

ESTTA Tracking number: **ESTTA767744**

Filing date: **08/30/2016**

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 party opposes registration of the indicated application.

### Opposer Information

Name	Intel Corporation
Granted to Date of previous extension	08/31/2016
Address	2200 Mission College BlvdRNB4 - 151 Santa Clara, CA 95052 UNITED STATES

Attorney information	Ian K. Boyd HARVEY SISKIND LLP Four Embarcadero Center, 39th Floor San Francisco, CA 94111-4115 UNITED STATES iboyd@harveysiskind.com, achang@harveysiskind.com Phone:415-354-0100
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### Applicant Information

Application No	86843138	Publication date	05/03/2016
Opposition Filing Date	08/30/2016	Opposition Period Ends	08/31/2016
Applicant	IntelVue, LLC FL 8 Boston, MA 02111 UNITED STATES		

### Goods/Services Affected by Opposition

Class 035. First Use: 2015/12/08 First Use In Commerce: 2015/12/08 All goods and services in the class are opposed, namely: Business management consulting and advisory services
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	938772	Application Date	02/19/1971
Registration Date	07/25/1972	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1971/01/15 First Use In Commerce: 1971/01/15 EQUIPMENT FOR THE TESTING AND PROGRAMMING OF INTEGRATED CIRCUITS, REGISTERS AND SEMICONDUCTOR MEMORIES

U.S. Registration No.	939641	Application Date	02/19/1971
Registration Date	08/01/1972	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1969/03/11 First Use In Commerce: 1969/03/11 INTEGRATED CIRCUITS, REGISTERS AND SEMICONDUCTOR MEMORIES		

U.S. Registration No.	1022563	Application Date	10/21/1974
Registration Date	10/14/1975	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1971/07/06 First Use In Commerce: 1971/07/06 MICROCOMPUTERS, MICROCONTROLLERS AND MICROPROCESSORS		

U.S. Registration No.	1723243	Application Date	11/25/1991
Registration Date	10/13/1992	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 006. First use: First Use: 1990/10/16 First Use In Commerce: 1990/10/16 metal key rings Class 014. First use: First Use: 1990/10/15 First Use In Commerce: 1990/10/15 [ watches ] Class 016. First use: First Use: 1990/10/22 First Use In Commerce: 1990/10/22 note paper, note cards, posters, [ microprocessor chip die plot prints as art prints, ] pencils, ball point pens, ink pens and stationery folders Class 020. First use: First Use: 1990/10/19 First Use In Commerce: 1990/10/19 plastic key chain tags Class 021. First use: First Use: 1990/10/01 First Use In Commerce: 1990/10/01 mugs and water bottles sold empty Class 028. First use: First Use: 1990/09/27 First Use In Commerce: 1990/09/27 jigsaw puzzles, golf balls, golf tees and golf ball markers		

U.S. Registration No.	1725692	Application Date	11/25/1991
Registration Date	10/20/1992	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 018. First use: First Use: 1990/10/12 First Use In Commerce: 1990/10/12 all purpose sport bags, gym bags and carry-on bags</p> <p>Class 024. First use: First Use: 1990/10/27 First Use In Commerce: 1990/10/27 towels</p> <p>Class 025. First use: First Use: 1990/10/01 First Use In Commerce: 1990/10/01 clothing; namely, T-shirts, [ coveralls], shirts and caps</p>		

U.S. Registration No.	2171778	Application Date	09/04/1996
Registration Date	07/07/1998	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1971/07/06 First Use In Commerce: 1971/07/06 computer operating system software; computer operating programs; computer system extensions, tools and utilities in thefield of application software for connecting personal computers, networks, telecommunications apparatus and global computer network applications; audio and video graphics for real time information and image transfer, transmission, reception, processing and digitizing; computer firmware; computer hardware; computer peripherals; integrated circuits; integrated circuit chips; semiconductor processors; semiconductor processor chips; microprocessors; printed circuit boards; electronic circuit boards; computer memory devices; semiconductor memory devices; video circuit boards; audio circuit boards;audio-video circuit boards; video graphic accelerators; multimedia accelerators; video processors; [ fax/modems; ] computer hardware and software for the transmission and receipt of facsimiles; computer hardware and software for the development, maintenance, and use of local andwide area computer networks; [ computerhardware and software for the development, maintenance, and use of interactive audio-video computer conference systems;] computer hardware and software for the receipt, display, and use of broadcastvideo, audio, and digital data signals</p>		

