

ESTTA Tracking number: **ESTTA774552**

Filing date: **10/04/2016**

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	Enterprise Holdings, Inc.
Granted to Date of previous extension	10/05/2016
Address	600 Corporate Park Drive St. Louis, MO 63105 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, ipdocket@thompsoncoburn.com, urogers@thompsoncoburn.com

**Applicant Information**

Application No	79176761	Publication date	06/07/2016
Opposition Filing Date	10/04/2016	Opposition Period Ends	10/05/2016
International Registration No.	1274619	International Registration Date	07/30/2015
Applicant	Eurovan Deutschland GmbH Neckarauerstra�e # 35/41 68199 Mannheim, GERMANY		

**Goods/Services Affected by Opposition**

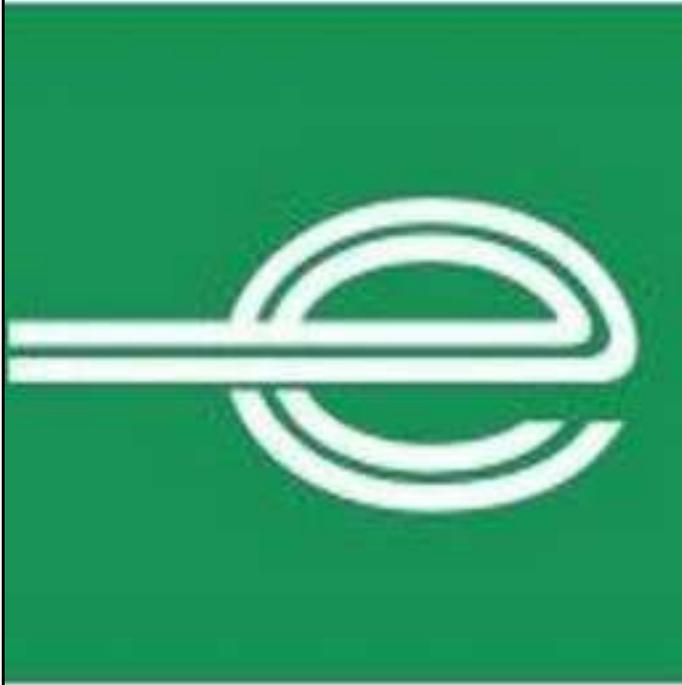
Class 039. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Transport of persons; Removal being transport of goods, namely, furniture, office machines, data-processing installations, works of art and household effects, by road, rail, sea and air; Packaging, delivery and storage of goods, namely, furniture; car rental, courier services: Transportation consultation
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**Grounds for Opposition**

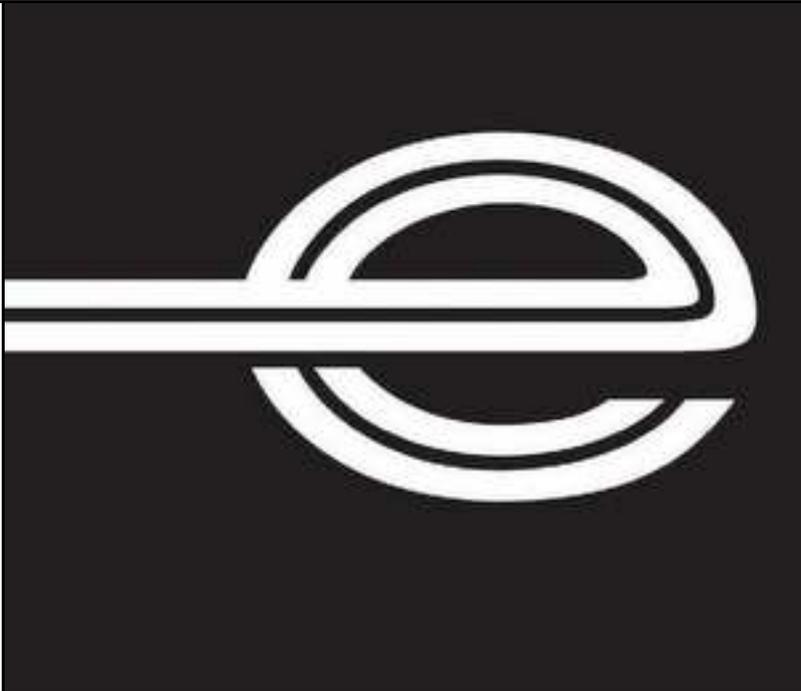
Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

**Marks Cited by Opposer as Basis for Opposition**

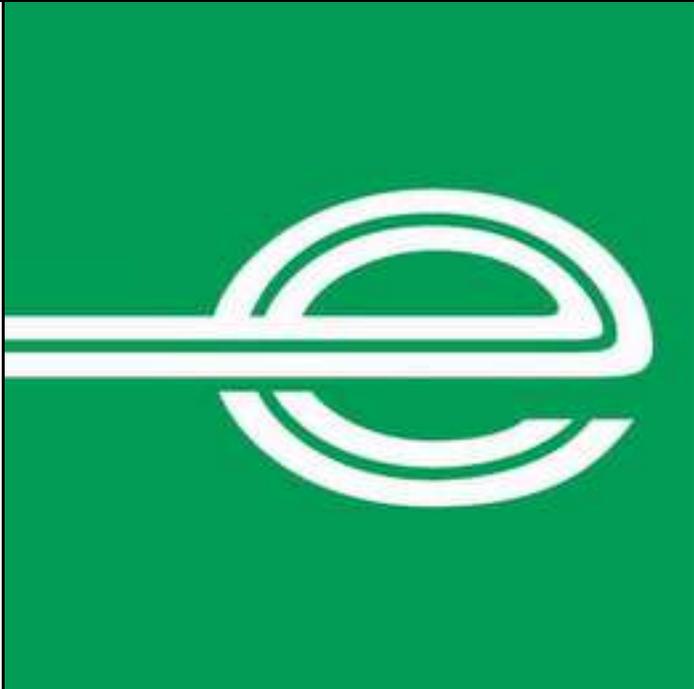
U.S. Registration	4856098	Application Date	09/17/2013
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No.			
Registration Date	11/17/2015	Foreign Priority Date	NONE
Word Mark	E		
Design Mark			
Description of Mark	The mark consists of a green and white letter "e" within a square that is shaded green.		
Goods/Services	Class 035. First use: First Use: 2014/04/16 First Use In Commerce: 2014/04/16 Promotional sponsorship of sporting events; promotional sponsorship of various other entertainment media, namely, motorvehicle racing and amusement parks		

U.S. Registration No.	4856100	Application Date	09/17/2013
Registration Date	11/17/2015	Foreign Priority Date	NONE
Word Mark	E		

Design Mark			
Description of Mark	The mark consists of a stylized version of the letter "e" in white within a square that is shaded black.		
Goods/Services	Class 035. First use: First Use: 2014/04/16 First Use In Commerce: 2014/04/16 Promotional sponsorship of sporting events; promotional sponsorship of various other entertainment media, namely, motorvehicle racing and amusement parks		

U.S. Registration No.	3766680	Application Date	07/24/2009
Registration Date	03/30/2010	Foreign Priority Date	NONE
Word Mark	E		

Design Mark			
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Description of Mark	The color white appears in the outer and inner borders of the letter "e". The color green appears in the background rectangle and between the white borders of the letter "e".
Goods/Services	Class 036. First use: First Use: 2008/10/01 First Use In Commerce: 2008/10/01 financial sponsorship of sporting events and exhibitions

U.S. Registration No.	3808480	Application Date	08/26/2009
Registration Date	06/22/2010	Foreign Priority Date	NONE

Word Mark	E
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Description of Mark	The mark consists of the color white which appears in the outer and inner borders of the letter "e". The color green appears in a darker shade in the bottom half of the rectangle and between the white borders in the bottom half of the letter "e". The color green appears in a lighter shade in the upper half of the rectangle and between the white borders in the upper half of the letter "e".
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Goods/Services	Class 039. First use: First Use: 2009/11/10 First Use In Commerce: 2009/11/10 vehicle rental and leasing services and reservation services for the rental and leasing of vehicles
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U.S. Registration No.	3679720	Application Date	03/02/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE

Word Mark	E
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Design Mark	
Description of Mark	The mark consists of the letter "E" in green.
Goods/Services	Class 039. First use: First Use: 2007/04/30 First Use In Commerce: 2007/04/30 vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles

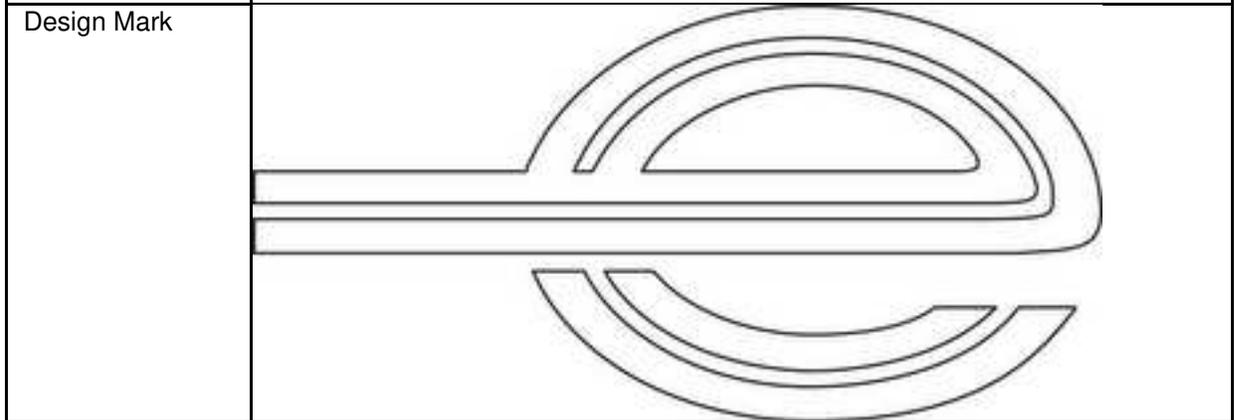
U.S. Registration No.	4054940	Application Date	09/09/2010
Registration Date	11/15/2011	Foreign Priority Date	NONE

