTENSION RECEIVED
 Jun. 12, 2003 TEAS CHANGE OF CORRESPONDENCE RECEIVED
 Jan. 28, 2003 NOA MAILED - SOU REQUIRED FROM APPLICANT
 Nov. 05, 2002 PUBLISHED FOR OPPOSITION
 Oct. 16, 2002 NOTICE OF PUBLICATION
 Jul. 08, 2002 PAPER RECEIVED
 Jul. 16, 2002 APPROVED FOR PUB - PRINCIPAL REGISTER
 Jul. 16, 2002 EXAMINERS AMENDMENT E-MAILED
 Jan. 29, 2002 NON-FINAL ACTION MAILED
 Jan. 22, 2002 ASSIGNED TO EXAMINER

73797

76433

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:

Section 8 - Accepted

Affidavit of Incontestability:

Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 110

Date in Location:

Nov. 01, 2012

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant:

Reinsurance Associates, Inc.

Assignment 1 of 2

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4718/0346](#)

Pages:

4

Date Recorded: Feb. 16, 2012

Supporting Documents:

[assignment-tm-4718-0346.pdf](#)

Assignor

Name: [REINSURANCE ASSOCIATES, INC.](#)

Execution Date:

Feb. 09, 2012

Legal Entity Type: CORPORATION

State or Country Where Organized:

MISSOURI

Assignee

Name:

[VEHICLE SERVICE ADMINISTRATOR LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4879/0342](#)

Pages:

4

Date Recorded: Oct. 11, 2012

Supporting Documents:

[assignment-tm-4879-0342.pdf](#)

Assignor

Name: [VEHICLE SERVICE ADMINISTRATOR LLC](#)

Execution Date:

Oct. 10, 2012

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Assignee

Name:

[ADMINISTRATION AMERICA LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb LLP
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa@loeb.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St. Louis MO UNITED STATES , 63101

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com , www.thompsoncoburn.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Generated on:

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Mark: ETCHWISE

US Serial Number: 78089795

Application Filing Date:

Oct. 23, 2001

US Registration Number: 2745080

Registration Date:

Jul. 29, 2003

Register:

Principal

Mark Type:

Service Mark

Status:

The registration has been renewed.

Status Date:

Mar. 04, 2013

Publication Date: Oct. 08, 2002

Notice of Allowance Date:

Dec. 31, 2002

Mark Information

Mark Literal Elements:

ETCHWISE

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Underwriting warranty programs in the field of vehicle theft deterrent programs

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Nov. 18, 2002

Use in Commerce:

Nov. 18, 2002

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently 44D: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Amended 44D: No
Amended 44E: No

Current Owner(s) Information

Owner Name:

ADMINISTRATION AMERICA LLC

Owner Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI UNITED STATES 63026

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer Visintine

Docket Number:

18937-29114

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

Yes

Correspondent

**Correspondent
Name/Address:**

Jennifer Visintine
THOMPSON COBURN LLP
ONE U.S. BANK PLAZA
ST. LOUIS, MISSOURI UNITED STATES 63101

Phone: 314-552-6000

Fax:

314-667-3633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Mar. 04, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 04, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Mar. 04, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Feb. 27, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Feb. 13, 2013	TEAS SECTION 8 & 9 RECEIVED	
Oct. 17, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 22, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 04, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	73376
Jun. 24, 2009	ASSIGNED TO PARALEGAL	73376
Jun. 18, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jun. 13, 2008	CASE FILE IN TICRS	
Jul. 29, 2003	REGISTERED-PRINCIPAL REGISTER	
Jun. 12, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 10, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 30, 2003	ASSIGNED TO EXAMINER	73731
May 29, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 17, 2003	USE AMENDMENT FILED	
Apr. 17, 2003	TEAS AMENDMENT OF USE RECEIVED	
Dec. 31, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Oct. 08, 2002 PUBLISHED FOR OPPOSITION
Sep. 18, 2002 NOTICE OF PUBLICATION
Jul. 08, 2002 PAPER RECEIVED
Jul. 18, 2002 APPROVED FOR PUB - PRINCIPAL REGISTER
Jul. 17, 2002 EXAMINERS AMENDMENT MAILED
Feb. 06, 2002 NON-FINAL ACTION MAILED
Jan. 17, 2002 ASSIGNED TO EXAMINER

73731

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:

Section 8 - Accepted

Affidavit of Incontestability:

Section 15 - Accepted

Renewal Date:

Jul. 29, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location:

Mar. 04, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant:

Reinsurance Associates, Inc.