U.S. Registration No.	2251961	Application Date	10/10/1997
Registration Date	06/08/1999	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1990/10/00 First Use In Commerce: 1990/10/00		

	binders, [ bookends,] boxes for pens, [calendars, ] tablets, note cards and playing cards, self-adhesive pads, desk pads, [ and calendar pads,] pens, pencils, folders, paperweights, pen and pencil holders, photograph stands, rulers, erasers, markers, desk sets, desk organizers
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U.S. Registration No.	2251962	Application Date	10/10/1997
Registration Date	06/08/1999	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 1990/10/00 First Use In Commerce: 1990/10/19 clocks, [ belt buckles, ] jewelry, [ charms, ] [cuff links,] [ earrings, ] key chains, necklaces, [ bracelets, ] [necktie fasteners, lapel pins, ] [ money clip, ] [ pendants, piggy banks,] [ tie pins, ] trophies and watches		

U.S. Registration No.	2194121	Application Date	09/04/1996
Registration Date	10/06/1998	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1969/03/00 First Use In Commerce: 1969/03/00 printed materials, namely, books, magazines, newsletters, journals, operating manuals, users guides, pamphlets, and brochures about, for use with and directed to users of, computer operating system software; computer operating programs; [computer system extensions; computer system tools]; computer system utilities; computer application software; computer firmware; computer hardware; [computer peripherals]; computer components; integrated circuits; integrated circuit chips; semiconductor processors; semiconductor processor chips; microprocessors; printedcircuit boards; electronic circuit boards; computer memory devices; semiconductor memory devices; video circuit boards;audio circuit boards; audio-video circuit boards; video graphic accelerators;[ multimedia accelerators; video processors; fax/modems; computer hardware and software for the transmission and receipt of facsimiles]; computer hardware and software for the development, maintenance, and use of local and wide area computer networks; [ computer hardware and software for the development, maintenance, and use of interactive audio-video computerconference systems;] computer hardware and software for the receipt, display, and use of broadcast video, audio, and digital data signals; and computer hardware and software for development, testing,programming, and production of hardwareand software		

U.S. Registration No.	2250491	Application Date	10/10/1997
Registration Date	06/01/1999	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 018. First use: First Use: 1993/10/00 First Use In Commerce: 1993/10/00 Travel bags, luggage, school bags, backpacks, beach bags, duffel bags, [ fannypacks,] umbrellas

U.S. Registration No.	2254525	Application Date	10/10/1997
Registration Date	06/15/1999	Foreign Priority Date	NONE

Word Mark	INTEL
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1990/10/00 First Use In Commerce: 1990/10/00 T-shirts, shirts, [beachwear, loungewear, sweaters, sweatshirts, sweat suits, coveralls], jackets,[ ties] headwear, [cardigans, gym suits] hats, [jogging suits, necktie], polo shirts, [scarves infantrompers ]

U.S. Registration No.	2261531	Application Date	09/02/1997
Registration Date	07/13/1999	Foreign Priority Date	NONE

Word Mark	INTEL
Design Mark	<b>INTEL</b>
Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 1990/09/00 First Use In Commerce: 1990/09/00 toys, namely, stuffed toys, toys, plushtoy, dolls, bean bags, [ games, namely, board games, stand alone video games, and Christmas tree ornaments ]

U.S. Registration No.	2276580	Application Date	10/10/1997
Registration Date	09/07/1999	Foreign Priority Date	NONE

Word Mark	INTEL
Design Mark	<b>INTEL</b>
Description of	NONE

Mark	
Goods/Services	Class 021. First use: First Use: 1993/12/00 First Use In Commerce: 1993/12/00 Mugs, sports bottles

U.S. Registration No.	2446693	Application Date	12/31/1997
Registration Date	04/24/2001	Foreign Priority Date	NONE

Word Mark	INTEL
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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: 1971/07/00 First Use In Commerce: 1971/07/00 computers; computer hardware; software for use in operating and maintaining computer systems; semiconductors; microprocessors; integrated circuits; micro-computers; computer chipsets; computer motherboards and daughterboards; computer graphics boards; computer networking hardware; computer network adaptors, switches, routers and hubs; [ computer peripherals and electronic apparatus for use with computers; keyboards; ] trackballs; [ computer mouse devices; computer input devices; computer monitors; ] video apparatus; video circuit boards; apparatus and equipment for recording, processing, receiving, reproducing, transmitting, modifying, compressing, decompressing, broadcasting, merging and/or enhancing sound, video images, graphics, and data; algorithm software programs for the operation and control of computers; computer component testing and calibrating electronic units; set-top boxes, namely, electronic control boxes for the interface and control of computer and global computer networks with television and cable broadcast equipment, teleconferencing equipment, and video conferencing equipment, computer programs for network management; computer utility programs; computer operatingsystem software; computer programs for recording, processing, receiving reproducing, transmitting, modifying, compressing, decompressing, broadcasting, merging, and/or enhancing sound, video, images, graphics, and data; [ computer programsfor web page design; ] computer programs for accessing and using the global computer network; telecommunications apparatus and instruments; [ apparatus and equipment for use in video-conferencing, teleconferencing, document exchange and editing; cameras and digital cameras for use with computers; headsets for use withcomputers, computer software, teleconferencing equipment and video conferencingequipment; ] parts, fittings, and testing apparatus for all the aforesaid goods; and user manuals for use with, and sold as a unit with, all the aforesaid goods
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U.S. Registration No.	2462327	Application Date	12/18/1998
Registration Date	06/19/2001	Foreign Priority Date	NONE