Word Mark	E
Design Mark	
Description of Mark	The mark consists of a stylized version of the letter "E", which appears on a contrasting shaded background of a rectangular-shaped carrier design.
Goods/Services	Class 012. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicles, namely, automobiles, trucks, cars, land vehicles

	<p>Class 035. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes</p> <p>Class 036. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance, of vehicles for others</p> <p>Class 037. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance</p> <p>Class 039. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles</p>
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U.S. Registration No.	4054938	Application Date	09/09/2010
Registration Date	11/15/2011	Foreign Priority Date	NONE

Word Mark	E
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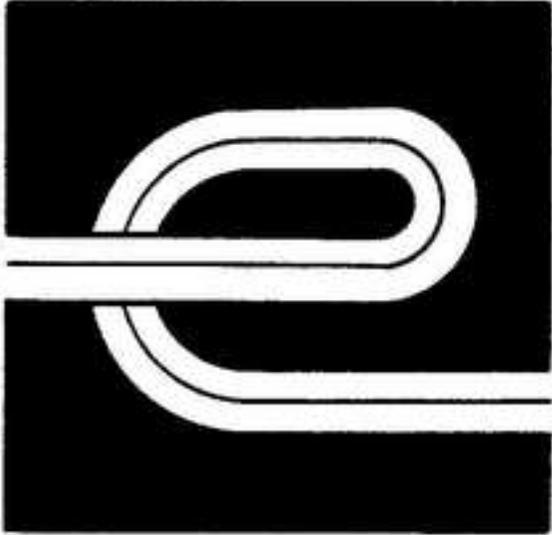
Description of Mark	The mark consists of a stylized version of the letter "e".
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Goods/Services	<p>Class 012. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicles, namely, automobiles, trucks, cars, land vehicles</p> <p>Class 035. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes</p> <p>Class 036. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance, of vehicles for others</p> <p>Class 037. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance</p>
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	Class 039. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles
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U.S. Registration No.	925251	Application Date	03/16/1970
Registration Date	12/07/1971	Foreign Priority Date	NONE

Word Mark	E
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 035. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 RETAIL AUTOMOBILE SALES SERVICES Class U100 (International Class 035, 036, 037, 038, 039, 040, 041, 042). First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ AUTOMOBILE LEASING SERVICES ]
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U.S. Registration No.	4119617	Application Date	04/01/2011
Registration Date	03/27/2012	Foreign Priority Date	NONE

Word Mark	E
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Design Mark	
Description of Mark	The mark consists of a white, stylized letter "e" on a green, bulb-shaped design element.
Goods/Services	Class 039. First use: First Use: 2011/12/19 First Use In Commerce: 2011/12/19 vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles

U.S. Registration No.	4974772	Application Date	05/28/2015
Registration Date	06/07/2016	Foreign Priority Date	NONE

Word Mark	E
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Design Mark	
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Description of Mark	The mark consists of a stylized version of the letter "e" within a square that is shaded.
Goods/Services	Class 039. First use: First Use: 2007/12/31 First Use In Commerce: 2007/12/31 Bus transport; Transportation of passengers and/or goods by bus; Transportation services, namely, providing shuttle services by bus; Transportation vehicle rental services

U.S. Registration No.	4974774	Application Date	05/28/2015
Registration Date	06/07/2016	Foreign Priority Date	NONE

Word Mark	E
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Description of Mark	The mark consists of a green and white letter "e" within a square that is shaded green.
Goods/Services	Class 039. First use: First Use: 2007/12/31 First Use In Commerce: 2007/12/31 Bus transport; Transportation of passengers and/or goods by bus; Transportation services, namely, providing shuttle services by bus; Transportation vehicle rental services

U.S. Registration No.	4977405	Application Date	10/21/2015
Registration Date	06/14/2016	Foreign Priority Date	NONE

Word Mark	E
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Design Mark	
Description of Mark	The mark consists of a green and white letter "e" within a green square having rounded corners.
Goods/Services	Class 039. First use: First Use: 2015/10/15 First Use In Commerce: 2015/10/15 vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles

U.S. Registration No.	4977404	Application Date	10/21/2015
Registration Date	06/14/2016	Foreign Priority Date	NONE

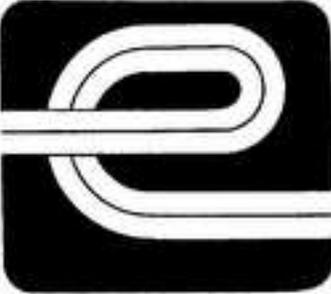
Word Mark	E
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Design Mark	
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Description of Mark	The mark consists of a green and white letter "e" within a green square, and having an inverted green triangle below the green square.
Goods/Services	Class 039. First use: First Use: 2015/10/15 First Use In Commerce: 2015/10/15 vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles

U.S. Registration No.	1045085	Application Date	10/02/1974
Registration Date	07/27/1976	Foreign Priority Date	NONE

Word Mark	E
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 039. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 SHORT-TERM RENTAL SERVICES OF AUTOMOBILES AND TRUCKS
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U.S. Registration No.	2136409	Application Date	10/01/1990
Registration Date	02/17/1998	Foreign Priority Date	NONE

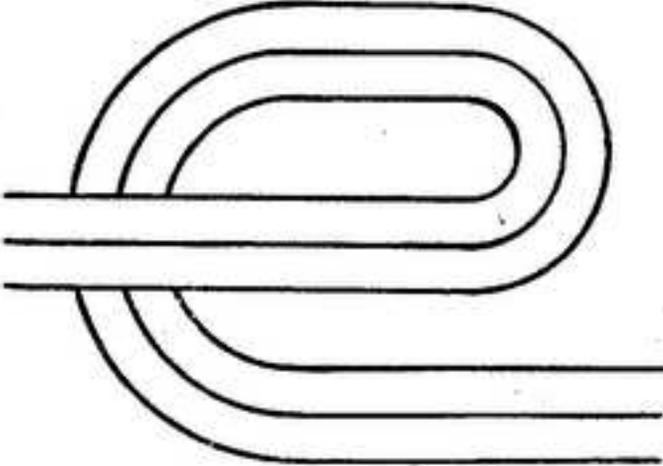
Word Mark	E
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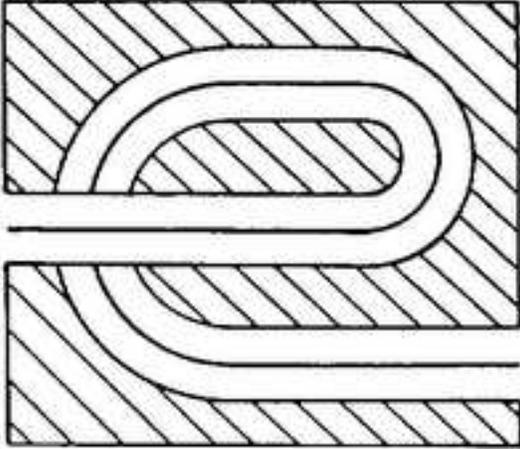
Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 035. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 automobile fleet management services Class 037. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ telephone installation and repair services; ] automobile repair services Class 038. First use: First Use: 1988/02/01 First Use In Commerce: 1988/02/01 [ telephone leasing services ] Class 039. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 short term rental services of automobiles and trucks; automobile leasing services Class 042. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ retail outlet services in the field of telephones; ] automobile dealership services
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U.S. Registration No.	1875518	Application Date	12/06/1993
Registration Date	01/24/1995	Foreign Priority Date	NONE

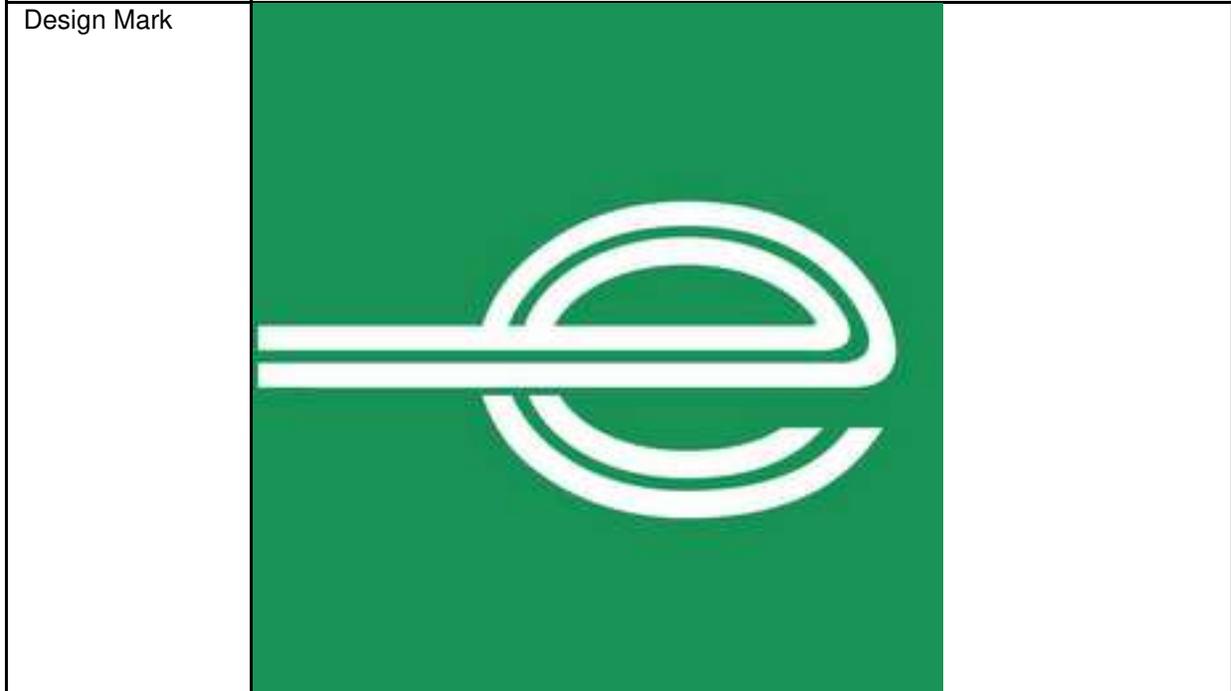
Word Mark	E		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ automotive fleet management services ]</p> <p>Class 037. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ automotive repair services and telephone installation and repair services ]</p> <p>Class 038. First use: First Use: 1988/02/01 First Use In Commerce: 1988/02/01 [telephone leasing services]</p> <p>Class 039. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 rental and leasing services of automobiles and trucks</p> <p>Class 042. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ retail outlet services in the field of telephones, ] automotive dealership services</p>		
U.S. Registration No.	1864905	Application Date	12/06/1993
Registration Date	11/29/1994	Foreign Priority Date	NONE
Word Mark	E		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ automotive fleet management services ]</p> <p>Class 037. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ automotive repair services ][ and telephone installation and repair services ]</p> <p>Class 038. First use: First Use: 1988/02/01 First Use In Commerce: 1988/02/01 [ telephone leasing services ]</p> <p>Class 039. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 rental and leasing services of automobiles and trucks</p> <p>Class 042. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15 [ retail outlet services in the field of telephones, and ] automotive dealership services</p>		
U.S. Registration No.	2255679	Application Date	06/11/1998
Registration Date	06/22/1999	Foreign Priority Date	NONE
Word Mark	E		
Design Mark			
Description of Mark	The mark consists of the combination of the colors green and black used in connection with the services set forth in the application.		
Goods/Services	Class 035. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15		