Assignment 1 of 2

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4718/0346](#)

Pages:

4

Date Recorded: Feb. 16, 2012

Supporting Documents:

[assignment-tm-4718-0346.pdf](#)

Assignor

Name: [REINSURANCE ASSOCIATES, INC.](#)

Execution Date:

Feb. 09, 2012

Legal Entity Type: CORPORATION

State or Country Where Organized:

MISSOURI

Assignee

Name:

[VEHICLE SERVICE ADMINISTRATOR LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4879/0342](#)

Pages:

4

Date Recorded: Oct. 11, 2012

Supporting Documents:

[assignment-tm-4879-0342.pdf](#)

Assignor

Name: [VEHICLE SERVICE ADMINISTRATOR LLC](#)

Execution Date:

Oct. 10, 2012

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Assignee

Name:

[ADMINISTRATION AMERICA LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb Llp
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa

Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St. Louis MO UNITED STATES , 63101

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com , www.thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Generated on:

This page was generated by TSDR on 2016-01-27 12:06:52 EST

Mark: GAPWISE

GAPWISE

US Serial Number: 75392814

Application Filing Date:

Nov. 19, 1997

US Registration Number: 2363547

Registration Date:

Jul. 04, 2000

Register:

Principal

Mark Type:

Service Mark

Status:

The registration has been renewed.

Status Date:

Mar. 04, 2010

Publication Date: Apr. 11, 2000

Mark Information

Mark Literal Elements:

GAPWISE

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 incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For:

Providing automobile financial gap insurance, namely debt cancellation agreements, arrangements for debt waiver insurance contracts, and [administrative] * administration * and processing of claims

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Oct. 13, 1997

Use in Commerce:

Oct. 13, 1997

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name:

FINANCIAL GAP ADMINISTRATOR LLC

Owner Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JENNIFER A. VISINTINE

Docket Number:

18937-15231

**Attorney Primary Email
Address:** IPDOCKET@THOMPSONCOBURN.COM

**Attorney Email
Authorized:**

Yes

Correspondent

**Correspondent
Name/Address:**

JENNIFER A. VISINTINE
THOMPSON COBURN LLP
ONE US BANK PLAZA
SAINT LOUIS, MISSOURI 63101
UNITED STATES

Phone: 314-552-6580

Fax:

314-667-3633

Correspondent e-mail: IPDOCKET@THOMPSONCOBURN.COM

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Feb. 22, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 04, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	74886
Mar. 04, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 04, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74886
Mar. 02, 2010	TEAS SECTION 8 & 9 RECEIVED	
Sep. 19, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Sep. 13, 2006	ASSIGNED TO PARALEGAL	61619
Jun. 26, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jun. 26, 2006	TEAS SECTION 8 & 15 RECEIVED	
Mar. 16, 2006	CASE FILE IN TIGRS	
Jan. 05, 2004	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 16, 2000	CERTIFICATE OF CORRECTION ISSUED	
Jul. 25, 2000	SEC 7 REQUEST FILED	
Jul. 04, 2000	REGISTERED-PRINCIPAL REGISTER	
Apr. 11, 2000	PUBLISHED FOR OPPOSITION	
Mar. 10, 2000	NOTICE OF PUBLICATION	
Aug. 26, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 31, 1998	NON-FINAL ACTION MAILED	
Jul. 28, 1998	ASSIGNED TO EXAMINER	69191

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:

Section 8 - Accepted

Affidavit of Incontestability:

Section 15 - Accepted

Renewal Date:

Jul. 04, 2010

Change in Registration:

Yes

Correction made to Registration:

In the statement, Column 1, line 8, through Column 2, line 1, "ADMINISTRATIVE" should be deleted, and, ADMINISTRATION should be inserted.

TM Staff and Location Information

**TM Staff Information - None
File Location**

Current Location: GENERIC WEB UPDATE

Date in Location:

Mar. 04, 2010

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant:

Reinsurance Associates, Inc.

Assignment 1 of 1

Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4718/0350](#)

Pages:

4

Date Recorded: Feb. 16, 2012

Supporting Documents:

[assignment-tm-4718-0350.pdf](#)

Assignor

Name: [REINSURANCE ASSOCIATES, INC.](#)

Execution Date:

Feb. 09, 2012

Legal Entity Type: CORPORATION

State or Country Where Organized:

MISSOURI

Assignee

Name:

[FINANCIAL GAP ADMINISTRATOR LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized:

MISSOURI

Address:

1670 FENPARK DRIVE
ST. LOUIS, MISSOURI 63026

Correspondent

Correspondent Name:

JENNIFER A. VISINTINE

Correspondent Address:

ONE US BANK PLAZA
THOMPSON COBURN LLP
ST. LOUIS, MO 63101

Domestic Representative - Not Found

Proceedings

Summary**Number of Proceedings:**

1

Type of Proceeding: Opposition**Proceeding Number:** [91225808](#)**Filing Date:**

Jan 13, 2016

Status: Pending**Status Date:**

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE**Defendant****Name:**

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
 Loeb & Loeb Llp
 10100 Santa Monica Blvd Ste 2200
 Los Angeles CA , 90067-4120

Correspondent e-mail:efilings@loeb.com; dgrace@loeb.com; mhowa**Associated marks**

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)**Name:**

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
 Thompson Coburn LLP
 One US Bank Plaza
 St. Louis MO , 63101
 UNITED STATES

Correspondent e-mail:hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , uogers@thompsoncoburn.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Generated on:

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Mark: WISECARE

WISECARE

US Serial Number: 85800953

Application Filing Date:

Dec. 12, 2012

US Registration Number: 4372307

Registration Date:

Jul. 23, 2013

Register:

Principal

Mark Type:

Service Mark

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jul. 23, 2013

Publication Date: May 07, 2013

Mark Information

Mark Literal Elements:

WISECARE

Standard Character Claim:

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type:

4 - STANDARD CHARACTER MARK

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 incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For:

providing vehicle service agreements on vehicles manufactured by others for automotive appearance protection and emergency roadside assistance

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Nov. 01, 2012

Use in Commerce:

Nov. 01, 2012

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name:

Vehicle Service Administrator LLC

Owner Address:

1670 Fenpark Drive
Fenton, MISSOURI 63026
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer A. Visintine

Docket Number:

18937/110041

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

No

Correspondent

**Correspondent
Name/Address:**

JENNIFER A. VISINTINE
THOMPSON COBURN LLP
505 N 7TH ST STE 3500
SAINT LOUIS, MISSOURI 63101-1693
UNITED STATES

Phone: 314-552-6000

Fax:

314-667-3633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2015	NOTICE OF SUIT	
May 15, 2015	NOTICE OF SUIT	
Jul. 23, 2013	REGISTERED-PRINCIPAL REGISTER	
May 07, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 07, 2013	PUBLISHED FOR OPPOSITION	
Apr. 17, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 28, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 27, 2013	ASSIGNED TO EXAMINER	76147
Dec. 27, 2012	NOTICE OF PSEUDO MARK MAILED	
Dec. 26, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 15, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Jul. 23, 2013

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb LLP
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa

Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St. Louis MO , 63101
UNITED STATES

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com , www.thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

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Mark: ONWISE

ONWISE

US Serial Number: 86209008

Application Filing Date:

Mar. 03, 2014

US Registration Number: 4778223

Registration Date:

Jul. 21, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus:

Yes

Register:

Principal

Mark Type:

Service Mark

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jul. 21, 2015

Publication Date: Sep. 02, 2014

Notice of Allowance Date:

Oct. 28, 2014

Mark Information

Mark Literal Elements:

ONWISE

Standard Character Claim:

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type:

4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations:

4249179

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Insurance administration in the field of automotive vehicle finance, guaranteed asset protection, identity theft, credit management services, assistance with restoring credit damaged by identity theft; Insurance claims administration; Insurance claims processing; Insurance services, namely, underwriting extended warranty contracts in the field of vehicles, vehicle theft deterrent programs, tire repair and replacement, interior or exterior repair and to reimburse losses due to vehicle theft; Insurance services, namely, underwriting vehicle service contracts in the field of exterior dent repair, wheel repair, tire repair and replacement, windshield repair, interior repair and mechanical breakdown repair, and related losses due to theft, debt cancellation and guaranteed asset protection waiver contracts, and automobile financial gap insurance

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Apr. 01, 2014

Use in Commerce:

Apr. 01, 2014

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name:

Wise F & I LLC

Owner Address:

1670 Fenpark Drive
Fenton, MISSOURI 63026
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Matthew J. Himich

Docket Number:

18937-130258

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

Yes

Correspondent

**Correspondent
Name/Address:**

MATTHEW J. HIMICH
THOMPSON COBURN LLP
505 N 7TH ST STE 3500
SAINT LOUIS, MISSOURI 63101-1693
UNITED STATES

Phone: 3145526000

Fax:

3146673633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 21, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 16, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 15, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 01, 2015	STATEMENT OF USE PROCESSING COMPLETE	66230
Apr. 24, 2015	USE AMENDMENT FILED	66230
May 26, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Apr. 24, 2015	TEAS STATEMENT OF USE RECEIVED	
Oct. 28, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 02, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 02, 2014	PUBLISHED FOR OPPOSITION	
Aug. 13, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 28, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171