Word Mark	INTEL
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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: 1991/12/01 First Use In Commerce: 1991/12/01 [ photographic equipment, namely, digital cameras and PC cameras; ] computer hardware for use in imaging and photographic applications; computer software for use in imaging and photographic applications, namely, organizing and manipulatingimages and capturing, retrieving, storing and mailing images via inter-
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	connected computer networks; [ photo discs, namely, CD Roms for use in storing photographic images; CD Roms for imaging and photographic applications, namely, organizing and manipulating images and capturing, retrieving, storing and mailing images via interconnected computer networks; imaging sensors; interactive multimedia computer game programs; interactive video game programs; interactive video games of virtual reality comprised of computer hardware and software ]
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U.S. Registration No.	2585551	Application Date	09/10/1996
Registration Date	06/25/2002	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 037. First use: First Use: 2000/02/00 First Use In Commerce: 2000/02/00 computer hardware installation and repair services; maintenance of hardware for local and wide area computer networks; [ maintenance of hardware for interactive audio-video computer conference systems; ] maintenance for hardware for receipt, display and use of broadcast video, audio, and digital data signals; maintenance of hardware for interactive and non-interactive web pages for the global computer network for others</p> <p>Class 041. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 education [ and entertainment ] services, namely, arranging and conducting educational conferences and seminars in the fields of computers, telecommunications, and computer networking, and distributing course materials in connection therewith; development, publishing and dissemination of educational materials in the fields of computers, telecommunications and computer networking for others; interactive and non-interactive computer education training services; providing information via global computer network in the fields of education [ and entertainment ] ; provision of interactive and non-interactive electronic information services in the fields of education [ and entertainment ]</p> <p>Class 042. First use: First Use: 1999/09/28 First Use In Commerce: 1999/09/28 computer services, namely, computer diagnostic services; maintenance and updating of computer software; providing others with access to interactive and non-interactive broadcast video, audio and digital data signals; provision of interactive and non-interactive electronic information services on a wide variety of topics; development of local and wide area computer networks for others; [ development of audio-video computer conference systems for others; ] development of computer hardware and software for the receipt, display and use of broadcast video, audio, and digital data signals for others; [ leasing access time to computer data bases in the nature of computer bulletin boards in a wide variety of fields; computer web site design services; ] computer software design for others; [ development of interactive and non-interactive web pages for the global computer network for others; ] computer programming services; providing on-line newspapers, magazines, instructional manuals in the fields of technology, [ entertainment, ] education and business; development, maintenance, and provision of interactive and non-interactive electronic bulletin boards services in the fields of [ entertainment and ] education</p>		

U.S. Registration No.	2742174	Application Date	12/31/1997
Registration Date	07/29/2003	Foreign Priority Date	NONE

Word Mark	INTEL
Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1996/11/00 First Use In Commerce: 1996/11/00 computer-related and communications-related services, namely, [ installation, ]repair, maintenance, support and consulting services for computer-related and communications-related goods; providing information in the field of computer technology via the global computer network; providing on-line publications, namely, books, brochures, white papers, catalogs and pamphlets in the fields of computer and information technology; designing and developing standards for others in the design and implementation of computer software, computer hardware and telecommunications equipment

U.S. Registration No.	3029954	Application Date	04/03/2000
Registration Date	12/13/2005	Foreign Priority Date	NONE

Word Mark	INTEL
Design Mark	<b>INTEL</b>

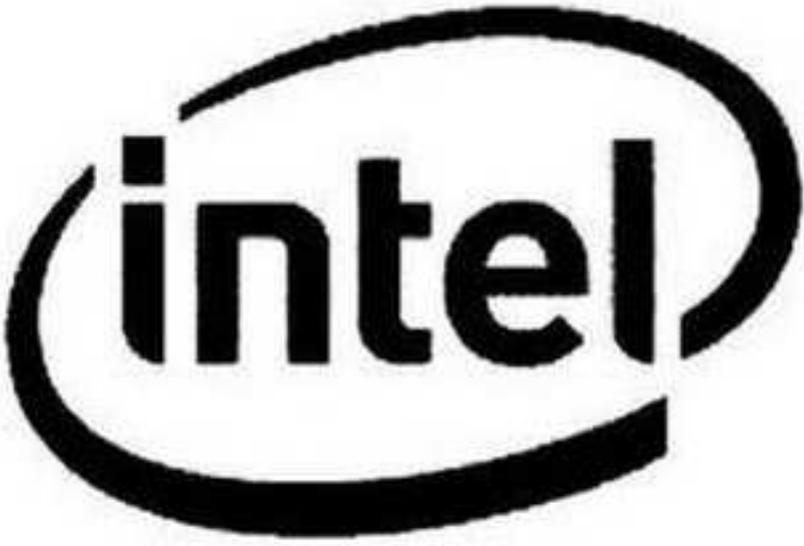
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1997/05/31 First Use In Commerce: 1997/05/31 [Semiconductor and microprocessor cartridges;] internet and web servers; internet and web caching servers; wireless and remote computer peripherals; computer hardware and software for enabling web portals; computer hardware and software for digital encryption, identification and certification; computer hardware and software to enable remote encrypted networking; computer hardware and software to enable secure data transmission via networks, the internet and world wide web Class 042. First use: First Use: 2001/04/30 First Use In Commerce: 2001/04/30 [computer consultation services, namely, web design and development services; ]Internet and web data services, namely, digital identification and certification-services; application service provider services, namely, hosting computer software applications of others