	<p>AUTOMOBILE DEALERSHIP SERVICES  Class 037. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15  [ AUTOMOBILE REPAIR SERVICES ]  Class 039. First use: First Use: 1967/02/15 First Use In Commerce: 1967/02/15  VEHICLE RENTAL AND LEASING SERVICES</p>
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U.S. Registration No.	3503173	Application Date	08/23/2006
Registration Date	09/16/2008	Foreign Priority Date	NONE

Word Mark	E
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Description of Mark	The mark consists of a green and white letter "E" in a green square.
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Goods/Services	<p>Class 012. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicles, namely, automobiles, trucks, cars, land vehicles</p> <p>Class 035. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes</p> <p>Class 036. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance of vehicles for others</p> <p>Class 037. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance</p> <p>Class 039. First use: First Use: 2007/10/31 First Use In Commerce: 2007/10/31 vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars,</p>
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	land vehicles
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Attachments	86067298#TMSN.png( bytes ) 86067306#TMSN.png( bytes ) 77789321#TMSN.png( bytes ) 77812754#TMSN.png( bytes ) 77681395#TMSN.png( bytes ) 85125611#TMSN.png( bytes ) 85125599#TMSN.png( bytes ) 72354153#TMSN.png( bytes ) 85283771#TMSN.png( bytes ) 86644510#TMSN.png( bytes ) 86644545#TMSN.png( bytes ) 86795033#TMSN.png( bytes ) 86795027#TMSN.png( bytes ) 73033536#TMSN.png( bytes ) 74465260#TMSN.png( bytes ) 74465251#TMSN.png( bytes ) 75500184#TMSN.png( bytes ) 78958766#TMSN.png( bytes ) NOO.pdf(317328 bytes ) TSDR.pdf(860612 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 Overnight Courier on this date.

Signature	/Hadi S. Al-Shathir/
Name	HADI S AL-SHATHIR
Date	10/04/2016

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

Enterprise Holdings, Inc.,	)	
	)	
Opposer,	)	
	)	
vs.	)	Opposition No.
	)	
	)	Directed to U.S. Ser. No. 79/176,761
	)	
Eurovan Deutschland GmbH,	)	
	)	
Applicant.	)	

**NOTICE OF OPPOSITION**

COMES NOW, Enterprise Holdings, Inc. (“Opposer”), and hereby files its Notice of Opposition against U.S. Serial No. 79/176,761 filed by Eurovan Deutschland GmbH (“Applicant”). In support of its Notice of Opposition, Opposer states as follows:

**PARTIES AND BACKGROUND**

1. Opposer is a Missouri corporation with a principal place of business of 600 Corporate Park Drive, Saint Louis, Missouri 63105.
2. On information and belief, Applicant is German GmbH with a principal place of business of Neckarauer Str. 35/41, 68199 Mannheim, Germany. On information and belief, Applicant is the owner of U.S. Serial No. 79/176,761 for a stylized “e” mark for “transport of persons; removal being transport of goods, namely, furniture, office machines, data-processing installations, works of art and household effects, by road, rail, sea and air; packaging, delivery and storage of goods, namely, furniture; car rental, courier services: transportation consultation” in International Class 39.
3. Before any alleged priority date claimed by Applicant, Opposer, through its affiliates and operating subsidiaries, began using and continues to use in interstate commerce

marks comprising an “e” (specifically identified below, and collectively, “e” Marks) in connection with the various vehicle-related goods and services, including renting and leasing of vehicles, vehicle dealership services, and fleet management services. As a result of substantial and extensive marketing and sales of such goods and services under Opposer’s “e” Marks, the marks have become well known and famous to consumers.

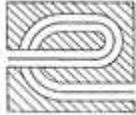
4. In addition to Opposer’s common law rights in its “e” Marks, Opposer owns several United States trademark registrations for the marks, including:

<b>Mark/Name/ AN/RN</b>	<b>Full Goods/Services</b>
  RN: 4856098 SN: 86067298	(Int'l Class: 35) promotional sponsorship of sporting events; promotional sponsorship of various other entertainment media, namely, motor vehicle racing and amusement parks
  RN: 4856100 SN: 86067306	(Int'l Class: 35) promotional sponsorship of sporting events; promotional sponsorship of various other entertainment media, namely, motor vehicle racing and amusement parks
  RN: 3766680 SN: 77789321	(Int'l Class: 36) financial sponsorship of sporting events and exhibitions

 <p>RN: 3808480 SN: 77812754</p>	<p>(Int'l Class: 39) vehicle rental and leasing services and reservation services for the rental and leasing of vehicles</p>
 <p>RN: 3679720 SN: 77681395</p>	<p>(Int'l Class: 39) vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles</p>
 <p>RN: 4054940 SN: 85125611</p>	<p>(Int'l Class: 12) vehicles, namely, automobiles, trucks, cars, land vehicles (Int'l Class: 35) vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes (Int'l Class: 36) vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance, of vehicles for others (Int'l Class: 37) vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance (Int'l Class: 39) vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles</p>

 <p>RN: 4054938 SN: 85125599</p>	<p>(Int'l Class: 12) vehicles, namely, automobiles, trucks, cars, land vehicles (Int'l Class: 35) vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes (Int'l Class: 36) vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance, of vehicles for others (Int'l Class: 37) vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance (Int'l Class: 39) vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles</p>
 <p>RN: 925251 SN: 72354153</p>	<p>(Int'l Class: 35) retail automobile sales services</p>
 <p>RN: 4119617 SN: 85283771</p>	<p>(Int'l Class: 39) vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles</p>

 <p>RN: 4974772 SN: 86644510</p>	<p>(Int'l Class: 39) bus transport; transportation of passengers and/or goods by bus; transportation services, namely, providing shuttle services by bus; transportation vehicle rental services</p>
 <p>RN: 4974774 SN: 86644545</p>	<p>(Int'l Class: 39) bus transport; transportation of passengers and/or goods by bus; transportation services, namely, providing shuttle services by bus; transportation vehicle rental services</p>
 <p>RN: 4977405 SN: 86795033</p>	<p>(Int'l Class: 39) vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles</p>
 <p>RN: 4977404 SN: 86795027</p>	<p>(Int'l Class: 39) vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles</p>

 <p>RN: 1045085 SN: 73033536</p>	<p>(Int'l Class: 39) short-term rental services of automobiles and trucks</p>
<p><b>E</b></p> <p>RN: 2136409 SN: 74101749</p>	<p>(Int'l Class: 35) automobile fleet management services (Int'l Class: 37) automobile repair services (Int'l Class: 39) short term rental services of automobiles and trucks; automobile leasing services (Int'l Class: 42) automobile dealership services</p>
 <p>RN: 1875518 SN: 74465260</p>	<p>(Int'l Class: 39) rental and leasing services of automobiles and trucks (Int'l Class: 42) automotive dealership services</p>
 <p>RN: 1864905 SN: 74465251</p>	<p>(Int'l Class: 39) rental and leasing services of automobiles and trucks (Int'l Class: 42) automotive dealership services</p>
 <p>RN: 2255679 SN: 75500184</p>	<p>(Int'l Class: 35) automobile dealership services (Int'l Class: 39) vehicle rental and leasing services</p>

	<p>(Int'l Class: 12) vehicles, namely, automobiles, trucks, cars, land vehicles</p> <p>(Int'l Class: 35) vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes</p> <p>(Int'l Class: 36) vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance of vehicles for others</p> <p>(Int'l Class: 37) vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance</p> <p>(Int'l Class: 39) vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles</p>
<p>RN: 3503173 SN: 78958766</p>	

TSDR reports for the above are attached and incorporated by reference.

**COUNT I**  
**(Likelihood of Confusion)**

5. Opposer re-alleges and incorporates by reference the above allegations.
6. Applicant's "e" mark so resembles Opposer's "e" Marks as to be likely, when used in connection with the applied-for services in International Class 039, to cause confusion or to cause mistake or to deceive, thus causing damage to Opposer.