Jul. 24, 2014	ASSIGNED TO LIE	68171
Jul. 09, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 16, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 16, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 16, 2014	EXAMINERS AMENDMENT -WRITTEN	90331
Jun. 08, 2014	ASSIGNED TO EXAMINER	90331
Mar. 15, 2014	NOTICE OF PSEUDO MARK E-MAILED	
Mar. 14, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 06, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Jun. 15, 2015

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

DAVID W. GRACE
Loeb & Loeb Llp
10100 Santa Monica Blvd Ste 2200
Los Angeles CA , 90067-4120

Correspondent e-mail:

efilings@loeb.com; dgrace@loeb.com; mhowa

Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

Correspondent Address:

Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
St. Louis MO , 63101
UNITED STATES

Correspondent e-mail:

hal-shathir@thompsoncoburn.com , smoussavi@thompsoncoburn.com , ipdocket@thompsoncoburn.com , urogers@thompsoncoburn.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022

ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	

Generated on:

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Mark: KEYWISE

KEYWISE

US Serial Number: 86625442

Application Filing Date:

May 11, 2015

Filed as TEAS RF: Yes

Currently TEAS RF:

Yes

Register:

Principal

Mark Type:

Service Mark

Status:

A non-final Office action has been sent (issued) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date:

Aug. 21, 2015

Mark Information

Mark Literal Elements:

KEYWISE

Standard Character Claim:

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type:

4 - STANDARD CHARACTER MARK

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 incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

insurance services, namely, underwriting warranties to reimburse losses resulting from the loss, theft or destruction of automobile keys, key fobs and keyless entry remotes

International Class(es): 036 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(a)

First Use: Dec. 15, 2009

Use in Commerce:

Dec. 15, 2009

For:

motor club services, namely, emergency roadside services

International Class(es): 037 - Primary Class

U.S Class(es):

100, 103, 106

Class Status:

ACTIVE

Basis:

1(a)

First Use: Dec. 15, 2009

Use in Commerce:

Dec. 15, 2009

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name:

Administration America LLC

Owner Address:

1670 Fenpark Drive
St. Louis, MISSOURI UNITED STATES 63026

Legal Entity Type: LIMITED LIABILITY COMPANY

**State or Country Where
Organized:**

MISSOURI

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jennifer A. Visintine

Docket Number:

18937-143983

**Attorney Primary Email
Address:** ipdocket@thompsoncoburn.com

**Attorney Email
Authorized:**

Yes

Correspondent

**Correspondent
Name/Address:**

JENNIFER A. VISINTINE
Thompson Coburn
505 N 7th St Ste 2700
Saint Louis, MISSOURI UNITED STATES 63101-1693

Phone: 314-552-6000

Fax:

314-667-3633

Correspondent e-mail: ipdocket@thompsoncoburn.com

**Correspondent e-mail
Authorized:**

Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 21, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2015	NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2015	NON-FINAL ACTION WRITTEN	85335
Aug. 20, 2015	ASSIGNED TO EXAMINER	85335
May 19, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 14, 2015	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: LIWINSKI, HELENE AGNES

Law Office Assigned:

LAW OFFICE 104

File Location

Current Location: TMEG LAW OFFICE 104 - EXAMINING

Date in Location:

Proceedings

Summary

Number of Proceedings:

1

Type of Proceeding: Opposition

Proceeding Number: [91225808](#)

Filing Date:

Jan 13, 2016

Status: Pending

Status Date:

Jan 13, 2016

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name:

Answer Financial Inc.

Correspondent Address:

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Associated marks

Mark	Application Status	Serial Number	Registration Number
STREETWISE	Opposition Pending	86687581	

Plaintiff(s)

Name:

Financial Gap Administrator LLC, Vehicle Service Administrator LLC, Administration America LLC, Wise F&I, LLC

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Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE F&I	Registered	85533388	4249179
ID THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	77562017	3611703
TIREWISE	Renewed	78155595	2800305
THEFTWISE	Section 8 and 15 - Accepted and Acknowledged	78089789	3086022
ETCHWISE	Renewed	78089795	2745080
GAPWISE	Renewed	75392814	2363547
WISECARE	Registered	85800953	4372307
ONWISE	Registered	86209008	4778223
KEYWISE	Non-Final Action - Mailed	86625442	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 13, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 13, 2016	Feb 22, 2016
3	PENDING, INSTITUTED	Jan 13, 2016	