U.S. Registration No.	3136102	Application Date	04/03/2000
Registration Date	08/29/2006	Foreign Priority Date	NONE
Word Mark	INTEL		

Design Mark	<b>INTEL</b>
Description of Mark	NONE
Goods/Services	Class 038. First use: First Use: 2003/03/31 First Use In Commerce: 2003/03/31 Telecommunication services, namely, electronic and digital transmission of data, documents, audio and video via computer terminals

U.S. Registration No.	3173391	Application Date	05/19/2005
Registration Date	11/21/2006	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark	<b>INTEL</b>		
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 2001/04/00 First Use In Commerce: 2001/04/00 Telecommunications consulting services		

U.S. Registration No.	3730085	Application Date	12/21/2005
Registration Date	12/22/2009	Foreign Priority Date	NONE
Word Mark	INTEL		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 016. First use: First Use: 2006/01/03 First Use In Commerce: 2006/01/03 Binders; [ boxes for pens; ] writing tablets; paper note tablets; [ self-adhesive note pads; ] pens; pencils; folders; [ pen and pencil holders; photograph stands; ungraduated rulers; ] markers; printed publications, namely, books, and white papers in the area of computers [, and wireless communications ]</p> <p>Class 038. First use: First Use: 2006/01/03 First Use In Commerce: 2006/01/03 Telecommunications via a global network of computers, namely, electronic and digital transmission of data, documents, audio and video; multimedia communications and digital communications services, namely, broadcast, transmission, and receipt of interactive and non-interactive audio, video, and digital signals; electronic transmission and receipt of interactive and non-interactive voice, data, images, paging messages, facsimiles, and information; telecommunications consulting services; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; providing on-line chat rooms for transmission of messages among computer users concerning photography and imaging; all of the aforementioned services excluding satellite communications services</p> <p>Class 041. First use: First Use: 2006/01/03 First Use In Commerce: 2006/01/03 Educational services, namely, arranging and conducting educational conferences and seminars in the fields of computers, telecommunications, and computer networking, and distributing course materials in connection therewith; interactive and non-interactive computer education training services; entertainment services, namely, organizing community and cultural events; providing on-line publications in the nature of newsletters, and brochures in the areas of photography, imaging and related goods and services; education and entertainment services, namely, providing seminars, courses and tutorial sessions relating to digital imaging via global computer networks; providing a database of digital images on-line for use by consumers; providing an on-line library of digital images which may be shared by users; photographic and image library services; computerized on-line education services, namely, providing classes, seminars, conferences in the field of computers, computer hardware, microprocessors, software and computer networks; computerized online training services in the field of computers, computer hardware, microprocessors, software and computer networks; educational services, namely, providing interactive courses, leading interactive discussions, and providing how to guides, tips and techniques, expert guidance and advice, all relating to the purchase, use, care, maintenance, support, upgrading,</p>