**COUNT II**  
**(Dilution by Blurring)**

7. Opposer re-alleges and incorporates by reference the above allegations.

8. Prior to the filing date of U.S. Ser. 79/176,761 and any use by Applicant of its “e” mark in the United States, Opposer’s “e” Marks became “famous” within the meaning of 15 U.S.C. §1125(c).

9. Applicant’s registration and use of its “e” mark is likely to cause dilution by blurring of the distinctive quality of Opposer’s “e” Marks, thus causing damage to Opposer.

ACCORDINGLY, Opposer respectfully requests that this opposition be sustained and that registration of Applicant’s mark be refused.

Respectfully submitted,

By: /s/ Thomas A. Polcyn  
Thomas A. Polcyn  
Hadi S. Al-Shathir  
Thompson Coburn LLP  
One US Bank Plaza  
St. Louis, Missouri 63101  
(314) 552-6000 (telephone)  
tpolcyn@thompsoncoburn.com  
hal-shathir@thompsoncoburn.com  
urogers@thompsoncoburn.com  
ipdocket@thompsoncoburn.com

Attorneys for Opposer Enterprise Holdings Inc.

## CERTIFICATE OF SERVICE

I hereby certify that a copy of this Notice of Opposition was sent via Federal Express, this 4<sup>th</sup> day of October, 2016, to the following:

Rechtsanwälte MAS&P  
Partnerschaftsgesellschaft  
Kaiserring 48-50  
68161 Mannheim  
Germany

Eurovan Deutschland GmbH  
Neckarauer Str. 35/41  
68199 Mannheim  
Germany

/s/ Hadi S. Al-Shathir

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Mark: E



US Serial Number: 86067298

Application Filing Date: Sep. 17, 2013

US Registration Number: 4856098

Registration Date: Nov. 17, 2015

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. 17, 2015

Publication Date: Nov. 25, 2014

Notice of Allowance Date: Jan. 20, 2015

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a green and white letter "e" within a square that is shaded green.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 26.09.21 - Squares that are completely or partially shaded

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## Related Properties Information

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Claimed Ownership of US Registrations: 1864905, 3503173, 4054940 and others

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## Goods and Services

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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: Promotional sponsorship of sporting events; promotional sponsorship of various other entertainment media, namely, motor vehicle racing and amusement parks

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 16, 2014

Use in Commerce: Apr. 16, 2014

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## Basis Information (Case Level)

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

## Current Owner(s) Information

**Owner Name:** Enterprise Holdings, Inc.  
**Owner Address:** 600 Corporate Drive  
St. Louis, MISSOURI 63105  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Lisabeth H. Coakley  
**Attorney Primary Email Address:** [docketingtm@hdp.com](mailto:docketingtm@hdp.com)  
**Docket Number:** 5245-200233/  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** LISABETH H. COAKLEY  
HARNES, DICKEY & PIERCE, P.L.C.  
5445 CORPORATE DR STE 200  
TROY, MICHIGAN 48098-2683  
UNITED STATES  
**Phone:** 248-641-1600  
**Fax:** 248-6410270  
**Correspondent e-mail:** [docketingtm@hdp.com](mailto:docketingtm@hdp.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Nov. 17, 2015	REGISTERED-PRINCIPAL REGISTER	
Oct. 15, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 14, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 22, 2015	STATEMENT OF USE PROCESSING COMPLETE	66530
Sep. 15, 2015	USE AMENDMENT FILED	66530
Sep. 22, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Sep. 15, 2015	TEAS STATEMENT OF USE RECEIVED	
Jul. 11, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 09, 2015	EXTENSION 1 GRANTED	98765
Jul. 09, 2015	EXTENSION 1 FILED	98765
Jul. 09, 2015	TEAS EXTENSION RECEIVED	
Jan. 20, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 25, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 25, 2014	PUBLISHED FOR OPPOSITION	
Nov. 05, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 17, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Oct. 14, 2014	ASSIGNED TO LIE	70884
Sep. 27, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 11, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Sep. 10, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 10, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 14, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 14, 2014	NON-FINAL ACTION E-MAILED	6325
May 14, 2014	NON-FINAL ACTION WRITTEN	82087
Apr. 23, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 23, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 23, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 27, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 27, 2013	NON-FINAL ACTION E-MAILED	6325
Dec. 27, 2013	NON-FINAL ACTION WRITTEN	82087
Dec. 26, 2013	ASSIGNED TO EXAMINER	82087
Sep. 26, 2013	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Sep. 25, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 20, 2013	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:** Oct. 14, 2015

## Proceedings

### Summary

**Number of Proceedings:** 3

### Type of Proceeding: Opposition

**Proceeding Number:** [91229530](#)

**Filing Date:** Aug 15, 2016

**Status:** Pending

**Status Date:** Aug 15, 2016

**Interlocutory Attorney:** MIKE WEBSTER

### Defendant

**Name:** Owners Exchange

**Correspondent Address:** OWNERS EXCHANGE  
Owners Exchange  
175 1st St S  
Saint Petersburg FL , 33701-4528

**Correspondent e-mail:** [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com); [daviddeshaw@ownersexchange.com](mailto:daviddeshaw@ownersexchange.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Opposition Pending	<a href="#">86712306</a>	

### Plaintiff(s)

**Name:** Enterprise Holdings, Inc.

**Correspondent Address:** Lisabeth H. Coakley  
Harness, Dickey & Pierce, P.L.C.  
5445 Corporate Drive, Suite 200  
Troy MI , 48098  
UNITED STATES

**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>

E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 15, 2016	Sep 24, 2016
3	PENDING, INSTITUTED	Aug 15, 2016	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91228875](#) **Filing Date:** Jul 11, 2016

**Status:** Pending **Status Date:** Jul 11, 2016

**Interlocutory Attorney:** ELIZABETH A DUNN

#### Defendant

**Name:** Easy To Book Service B.V.

**Correspondent Address:** SUSAN UPTON DOUGLASS  
Fross Zelnick Lehrman & Zissu P C  
866 United Nations Plz  
New York NY , 10017-1822

**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
E EASYTOBOOK	Opposition Pending	<a href="#">86729661</a>	
E	Opposition Pending	<a href="#">86740448</a>	

#### Plaintiff(s)

**Name:** Enterprise Holdings, Inc.

**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](mailto:hal-shathir@thompsoncoburn.com) , [urogers@thompsoncoburn.com](mailto:urogers@thompsoncoburn.com) , [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>

E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 11, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2016	Aug 20, 2016
3	PENDING, INSTITUTED	Jul 11, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Aug 09, 2016	
5	SUSPENDED	Aug 09, 2016	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91228509](#) **Filing Date:** Jun 16, 2016  
**Status:** Terminated **Status Date:** Sep 28, 2016  
**Interlocutory Attorney:** ROBERT COGGINS

#### Defendant

**Name:** E-Force One AG  
**Correspondent Address:** NICHOLAS J GINGO  
 RENNER OTTO BOISSELLE & SKLAR  
 1621 EUCLID AVENUE, FLOOR 19  
 CLEVELAND OH , 44115  
 UNITED STATES  
**Correspondent e-mail:** [ngingo@rennerotto.com](mailto:ngingo@rennerotto.com) , [eorsine@rennerotto.com](mailto:eorsine@rennerotto.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
E EFORCE	Published For Opposition	<a href="#">79162754</a>	

#### Plaintiff(s)

**Name:** Enterprise Holdings, Inc.  
**Correspondent Address:** LISABETH H COAKLEY  
 HARNESS DICKEY & PIERCE PLC  
 5445 CORPORATE DRIVE, SUITE 200  
 TROY MI , 48098  
 UNITED STATES  
**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troymailroom@hdp.com](mailto:troymailroom@hdp.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>

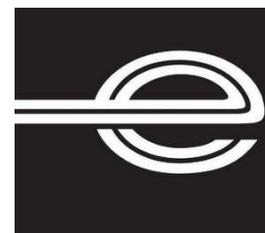
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77454676</a>	<a href="#">3775384</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 20, 2016	Jul 30, 2016
3	PENDING, INSTITUTED	Jun 20, 2016	
4	STIP FOR EXT	Jul 20, 2016	
5	EXTENSION OF TIME GRANTED	Jul 20, 2016	
6	STIP FOR EXT	Aug 26, 2016	
7	EXTENSION OF TIME GRANTED	Aug 26, 2016	
8	W/DRAW OF OPPOSITION	Sep 23, 2016	
9	BD DECISION: DISMISSED W/O PREJ	Sep 28, 2016	
10	TERMINATED	Sep 28, 2016	

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Mark: E



US Serial Number: 86067306

Application Filing Date: Sep. 17, 2013

US Registration Number: 4856100

Registration Date: Nov. 17, 2015

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. 17, 2015

Publication Date: Nov. 18, 2014

Notice of Allowance Date: Jan. 13, 2015

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized version of the letter "e" in white within a square that is shaded black.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.09.21 - Squares that are completely or partially shaded

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## Related Properties Information

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Claimed Ownership of US Registrations: 1864905, 3503173, 4054940 and others

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## 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: Promotional sponsorship of sporting events; promotional sponsorship of various other entertainment media, namely, motor vehicle racing and amusement parks

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 16, 2014

Use in Commerce: Apr. 16, 2014

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## Basis Information (Case Level)

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May 14, 2014	NON-FINAL ACTION E-MAILED	6325
May 14, 2014	NON-FINAL ACTION WRITTEN	82087
Apr. 23, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 23, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 23, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 27, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 27, 2013	NON-FINAL ACTION E-MAILED	6325
Dec. 27, 2013	NON-FINAL ACTION WRITTEN	82087
Dec. 26, 2013	ASSIGNED TO EXAMINER	82087
Sep. 26, 2013	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Sep. 25, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 20, 2013	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:** Oct. 14, 2015

## Proceedings

### Summary

**Number of Proceedings:** 3

### Type of Proceeding: Opposition

**Proceeding Number:** [91229530](#)      **Filing Date:** Aug 15, 2016  
**Status:** Pending      **Status Date:** Aug 15, 2016  
**Interlocutory Attorney:** MIKE WEBSTER

### Defendant

**Name:** Owners Exchange  
**Correspondent Address:** OWNERS EXCHANGE  
 Owners Exchange  
 175 1st St S  
 Saint Petersburg FL , 33701-4528  
**Correspondent e-mail:** [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com); [daviddeshaw@ownersexchange.com](mailto:daviddeshaw@ownersexchange.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Opposition Pending	<a href="#">86712306</a>	

### Plaintiff(s)

**Name:** Enterprise Holdings, Inc.  
**Correspondent Address:** Lisabeth H. Coakley  
 Harness, Dickey & Pierce, P.L.C.  
 5445 Corporate Drive, Suite 200  
 Troy MI , 48098  
 UNITED STATES  
**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>

E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 15, 2016	Sep 24, 2016
3	PENDING, INSTITUTED	Aug 15, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91228875](#) **Filing Date:** Jul 11, 2016  
**Status:** Pending **Status Date:** Jul 11, 2016  
**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** Easy To Book Service B.V.  
**Correspondent Address:** SUSAN UPTON DOUGLASS  
Fross Zelnick Lehrman & Zissu P C  
866 United Nations Plz  
New York NY , 10017-1822  
**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EASYTOBOOK	Opposition Pending	<a href="#">86729661</a>	
E	Opposition Pending	<a href="#">86740448</a>	

**Plaintiff(s)**

**Name:** Enterprise Holdings, Inc.  
**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](mailto:hal-shathir@thompsoncoburn.com) , [urogers@thompsoncoburn.com](mailto:urogers@thompsoncoburn.com) , [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>

E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 11, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2016	Aug 20, 2016
3	PENDING, INSTITUTED	Jul 11, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Aug 09, 2016	
5	SUSPENDED	Aug 09, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91228509](#) **Filing Date:** Jun 16, 2016  
**Status:** Terminated **Status Date:** Sep 28, 2016  
**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** E-Force One AG  
**Correspondent Address:** NICHOLAS J GINGO  
RENNER OTTO BOISSELLE & SKLAR  
1621 EUCLID AVENUE, FLOOR 19  
CLEVELAND OH , 44115  
UNITED STATES  
**Correspondent e-mail:** [ngingo@rennerotto.com](mailto:ngingo@rennerotto.com) , [eorsine@rennerotto.com](mailto:eorsine@rennerotto.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EFORCE	Published For Opposition	<a href="#">79162754</a>	

**Plaintiff(s)**

**Name:** Enterprise Holdings, Inc.  
**Correspondent Address:** LISABETH H COAKLEY  
HARNESS DICKEY & PIERCE PLC  
5445 CORPORATE DRIVE, SUITE 200  
TROY MI , 48098  
UNITED STATES  
**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troymailroom@hdp.com](mailto:troymailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>

E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77454676</a>	<a href="#">3775384</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 20, 2016	Jul 30, 2016
3	PENDING, INSTITUTED	Jun 20, 2016	
4	STIP FOR EXT	Jul 20, 2016	
5	EXTENSION OF TIME GRANTED	Jul 20, 2016	
6	STIP FOR EXT	Aug 26, 2016	
7	EXTENSION OF TIME GRANTED	Aug 26, 2016	
8	W/DRAW OF OPPOSITION	Sep 23, 2016	
9	BD DECISION: DISMISSED W/O PREJ	Sep 28, 2016	
10	TERMINATED	Sep 28, 2016	

Generated on: This page was generated by TSDR on 2016-10-04 12:06:10 EDT

Mark: E



US Serial Number: 77789321

Application Filing Date: Jul. 24, 2009

US Registration Number: 3766680

Registration Date: Mar. 30, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: Jun. 07, 2016

Publication Date: Jan. 12, 2010

---

## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The color white appears in the outer and inner borders of the letter "e". The color green appears in the background rectangle and between the white borders of the letter "e".

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 26.11.21 - Rectangles that are completely or partially shaded

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0925251, 1234835, 3503173

---

## Goods and Services

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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: financial sponsorship of sporting events and exhibitions

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2008

Use in Commerce: Oct. 01, 2008

---

## Basis Information (Case Level)

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

## Current Owner(s) Information

**Owner Name:** Enterprise Holdings, Inc.  
**Owner Address:** 600 Corporate Park Drive  
 St. Louis, MISSOURI 63105  
 UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn  
**Docket Number:** 51017/84061  
**Attorney Primary Email Address:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
 THOMPSON COBURN LLP  
 1 US BANK PLZ  
 ST LOUIS, MISSOURI 63101  
 UNITED STATES  
**Phone:** 314-552-6000  
**Fax:** 314-667-3633  
**Correspondent e-mail:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 07, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 07, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jun. 07, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Mar. 28, 2016	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2010	REGISTERED-PRINCIPAL REGISTER	
Jan. 12, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 12, 2010	PUBLISHED FOR OPPOSITION	
Dec. 04, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
Dec. 04, 2009	ASSIGNED TO LIE	76568
Nov. 17, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 17, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 17, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Nov. 17, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Nov. 17, 2009	EXAMINERS AMENDMENT -WRITTEN	81840
Nov. 08, 2009	NOTIFICATION OF FINAL REFUSAL EMAILED	
Nov. 08, 2009	FINAL REFUSAL E-MAILED	
Nov. 08, 2009	FINAL REFUSAL WRITTEN	81840
Oct. 20, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 23, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

Sep. 23, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 23, 2009	NON-FINAL ACTION WRITTEN	81840
Sep. 23, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 23, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 23, 2009	NON-FINAL ACTION WRITTEN	81840
Sep. 22, 2009	ASSIGNED TO EXAMINER	81840
Jul. 29, 2009	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Jul. 28, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 28, 2009	NEW APPLICATION ENTERED IN TRAM	

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

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## TM Staff and Location Information

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**TM Staff Information - None**  
**File Location**

**Current Location:** TMEG LAW OFFICE 106

**Date in Location:** Jun. 07, 2016

Generated on: This page was generated by TSDR on 2016-10-04 12:06:48 EDT

Mark: E



US Serial Number: 77812754

Application Filing Date: Aug. 26, 2009

US Registration Number: 3808480

Registration Date: Jun. 22, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: Jun. 22, 2010

Publication Date: Dec. 22, 2009

Notice of Allowance Date: Mar. 16, 2010

---

## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the color white which appears in the outer and inner borders of the letter "e". The color green appears in a darker shade in the bottom half of the rectangle and between the white borders in the bottom half of the letter "e". The color green appears in a lighter shade in the upper half of the rectangle and between the white borders in the upper half of the letter "e".

Color Drawing: Yes

Color(s) Claimed: The color(s) white and green is/are claimed as a feature of the mark.

Design Search Code(s): 26.11.10 - Rectangles divided once into two sections  
26.11.21 - Rectangles that are completely or partially shaded

---

## Related Properties Information

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Claimed Ownership of US Registrations: 1864905, 1875518, 3503173 and others

---

## Goods and Services

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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: vehicle rental and leasing services and reservation services for the rental and leasing of vehicles

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 10, 2009

Use in Commerce: Nov. 10, 2009

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## Basis Information (Case Level)

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

## Current Owner(s) Information

**Owner Name:** Enterprise Holdings, Inc.  
**Owner Address:** 600 Corporate Park Drive  
 St. Louis, MISSOURI 63105  
 UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn  
**Attorney Primary Email Address:** [ipdoCKET@thompsoncoburn.com](mailto:ipdoCKET@thompsoncoburn.com)  
**Docket Number:** 51017/84825  
**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
 THOMPSON COBURN LLP  
 505 N 7TH ST # 1  
 SAINT LOUIS, MISSOURI 63101-1612  
 UNITED STATES  
**Phone:** 314-552-6000  
**Correspondent e-mail:** [ipdoCKET@thompsoncoburn.com](mailto:ipdoCKET@thompsoncoburn.com)  
**Fax:** 314-667-3633  
**Correspondent e-mail Authorized:** No

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jun. 22, 2010	REGISTERED-PRINCIPAL REGISTER	
May 18, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
May 17, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
May 17, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 14, 2010	STATEMENT OF USE PROCESSING COMPLETE	66230
Apr. 29, 2010	USE AMENDMENT FILED	66230
May 14, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Apr. 29, 2010	TEAS STATEMENT OF USE RECEIVED	
Mar. 16, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 22, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 22, 2009	PUBLISHED FOR OPPOSITION	
Nov. 18, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Nov. 18, 2009	ASSIGNED TO LIE	66213
Oct. 30, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 29, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 29, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 29, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 23, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 23, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 23, 2009	NON-FINAL ACTION WRITTEN	81840
Sep. 23, 2009	ASSIGNED TO EXAMINER	81840

Sep. 03, 2009 NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED  
Sep. 02, 2009 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
Sep. 01, 2009 NEW APPLICATION ENTERED IN TRAM

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** May 17, 2010

Generated on: This page was generated by TSDR on 2016-10-04 12:07:22 EDT

Mark: E



US Serial Number: 77681395

Application Filing Date: Mar. 02, 2009

US Registration Number: 3679720

Registration Date: Sep. 08, 2009

Register: Principal

Mark Type: Service Mark

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

Status Date: Oct. 21, 2015

Publication Date: Jun. 23, 2009

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the letter "E" in green.

Color Drawing: Yes

Color(s) Claimed: The color(s) green is/are claimed as a feature of the mark.