	<p>updating and configuring of computer hardware, computer software, computer networks, teleconferencing and communications goods and services; [entertainment services, namely, providing a web site that allows computer usersto access, upload, download and create on-line photo albums, electronic postcards, address books, and calendars; ] educational services, namely, conducting classes, seminars, conferences, and educational forums in the field of computer andsoftware use, navigation over global computer networks, computer science and technology, and distributing course materials in connection therewith; developmentand dissemination of educational materials for others designed to increase technology literacy among students</p> <p>Class 042. First use: First Use: 2006/01/03 First Use In Commerce: 2006/01/03 [ Computer network management services,namely, monitoring of network systems for technical purposes; ]hosting of digital content on the Internet; monitoring of network systems, namely, providing information on the operation of computer networks; [ customization of web software;computer user interface design for others; web site content management and integration for others; web site developmentand maintenance for others; ] consulting services in the field of computers andwireless computing; [ providing temporary use of non-downloadable software for enhancing and providing real-time transfer, transmission, reception, processing and digitizing of audio and video graphics information, computer consulting services; ] computer custom software and hardware development, design, and consulting services; designing and developing standards for others in the design and implementation of computer software, computer hardware and telecommunications equipment; providing customers and technicianswith information relating to computer project management</p>
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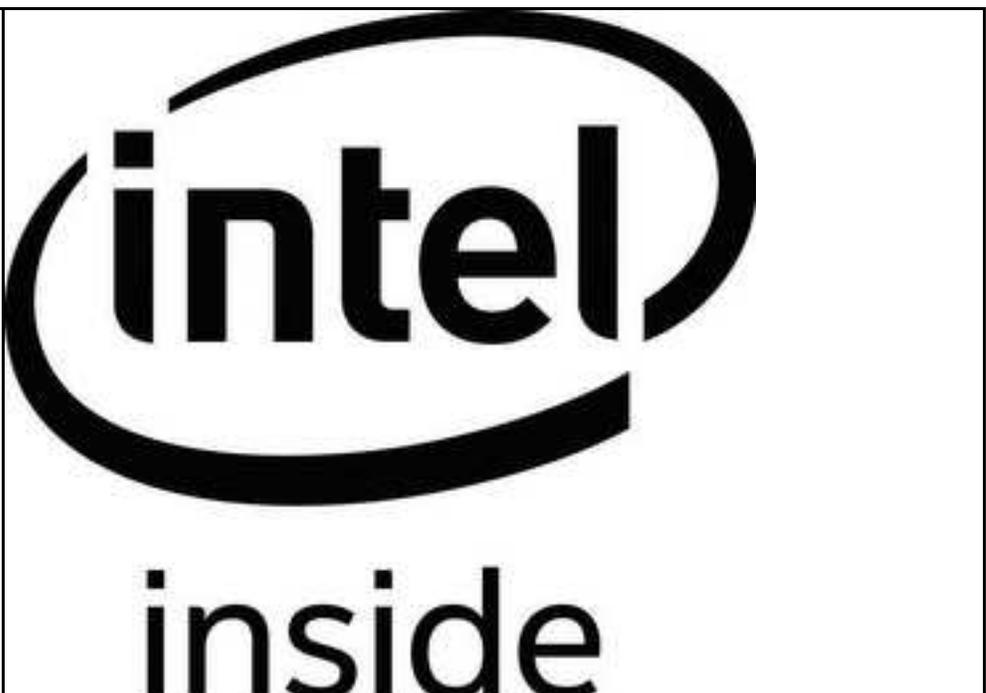
U.S. Registration No.	4641445	Application Date	11/19/2010
Registration Date	11/18/2014	Foreign Priority Date	NONE
Word Mark	INTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 044. First use: First Use: 2013/09/03 First Use In Commerce: 2013/09/03 INTERACTIVE MONITORING, TRANSMISSION, AND ALERT SERVICES FOR NOTIFYING CAREGIVERS OF A PATIENT'S PHYSICAL STATUS AND VITAL STATISTICS FOR MEDICAL PURPOSES</p> <p>Class 045. First use: First Use: 2013/09/03 First Use In Commerce: 2013/09/03 ELECTRONIC MONITORING SERVICES FOR SECURITY PURPOSES IN THE FIELD OF MONITORINGOF INDIVIDUALS, PRIMARILY THE ELDERLY, AT HOME</p>		

U.S. Registration No.	1705796	Application Date	04/22/1991
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Registration Date	08/04/1992	Foreign Priority Date	NONE
Word Mark	INTEL INSIDE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1992/01/00 First Use In Commerce: 1992/01/00 microprocessors		

U.S. Registration No.	2179209	Application Date	09/04/1996
Registration Date	08/04/1998	Foreign Priority Date	NONE
Word Mark	INTEL INSIDE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1992/01/00 First Use In Commerce: 1992/01/00 computer operating system software; computer operating programs; computer system[ extensions, tools and] utilities in the field of application software for connecting personal computers, networks, telecommunications apparatus and global computer network applications; [audio and video graphics for real time information and image transfer, transmission, reception, processing and digitizing;] computer firmware; computer hardware; [computer peripherals;] integrated circuits; integrated circuit chips; semiconductor processors; semiconductor processor chips; microprocessors; printed circuit boards; electronic circuit boards; computer memory devices; semiconductor memory devices; video circuit boards; audio circuit boards; audio-video circuit boards; [video graphic accelerators; multimedia accelerators; video processors; fax/modems; computer hardware and software for the transmission and receipt of facsimiles;] computer hardware and software for the development, maintenance, and use of local and wide area computer networks; computer hardware and software for the development, maintenance, and use of interactive audio-video computer conference systems; computer hardware and software for the receipt, display, and use of broadcast video, audio, and digital data signals		

U.S. Registration No.	3795049	Application Date	12/22/2005
Registration Date	05/25/2010	Foreign Priority Date	NONE
Word Mark	INTEL INSIDE		