Design Search Code(s): 07.11.07 - Highways with lines or dividers; intersections (roads) with lines or dividers; Roads with lines or dividers; Streets with lines or dividers  
27.03.05 - Objects forming letters or numerals

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## Related Properties Information

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Claimed Ownership of US Registrations: 3475112, 3479308, 3490649 and others

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## Goods and Services

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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: vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 30, 2007

Use in Commerce: Apr. 30, 2007

---

## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

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

## Current Owner(s) Information

**Owner Name:** ENTERPRISE HOLDINGS, INC.  
**Owner Address:** 600 CORPORATE PARK DRIVE  
 ST. LOUIS, MISSOURI 63105  
 UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn  
**Attorney Primary Email Address:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Docket Number:** 51017/81425  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
 THOMPSON COBURN LLP  
 505 N 7TH ST # 1  
 SAINT LOUIS, MISSOURI 63101-1612  
 UNITED STATES  
**Phone:** 314-552-6000  
**Fax:** 314-667-3633  
**Correspondent e-mail:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Oct. 21, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 21, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Oct. 21, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Sep. 08, 2015	TEAS SECTION 8 & 15 RECEIVED	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Jul. 01, 2009	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 23, 2009	PUBLISHED FOR OPPOSITION	
Jun. 03, 2009	NOTICE OF PUBLICATION	
May 15, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	59272
May 14, 2009	ASSIGNED TO LIE	59272
May 14, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 12, 2009	ASSIGNED TO EXAMINER	62920
Mar. 06, 2009	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Mar. 05, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 05, 2009	NEW APPLICATION ENTERED IN TRAM	

## 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 111

Date in Location: Oct. 21, 2015

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Enterprise Rent-A-Car Company

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4011/0206](#)

Pages: 6

Date Recorded: Jun. 25, 2009

Supporting Documents: [assignment-tm-4011-0206.pdf](#)

### Assignor

Name: [ENTERPRISE RENT-A-CAR COMPANY](#)

Execution Date: Mar. 12, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

### Assignee

Name: [ENTERPRISE HOLDINGS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

### Correspondent

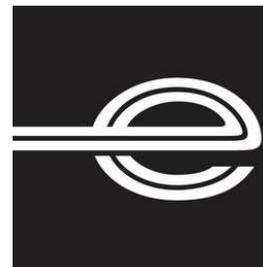
Correspondent Name: THOMAS A. POLCYN

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

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2016-10-04 12:08:36 EDT

Mark: E



US Serial Number: 85125611

Application Filing Date: Sep. 09, 2010

US Registration Number: 4054940

Registration Date: Nov. 15, 2011

Register: Principal

Mark Type: Trademark, Service Mark

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

Status Date: Nov. 15, 2011

Publication Date: Aug. 30, 2011

---

## Mark Information

---

Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized version of the letter "E", which appears on a contrasting shaded background of a rectangular-shaped carrier design.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.11.21 - Rectangles that are completely or partially shaded

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## Related Properties Information

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International Registration Number: 1149796

International Application(s) /Registration(s) Based on this Property: A0033182/1149796

Claimed Ownership of US Registrations: 1234835, 1864905, 3503173 and others

---

## Goods and Services

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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: vehicles, namely, automobiles, trucks, cars, land vehicles

International Class(es): 012 - Primary Class

U.S Class(es): 019, 021, 023, 031, 035, 044

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance, of vehicles for others

**International Class(es):** 036 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 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:** Enterprise Holdings, Inc.

**Owner Address:** 600 Corporate Park Drive  
St. Louis, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn

**Docket Number:** 51017/92195

**Attorney Primary:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Attorney Email:** No

Email Address: \_\_\_\_\_

Authorized:

**Correspondent**

**Correspondent Name/Address:** THOMAS A. POLCYN  
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](mailto:ipdocket@thompsoncoburn.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Nov. 15, 2011	REGISTERED-PRINCIPAL REGISTER	
Aug. 30, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 30, 2011	PUBLISHED FOR OPPOSITION	
Jul. 26, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Jul. 26, 2011	ASSIGNED TO LIE	70884
Jul. 01, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 28, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 28, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 28, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 28, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 28, 2010	NON-FINAL ACTION E-MAILED	6325
Dec. 28, 2010	NON-FINAL ACTION WRITTEN	80813
Dec. 18, 2010	ASSIGNED TO EXAMINER	80813
Sep. 14, 2010	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Sep. 13, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

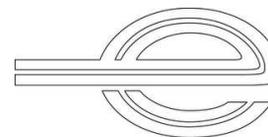
**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 15, 2011

Generated on: This page was generated by TSDR on 2016-10-04 12:09:10 EDT

Mark: E



US Serial Number: 85125599

Application Filing Date: Sep. 09, 2010

US Registration Number: 4054938

Registration Date: Nov. 15, 2011

Register: Principal

Mark Type: Trademark, Service Mark

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

Status Date: Nov. 15, 2011

Publication Date: Aug. 30, 2011

---

## Mark Information

---

Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of a stylized version of the letter "e".

Color(s) Claimed: Color is not claimed as a feature of the mark.

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 1234835, 1864905, 3503173 and others

---

## Goods and Services

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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: vehicles, namely, automobiles, trucks, cars, land vehicles

International Class(es): 012 - Primary Class

U.S Class(es): 019, 021, 023, 031, 035, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2007

Use in Commerce: Oct. 31, 2007

For: vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2007

Use in Commerce: Oct. 31, 2007

For: vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of

liability, collision, and comprehensive insurance, of vehicles for others

**International Class(es):** 036 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 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:** Enterprise Holdings, Inc.

**Owner Address:** 600 Corporate Park Drive  
St. Louis, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn

**Docket Number:** 51017/92190

**Attorney Primary Email Address:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
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](mailto:ipdocket@thompsoncoburn.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Nov. 15, 2011	REGISTERED-PRINCIPAL REGISTER	
Aug. 30, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 30, 2011	PUBLISHED FOR OPPOSITION	
Jul. 26, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Jul. 26, 2011	ASSIGNED TO LIE	70884
Jul. 01, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 28, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 28, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 28, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 28, 2010	NON-FINAL ACTION E-MAILED	6325
Dec. 28, 2010	NON-FINAL ACTION WRITTEN	80813
Dec. 18, 2010	ASSIGNED TO EXAMINER	80813
Sep. 14, 2010	NOTICE OF PSEUDO MARK MAILED	
Sep. 13, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2010	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. 15, 2011

Generated on: This page was generated by TSDR on 2016-10-04 12:09:45 EDT

Mark: E



US Serial Number: 72354153

Application Filing Date: Mar. 16, 1970

US Registration Number: 925251

Registration Date: Dec. 07, 1971

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Aug. 18, 2011

---

## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 07.11.07 - Highways with lines or dividers; intersections (roads) with lines or dividers; Roads with lines or dividers; Streets with lines or dividers  
26.11.21 - Rectangles that are completely or partially shaded  
27.03.05 - Objects forming letters or numerals

---

## Goods and Services

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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: [ AUTOMOBILE LEASING SERVICES ]

International Class(es): 035, 036, 037, 038, 039, 040, 041, 042

U.S Class(es): 100 - Primary Class

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: RETAIL AUTOMOBILE SALES SERVICES

International Class(es): 035

U.S Class(es): 101 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

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## Basis Information (Case Level)

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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:** ENTERPRISE HOLDINGS, INC.  
**Owner Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** THOMAS A. POLCYN  
**Attorney Primary Email Address:** [IPDOCKET@THOMPSONCOBURN.COM](mailto:IPDOCKET@THOMPSONCOBURN.COM)  
**Docket Number:** 51017-5878  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
THOMPSON COBURN LLP  
ONE US BANK PLAZA  
SAINT LOUIS, MISSOURI 63101  
UNITED STATES  
**Phone:** 314-552-6000  
**Fax:** 314-667-3633  
**Correspondent e-mail:** [IPDOCKET@THOMPSONCOBURN.COM](mailto:IPDOCKET@THOMPSONCOBURN.COM)  
**Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 18, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Aug. 18, 2011	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	68502
Aug. 18, 2011	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	68502
Aug. 18, 2011	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	68502
Jul. 18, 2011	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	68502
Aug. 16, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jul. 18, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 18, 2008	CASE FILE IN TICRS	
Sep. 15, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2001	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
May 03, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 22, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 11, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 21, 1991	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Nov. 14, 1991	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Oct. 21, 1991	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Jun. 13, 1977	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted  
**Affidavit of Incontestability:** Section 15 - Accepted  
**Renewal Date:** Dec. 07, 2011

Change in Registration: Yes

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 18, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 3

Registrant: EXECUTIVE LEASING COMPANY

### Assignment 1 of 3

Conveyance: CHANGE OF NAME 19780630

Reel/Frame: [0332/0192](#)

Pages: 4

Date Recorded: Aug. 08, 1978

Supporting Documents: No Supporting Documents Available

#### Assignor

Name: [EXECUTIVE LEASING COMPANY](#)

Execution Date: Jun. 30, 1978

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

#### Assignee

Name: [ENTERPRISE LEASING COMPANY](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

#### Correspondent

Correspondent Name: ROGERS, EILERS & HOWELL

Correspondent Address: SUITE 2162  
7733 FORSYTH BLVD.  
CLAYTON, MO 63105

### Domestic Representative - Not Found

### Assignment 2 of 3

Conveyance: CHANGE OF NAME 19890209

Reel/Frame: [0647/0839](#)

Pages: 0

Date Recorded: Apr. 19, 1989

Supporting Documents: No Supporting Documents Available

#### Assignor

Name: [ENTERPRISE LEASING COMPANY](#)

Execution Date: Jan. 30, 1989

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

#### Assignee

Name: [ENTERPRISE RENT-A-CAR COMPANY](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

#### Correspondent

Correspondent Name: ROGERS, HOWELL & HAFERKAMP

Correspondent Address: STE. 1700, 7777 BONHOMME  
SAINT LOUIS, MO 63105

### Domestic Representative - Not Found

**Assignment 3 of 3**

---

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4011/0206](#)

**Pages:** 6

**Date Recorded:** Jun. 25, 2009

**Supporting Documents:** [assignment-tm-4011-0206.pdf](#)

**Assignor**

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Execution Date:** Mar. 12, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Assignee**