Design Mark	
Description of Mark	The mark consists of the term "INTEL" inside two elliptical arcs that do not connect but create a three dimensional swirl element, and the word "INSIDE" placed below.
Goods/Services	Class 009. First use: First Use: 2007/01/00 First Use In Commerce: 2007/01/00 Computers; notebook computers; laptop computers; portable computers; computer hardware; semiconductors; microprocessors; integrated circuits; central processing units; microcomputers; computer chipsets; computer motherboards; computer graphics boards

U.S. Registration No.	3349705	Application Date	09/15/2005
Registration Date	12/04/2007	Foreign Priority Date	NONE
Word Mark	INTEL CORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2005/11/00 First Use In Commerce: 2005/11/00 Data processors; computers; semiconductors; microprocessors; semiconductor devices; integrated circuits; computer chipsets; computer motherboards and daughterboards; computer software, namely, [ computer operating systems, ]computer utility software and other computer software used to maintain and operate a computer system; programmable data processors		

U.S. Registration No.	3580552	Application Date	04/23/2006
Registration Date	02/24/2009	Foreign Priority Date	01/18/2006
Word Mark	INTEL VPRO		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2006/04/24 First Use In Commerce: 2006/04/24 Computers; desktop computers; laptop computers; notebook computers; semi-conductors; microprocessors; integrated circuits; computer chipsets; computer hardware and software for computer networking and telecommunications networking; computer hardware and software for providing and enhancing the overall management of computer applications and operating systems as well as the diagnosis, maintenance, allocation of computer resources, inventory and upgrade of computer hardware, computer software and computer networks; computer hardware and software for providing and enhancing connectivity between computers, computer networks, and telecommunications networks; computer hardware and software for providing and enhancing the sharing, transfer and presentation of audio, video and data; computer hardware and software for monitoring, repairing and upgrading computers, computer networks and computer software; computer hardware and software for providing and enhancing data protection, data back-up, data restoration and security of computers, computer networks and computer software; computer hardware and software for enabling automatic transitioning between levels of voltage and frequency performance of a computer processor and computer system; all of the aforementioned software excluding data acquisition software specifically related to industrial, manufacturing, scientific and other applications where physical measurements such as temperature, weight, level, velocity, voltage, current and frequency are converted to an electrical signal</p>		

U.S. Registration No.	3928879	Application Date	02/26/2008
Registration Date	03/08/2011	Foreign Priority Date	11/16/2007
Word Mark	INTEL ATOM		

Design Mark	<b>INTEL ATOM</b>
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2008/03/00 First Use In Commerce: 2008/03/00 Computers; computer hardware; semiconductors; microprocessors; integrated circuits; computer motherboards; software programmable microprocessors; notebook and laptop computers; portable computers; handheld computers; wireless devices used for internet connectivity featuring data and image transmission

U.S. Registration No.	4130118	Application Date	08/18/2008
Registration Date	04/24/2012	Foreign Priority Date	07/01/2008

Word Mark	INTEL INTRU
Design Mark	<b>INTEL INTRU</b>
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, production of motion pictures, videos and films; special effects animation services for television, video and motion pictures; animation production services; multimedia entertainment software production services

U.S. Registration No.	4130117	Application Date	08/18/2008
Registration Date	04/24/2012	Foreign Priority Date	07/01/2008
Word Mark	INTEL INTRU		

Design Mark	<h1>INTEL INTRU</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software for creating 3D animation; 3D animation process technology software for creation, production, recording, transmission or reproduction of sound, video, movies, films, animated content, graphics and images; computer software for use in relation to digital animation and special effects of images; software for processing images, graphics and text; software to control and improve computer and audio equipment sound quality; computer game software; computer graphics software; electronic game software; game software; video game software; virtual reality game software; interactive video games comprised of computer hardware and software; computers; computer servers; computer work stations comprising microprocessors, central processing units, computer monitors, computer memories and computer memory hardware, computer disk drives, computer chipsets, motherboards and computer peripherals; computer hardware, computer motherboards, integrated circuits, semiconductors and microprocessors; video game cartridges; computer software for playing video games and computer games with others via a global computer or communication network; computer software for compressing and decompressing data and video images; notebook and laptop computers; portable computers; handheld computers; tablet computers; ultramobile computers; computer software for use in providing multiple user access to a global computer information network; computer firmware, namely, computer operating system software, computer utility software; portable video players; hand-held units for playing electronic games for use with external display screen or monitor</p>		

U.S. Registration No.	4277312	Application Date	04/19/2012
Registration Date	01/15/2013	Foreign Priority Date	NONE
Word Mark	INTEL COFLUENT		
Design Mark	<h1>INTEL COFLUENT</h1>		
Description of Mark	NONE		

Goods/Services	Class 009. First use: First Use: 2012/06/02 First Use In Commerce: 2012/06/02 Computer software tools for simulation, modeling, analyzing, validating, and design of computer systems and system architecture
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Attachments	75349837#TMSN.png( bytes ) 75371362#TMSN.png( bytes ) 76975693#TMSN.png( bytes ) 76016892#TMSN.png( bytes ) 78633311#TMSN.png( bytes ) 78778797#TMSN.png( bytes ) 85181390#TMSN.png( bytes ) 78779403#TMSN.png( bytes ) 78714166#TMSN.png( bytes ) 78867548#TMSN.png( bytes ) 77406712#TMSN.png( bytes ) 77549890#TMSN.png( bytes ) 77549885#TMSN.png( bytes ) 85603213#TMSN.png( bytes ) 00079493.PDF(49231 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	/Ian K. Boyd/
Name	Ian K. Boyd
Date	08/30/2016

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7 Attorneys for Opposer,  
Intel Corporation  
8

9 **IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
10 **BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**  
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13 INTEL CORPORATION, a Delaware  
corporation,  
14  
15 Opposer,  
16  
17 v.  
18 INTEL VUE, LLC, a Massachusetts limited  
liability company,  
19  
20 Applicant.

**NOTICE OF OPPOSITION**

Opposition No.

App. Serial No. 86843138

Mark: INTEL VUE. HEALTH FOCUSED.  
PROCUREMENT DRIVEN.

21 Intel Corporation, a Delaware corporation with a principal place of business at 2200 Mission  
22 College Boulevard, Santa Clara, California 95052 (“Intel” or “Opposer”), believes that it will be  
23 damaged by registration of the mark INTEL VUE. HEALTH FOCUSED. PROCUREMENT DRIVEN.  
24 (the “Opposed Mark”), shown in Application Serial No. 86843138 (the “Opposed Application”), which  
25 was filed by IntelVue, LLC, a Massachusetts limited liability company with a principal place of business  
26 at 745 Atlantic Avenue, 8th Floor, Boston, Massachusetts 02111 (“Applicant”).  
27  
28

1 As grounds for opposition, Intel alleges:

2 **PROCEDURAL HISTORY**

- 3 1. Applicant filed the Opposed Application on December 8, 2015, seeking to register the  
4 Opposed Mark in International Class 35 for “Business management consulting and advisory services.”
- 5 2. The Opposed Application claimed a first-use date of December 8, 2015.
- 6 3. The Opposed Application published for opposition in the Official Gazette on May 3,  
7 2016.
- 8 4. On May 31, 2016, Opposer requested, and the Trademark Trial and Appeal Board (the  
9 “Board”) granted, a 90-day extension of time to oppose the Opposed Application.

10 **OPPOSER’S FAMILY OF TRADEMARKS**

- 11 5. Opposer is a world-famous company that develops, manufactures, and sells a wide  
12 variety of goods and services.
- 13 6. Opposer’s goods and services are sold throughout the United States under its company  
14 name and house mark INTEL, as well as under numerous trademarks that incorporate INTEL as a  
15 prominent component of the mark, creating a famous family of INTEL-formative trademarks.
- 16 7. Opposer has continuously sold goods and offered services since at least as early as 1968  
17 under the company name and house mark INTEL, long prior to the filing date of the Opposed  
18 Application or use of the Opposed Mark by Applicant.
- 19 8. Opposer is the owner of record of numerous trademark registrations in the U.S. Patent  
20 and Trademark Office covering its INTEL mark, either with INTEL standing alone or as part of a  
21 composite mark, for a wide variety of goods and services. These registrations include:

22

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>CLASS(ES)</u>
INTEL	938,772	7/25/72	Class 9
INTEL	939,641	8/1/72	Class 9
INTEL	1,022,563	10/14/75	Class 9
INTEL	1,723,243	10/13/92	Classes 6, 14, 16, 20, 21, 28

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<b><u>MARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>	<b><u>CLASS(ES)</u></b>
INTEL	1,725,692	10/20/92	Classes 18, 24, 25
INTEL	2,171,778	7/7/98	Class 9
INTEL	2,194,121	10/6/98	Class 16
INTEL	2,251,962	6/8/99	Class 14
INTEL	2,251,961	6/8/99	Class 16
INTEL	2,250,491	6/1/99	Class 18
INTEL	2,254,525	6/15/99	Class 25
INTEL	2,261,531	7/13/99	Class 28
INTEL	2,276,580	9/7/99	Class 21
INTEL	2,446,693	4/24/01	Class 9
INTEL	2,462,327	6/19/01	Class 9
INTEL	2,585,551	6/25/02	Classes 37, 41 and 42
INTEL	2,742,174	7/29/03	Class 42
INTEL	3,029,954	12/21/06	Class 9 & 42
INTEL	3,136,102	8/29/06	Class 38
INTEL	3,173,391	11/21/06	Class 38
INTEL	3,730,085	12/22/09	Class 16, 38, 41, and 42
INTEL	4,641,445	11/18/14	Classes 44 and 45
INTEL INSIDE	1,705,796	8/4/92	Class 9
INTEL INSIDE	2,179,209	8/4/98	Class 9
INTEL INSIDE	3,795,049	5/25/10	Class 9
INTEL CORE	3,349,705	12/4/07	Class 9
INTEL VPRO	3,580,552	2/24/09	Class 9