**Name:** [ENTERPRISE HOLDINGS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

**Correspondent**

**Correspondent Name:** THOMAS A. POLCYN

**Correspondent Address:** ONE US BANK PLAZA  
THOMPSON COBURN LLP  
ST. LOUIS, MO 63101

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2016-10-04 12:10:41 EDT

Mark: E



US Serial Number: 85283771

Application Filing Date: Apr. 01, 2011

US Registration Number: 4119617

Registration Date: Mar. 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: Mar. 27, 2012

Publication Date: Aug. 09, 2011

Notice of Allowance Date: Oct. 04, 2011

---

## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a white, stylized letter "e" on a green, bulb-shaped design element.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 26.05.21 - Triangles that are completely or partially shaded  
26.05.25 - Triangles with one or more curved sides

---

## Related Properties Information

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Claimed Ownership of US Registrations: 3503173, 3679720, 3775384 and others

---

## Goods and Services

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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: vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 19, 2011

Use in Commerce: Dec. 19, 2011

---

## Basis Information (Case Level)

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

## Current Owner(s) Information

**Owner Name:** Enterprise Holdings, Inc.  
**Owner Address:** 600 Corporate Park Drive  
St. Louis, MISSOURI 63105  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn  
**Attorney Primary Email Address:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Docket Number:** 51017/95655  
**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
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](mailto:ipdocket@thompsoncoburn.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 27, 2012	REGISTERED-PRINCIPAL REGISTER	
Feb. 23, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 22, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	70138
Feb. 21, 2012	ASSIGNED TO LIE	70138
Feb. 04, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 02, 2012	STATEMENT OF USE PROCESSING COMPLETE	76874
Jan. 10, 2012	USE AMENDMENT FILED	76874
Feb. 02, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Jan. 10, 2012	TEAS STATEMENT OF USE RECEIVED	
Oct. 04, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 09, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 09, 2011	PUBLISHED FOR OPPOSITION	
Jun. 29, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 2011	ASSIGNED TO EXAMINER	77875
Apr. 08, 2011	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Apr. 07, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 05, 2011	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:** Feb. 22, 2012

Generated on: This page was generated by TSDR on 2016-10-04 12:11:13 EDT

Mark: E



US Serial Number: 86644510

Application Filing Date: May 28, 2015

US Registration Number: 4974772

Registration Date: Jun. 07, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Jun. 07, 2016

Publication Date: Sep. 08, 2015

Notice of Allowance Date: Nov. 03, 2015

---

## Mark Information

---

Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized version of the letter "e" within a square that is shaded.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.09.21 - Squares that are completely or partially shaded

---

## 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: Bus transport; Transportation of passengers and/or goods by bus; Transportation services, namely, providing shuttle services by bus; Transportation vehicle rental services

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2007

Use in Commerce: Dec. 31, 2007

---

## Basis Information (Case Level)

---

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

## Current Owner(s) Information

**Owner Name:** Enterprise Holdings, Inc.  
**Owner Address:** 600 Corporate Drive  
 St. Louis, MISSOURI UNITED STATES 63105  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Lisabeth H. Coakley  
**Attorney Primary Email Address:** [docketingtm@hdp.com](mailto:docketingtm@hdp.com)  
**Docket Number:** 5245-200235-  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** LISABETH H. COAKLEY  
 Harness Dickey & Pierce Plc  
 5445 Corporate Dr Ste 200  
 Troy, MICHIGAN UNITED STATES 48098-2683  
**Phone:** 248-641-1600  
**Correspondent e-mail:** [docketingtm@hdp.com](mailto:docketingtm@hdp.com)  
**Fax:** 248-641-0270  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 07, 2016	REGISTERED-PRINCIPAL REGISTER	
May 06, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
May 05, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 12, 2016	STATEMENT OF USE PROCESSING COMPLETE	70565
Mar. 07, 2016	USE AMENDMENT FILED	70565
Apr. 11, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Mar. 07, 2016	TEAS STATEMENT OF USE RECEIVED	
Nov. 03, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 08, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 08, 2015	PUBLISHED FOR OPPOSITION	
Aug. 19, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 04, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	70997
Jul. 31, 2015	ASSIGNED TO LIE	70997
Jul. 21, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 21, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 21, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 21, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 21, 2015	EXAMINERS AMENDMENT -WRITTEN	92456
Jul. 14, 2015	ASSIGNED TO EXAMINER	92456
Jun. 05, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Jun. 04, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 01, 2015	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:** May 05, 2016

## Proceedings

### Summary

**Number of Proceedings:** 3

### Type of Proceeding: Opposition

**Proceeding Number:** [91229530](#)

**Filing Date:** Aug 15, 2016

**Status:** Pending

**Status Date:** Aug 15, 2016

**Interlocutory Attorney:** MIKE WEBSTER

### Defendant

**Name:** Owners Exchange

**Correspondent Address:** OWNERS EXCHANGE

Owners Exchange  
175 1st St S  
Saint Petersburg FL , 33701-4528

**Correspondent e-mail:** [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com); [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Opposition Pending	<a href="#">86712306</a>	

### Plaintiff(s)

**Name:** Enterprise Holdings, Inc.

**Correspondent Address:** Lisabeth H. Coakley  
Harness, Dickey & Pierce, P.L.C.  
5445 Corporate Drive, Suite 200  
Troy MI UNITED STATES , 48098

**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troymailroom@hdp.com](mailto:troymailroom@hdp.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>

E Registered [86795033](#) [4977405](#)

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 15, 2016	Sep 24, 2016
3	PENDING, INSTITUTED	Aug 15, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91228875](#) **Filing Date:** Jul 11, 2016  
**Status:** Pending **Status Date:** Jul 11, 2016  
**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** Easy To Book Service B.V.  
**Correspondent Address:** SUSAN UPTON DOUGLASS  
Fross Zelnick Lehrman & Zissu P C  
866 United Nations Plz  
New York NY , 10017-1822  
**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EASYTOBOOK	Opposition Pending	<a href="#">86729661</a>	
E	Opposition Pending	<a href="#">86740448</a>	

**Plaintiff(s)**

**Name:** Enterprise Holdings, Inc.  
**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](mailto:hal-shathir@thompsoncoburn.com) , [urogers@thompsoncoburn.com](mailto:urogers@thompsoncoburn.com) , [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 11, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2016	Aug 20, 2016
3	PENDING, INSTITUTED	Jul 11, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Aug 09, 2016	
5	SUSPENDED	Aug 09, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91228509](#)

**Filing Date:** Jun 16, 2016

**Status:** Terminated

**Status Date:** Sep 28, 2016

**Interlocutory Attorney:** ROBERT COGGINS

**Defendant**

**Name:** E-Force One AG

**Correspondent Address:** NICHOLAS J GINGO  
RENNER OTTO BOISSELLE & SKLAR  
1621 EUCLID AVENUE, FLOOR 19  
CLEVELAND OH UNITED STATES , 44115

**Correspondent e-mail:** [ngingo@rennerotto.com](mailto:ngingo@rennerotto.com) , [eorsine@rennerotto.com](mailto:eorsine@rennerotto.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EFORCE	Published For Opposition	<a href="#">79162754</a>	

**Plaintiff(s)**

**Name:** Enterprise Holdings, Inc.

**Correspondent Address:** LISABETH H COAKLEY  
HARNES DICKY & PIERCE PLC  
5445 CORPORATE DRIVE, SUITE 200  
TROY MI UNITED STATES , 48098

**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77454676</a>	<a href="#">3775384</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Jun 16, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 20, 2016	Jul 30, 2016
3	PENDING, INSTITUTED	Jun 20, 2016	
4	STIP FOR EXT	Jul 20, 2016	
5	EXTENSION OF TIME GRANTED	Jul 20, 2016	
6	STIP FOR EXT	Aug 26, 2016	
7	EXTENSION OF TIME GRANTED	Aug 26, 2016	
8	W/DRAW OF OPPOSITION	Sep 23, 2016	
9	BD DECISION: DISMISSED W/O PREJ	Sep 28, 2016	
10	TERMINATED	Sep 28, 2016	

Generated on: This page was generated by TSDR on 2016-10-04 12:11:41 EDT

Mark: E



US Serial Number: 86644545

Application Filing Date: May 28, 2015

US Registration Number: 4974774

Registration Date: Jun. 07, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: 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: Jun. 07, 2016

Publication Date: Sep. 08, 2015

Notice of Allowance Date: Nov. 03, 2015

## Mark Information

Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a green and white letter "e" within a square that is shaded green.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 26.09.21 - Squares that are completely or partially shaded

## 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: Bus transport; Transportation of passengers and/or goods by bus; Transportation services, namely, providing shuttle services by bus; Transportation vehicle rental services

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2007

Use in Commerce: Dec. 31, 2007

## 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:** Enterprise Holdings, Inc.

**Owner Address:** 600 Corporate Drive  
St. Louis, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Lisabeth H. Coakley

**Docket Number:** 5245-200233-

**Attorney Primary Email Address:** [docketingtm@hdp.com](mailto:docketingtm@hdp.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** LISABETH H. COAKLEY  
Harness Dickey & Pierce Plc  
5445 Corporate Dr Ste 200  
Troy, MICHIGAN 48098-2683  
UNITED STATES

**Phone:** 248-641-1600

**Fax:** 248-641-0270

**Correspondent e-mail:** [docketingtm@hdp.com](mailto:docketingtm@hdp.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 07, 2016	REGISTERED-PRINCIPAL REGISTER	
May 06, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
May 05, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 12, 2016	STATEMENT OF USE PROCESSING COMPLETE	70565
Mar. 07, 2016	USE AMENDMENT FILED	70565
Apr. 11, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Mar. 07, 2016	TEAS STATEMENT OF USE RECEIVED	
Nov. 03, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 08, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 08, 2015	PUBLISHED FOR OPPOSITION	
Aug. 19, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 31, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Jul. 28, 2015	ASSIGNED TO LIE	73797
Jul. 16, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 14, 2015	ASSIGNED TO EXAMINER	92456
Jun. 05, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Jun. 04, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 01, 2015	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:** May 05, 2016

# Proceedings

## Summary

Number of Proceedings: 4

### Type of Proceeding: Cancellation

Proceeding Number: [92064330](#)

Filing Date: Aug 29, 2016

Status: Pending

Status Date: Aug 29, 2016

Interlocutory Attorney: MARY CATHERINE FAINT

### Defendant

Name: Schaeffler Technologies AG & Co. KG

Correspondent Address: SCHAEFFLER TECHNOLOGIES AG & CO KG  
INDUSTRIESTRASSE 1-3  
HERZOGENAURACH , 91074  
GERMANY

### Associated marks

Mark	Application Status	Serial Number	Registration Number
ETC	Cancellation Pending	<a href="#">86141039</a>	<a href="#">4938563</a>

### Plaintiff(s)

Name: Enterprise Holdings, Inc.