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>CLASS(ES)</u>
INTEL ATOM	3,928,879	3/8/11	Class 9
INTEL INTRU	4,130,118	4/24/12	Class 41
INTEL INTRU	4,130,117	4/24/12	Class 9
INTEL COFLUENT	4,277,312	1/15/13	Class 9

9. Each of the above registrations is currently valid and subsisting. Further, many of these registrations are now incontestable under the provisions of 15 U.S.C. § 1065.

10. Opposer has invested tens of billions of dollars in advertising and promotion of goods sold and services offered under its INTEL name and mark.

11. Opposer's extensive investment and efforts in promoting the name and house mark INTEL for a full range of goods and services has made INTEL a famous mark. From 1993 to the present, INTEL has been regularly named one of the world's "most valuable brands" by Financial World Magazine and Interbrand Market Research Company. In 2015, the INTEL brand was ranked 14th in the world in Interbrand's Best Global Brands survey, with an estimated value of over \$35 billion.

12. Furthermore, through its extensive use and promotion, Opposer also owns senior common law trademark rights in the INTEL name and mark for all of the goods and services and activities referenced in its registrations and herein. For example, Opposer owns senior common law trademark rights in the INTEL name and mark for:

- Consulting services in the fields of computing, communications, manufacturing, and business support;
- Technology that powers big data analytics solutions that inform corporate strategy; and
- Software, such as Intel® Retail Client Management, which offers analytics for business planning and strategy based on Intel® technology.

Opposer also has a strong presence in the medical field, where INTEL hardware and software is used in and optimized for a wide variety of healthcare and life sciences applications.

1 **LIKELIHOOD OF CONFUSION**

2 13. The Opposed Application seeks registration of the Opposed Mark in International  
3 Class 35 for “Business management consulting and advisory services.”

4 14. These services identified in the Opposed Application are related to Opposer’s goods  
5 and services. Notably, the relevant customers are likely to believe that the consulting services  
6 identified in the Opposed Application originate from, or are affiliated with, Opposer’s consulting  
7 services. The consulting services identified in the Opposed Application are likely to serve the same  
8 purposes as Opposer’s consulting services. Moreover, the consulting services identified in the  
9 Opposed Application are likely to interest the same audience and industries as Opposer’s consulting  
10 services.

11 15. Moreover, the marks at issue are extremely similar. Applicant’s mark wholly  
12 incorporates Opposer’s famous and distinctive INTEL mark, followed by “vue” (a stylized  
13 misspelling of “view”) and by the other common and non-distinctive words “health focused” and  
14 “procurement driven.” These added common English words do not distinguish the parties’  
15 respective trademarks nor do they obviate the likelihood of confusion. Indeed, Applicant’s mark  
16 can appear to belong to Opposer’s famous INTEL family of marks.

17 16. Given the relevant customer association between Opposer’s INTEL brand and its  
18 leadership in relevant fields, confusion is likely. Namely, when relevant customers see the parties’  
19 marks in the marketplace, they are likely to draw the false conclusion that Applicant’s services are  
20 affiliated with, produced by, or sponsored by Opposer.

21 17. The Opposed Mark should be denied registration because its use as a source identifier  
22 is likely to cause confusion with Opposer’s famous INTEL marks as to the source, sponsorship, or  
23 affiliation of Applicant’s goods. Opposer is neither affiliated with nor a sponsor of Applicant, and  
24 the goods identified by the Opposed Mark do not originate from, nor are they authorized by,  
25 Opposer.

26 18. Registration of the Opposed Mark would be inconsistent with Opposer’s established  
27 trademark rights under the aforementioned registrations and common law, and would damage  
28 Opposer.



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**CERTIFICATE OF TRANSMISSION**

I hereby certify that a true and correct copy of the attached NOTICE OF OPPOSITION (Serial No. 86843138) is being electronically transmitted to the Trademark Trial and Appeal Board on August 30, 2016.

*/Ian K. Boyd/*  
Ian K. Boyd

1 **CERTIFICATE OF MAILING**

2 I hereby certify that a true and correct copy of the attached NOTICE OF OPPOSITION  
3 (Serial No. 86843138) was served on Applicant via first-class mail on August 30, 2016, postage  
4 prepaid, addressed to:

5 IntelVue, LLC  
6 745 Atlantic Avenue, 8th Floor  
7 Boston, MA 02111

8 */Sharan Devoto/*  
9 Sharan Devoto

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