Correspondent Address: LISABETH H COAKLEY  
HARNESS DICKEY & PIERCE PLC  
5445 CORPORATE DRIVE SUITE 200  
TROY MI , 48098  
UNITED STATES

Correspondent e-mail: [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 31, 2016	Oct 10, 2016
3	PENDING, INSTITUTED	Aug 31, 2016	

### Type of Proceeding: Opposition

Proceeding Number: [91229530](#)

Filing Date: Aug 15, 2016

Status: Pending

Status Date: Aug 15, 2016

Interlocutory Attorney: MIKE WEBSTER

### Defendant

Name: Owners Exchange

Correspondent Address: OWNERS EXCHANGE  
Owners Exchange  
175 1st St S  
Saint Petersburg FL , 33701-4528

Correspondent e-mail: [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com); [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
E	Opposition Pending	<a href="#">86712306</a>	

**Plaintiff(s)**

**Name:** Enterprise Holdings, Inc.

**Correspondent Address:** Lisabeth H. Coakley  
 Harness, Dickey & Pierce, P.L.C.  
 5445 Corporate Drive, Suite 200  
 Troy MI , 48098  
 UNITED STATES

**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 15, 2016	Sep 24, 2016
3	PENDING, INSTITUTED	Aug 15, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91228875](#)      **Filing Date:** Jul 11, 2016  
**Status:** Pending      **Status Date:** Jul 11, 2016  
**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** Easy To Book Service B.V.  
**Correspondent Address:** SUSAN UPTON DOUGLASS  
 Fross Zelnick Lehrman & Zissu P C  
 866 United Nations Plz  
 New York NY , 10017-1822  
**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EASYTOBOOK	Opposition Pending	<a href="#">86729661</a>	
E	Opposition Pending	<a href="#">86740448</a>	

**Plaintiff(s)****Name:** Enterprise Holdings, Inc.**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](mailto:hal-shathir@thompsoncoburn.com) , [uogers@thompsoncoburn.com](mailto:uogers@thompsoncoburn.com) , [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 11, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2016	Aug 20, 2016
3	PENDING, INSTITUTED	Jul 11, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Aug 09, 2016	
5	SUSPENDED	Aug 09, 2016	

**Type of Proceeding: Opposition****Proceeding Number:** [91228509](#)**Filing Date:** Jun 16, 2016**Status:** Terminated**Status Date:** Sep 28, 2016**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** E-Force One AG**Correspondent Address:** NICHOLAS J GINGO  
RENNER OTTO BOISSELLE & SKLAR  
1621 EUCLID AVENUE, FLOOR 19  
CLEVELAND OH , 44115  
UNITED STATES**Correspondent e-mail:** [ngingo@rennerotto.com](mailto:ngingo@rennerotto.com) , [eorsine@rennerotto.com](mailto:eorsine@rennerotto.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EFORCE	Published For Opposition	<a href="#">79162754</a>	

**Plaintiff(s)**

**Name:** Enterprise Holdings, Inc.

**Correspondent Address:** LISABETH H COAKLEY  
HARNES DICKY & PIERCE PLC  
5445 CORPORATE DRIVE, SUITE 200  
TROY MI , 48098  
UNITED STATES

**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77454676</a>	<a href="#">3775384</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 20, 2016	Jul 30, 2016
3	PENDING, INSTITUTED	Jun 20, 2016	
4	STIP FOR EXT	Jul 20, 2016	
5	EXTENSION OF TIME GRANTED	Jul 20, 2016	
6	STIP FOR EXT	Aug 26, 2016	
7	EXTENSION OF TIME GRANTED	Aug 26, 2016	
8	W/DRAW OF OPPOSITION	Sep 23, 2016	
9	BD DECISION: DISMISSED W/O PREJ	Sep 28, 2016	
10	TERMINATED	Sep 28, 2016	

Generated on: This page was generated by TSDR on 2016-10-04 12:12:38 EDT

Mark: E



US Serial Number: 86795033

Application Filing Date: Oct. 21, 2015

US Registration Number: 4977405

Registration Date: Jun. 14, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: 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: Jun. 14, 2016

Publication Date: Mar. 29, 2016

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a green and white letter "e" within a green square having rounded corners.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 26.09.21 - Squares that are completely or partially shaded

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## Related Properties Information

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Claimed Ownership of US Registrations: 2136409, 3503173

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## Goods and Services

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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: vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 15, 2015

Use in Commerce: Oct. 15, 2015

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## Basis Information (Case Level)

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

## Current Owner(s) Information

**Owner Name:** Enterprise Holdings, Inc.  
**Owner Address:** 600 Corporate Park Drive  
St. Louis, MISSOURI 63105  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn  
**Attorney Primary Email Address:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Docket Number:** 51017-150534  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
THOMPSON COBURN LLP  
ONE US BANK PLAZA  
ST. LOUIS, MISSOURI 63101  
UNITED STATES  
**Phone:** 314-552-6000  
**Fax:** 314-667-3633  
**Correspondent e-mail:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 14, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2016	PUBLISHED FOR OPPOSITION	
Mar. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 11, 2016	ASSIGNED TO EXAMINER	92831
Oct. 27, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Oct. 26, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2015	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. 14, 2016

## Proceedings

### Summary

Number of 3

Proceedings:

**Type of Proceeding: Opposition**

Proceeding Number: [91229530](#)

Filing Date: Aug 15, 2016

Status: Pending

Status Date: Aug 15, 2016

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: Owners Exchange

Correspondent Address: OWNERS EXCHANGE  
Owners Exchange  
175 1st St S  
Saint Petersburg FL , 33701-4528

Correspondent e-mail: [daviddeshaw@ownerxchange.com](mailto:daviddeshaw@ownerxchange.com); [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Opposition Pending	<a href="#">86712306</a>	

**Plaintiff(s)**

Name: Enterprise Holdings, Inc.

Correspondent Address: Lisabeth H. Coakley  
Harness, Dickey & Pierce, P.L.C.  
5445 Corporate Drive, Suite 200  
Troy MI , 48098  
UNITED STATES

Correspondent e-mail: [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 15, 2016	Sep 24, 2016
3	PENDING, INSTITUTED	Aug 15, 2016	

**Type of Proceeding: Opposition**

Proceeding Number: [91228875](#)

Filing Date: Jul 11, 2016

Status: Pending

Status Date: Jul 11, 2016

Interlocutory Attorney: ELIZABETH A DUNN

**Defendant**

Name: Easy To Book Service B.V.

Correspondent Address: SUSAN UPTON DOUGLASS  
Fross Zelnick Lehrman & Zissu P C  
866 United Nations Plz  
New York NY , 10017-1822

Correspondent e-mail: [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EASYTOBOOK	Opposition Pending	<a href="#">86729661</a>	
E	Opposition Pending	<a href="#">86740448</a>	

**Plaintiff(s)**

Name: Enterprise Holdings, Inc.

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](mailto:hal-shathir@thompsoncoburn.com) , [urogers@thompsoncoburn.com](mailto:urogers@thompsoncoburn.com) , [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 11, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2016	Aug 20, 2016
3	PENDING, INSTITUTED	Jul 11, 2016	
4	STIP TO SUSP PEND SETTLE NEGOTIATIONS	Aug 09, 2016	
5	SUSPENDED	Aug 09, 2016	

**Type of Proceeding: Opposition**

Proceeding [91228509](#)

Filing Date: Jun 16, 2016

Number: \_\_\_\_\_

Status: Terminated

Status Date: Sep 28, 2016

Interlocutory Attorney: ROBERT COGGINS

**Defendant**

Name: E-Force One AG

Correspondent Address: NICHOLAS J GINGO  
RENNER OTTO BOISSELLE & SKLAR  
1621 EUCLID AVENUE, FLOOR 19  
CLEVELAND OH , 44115  
UNITED STATES

Correspondent e-mail: [ngingo@rennerotto.com](mailto:ngingo@rennerotto.com) , [eorsine@rennerotto.com](mailto:eorsine@rennerotto.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EFORCE	Published For Opposition	<a href="#">79162754</a>	

**Plaintiff(s)**

Name: Enterprise Holdings, Inc.

Correspondent Address: LISABETH H COAKLEY  
HARNES DICKY & PIERCE PLC  
5445 CORPORATE DRIVE, SUITE 200  
TROY MI , 48098  
UNITED STATES

Correspondent e-mail: [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77454676</a>	<a href="#">3775384</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 20, 2016	Jul 30, 2016
3	PENDING, INSTITUTED	Jun 20, 2016	
4	STIP FOR EXT	Jul 20, 2016	
5	EXTENSION OF TIME GRANTED	Jul 20, 2016	
6	STIP FOR EXT	Aug 26, 2016	

7	EXTENSION OF TIME GRANTED	Aug 26, 2016
8	W/DRAW OF OPPOSITION	Sep 23, 2016
9	BD DECISION: DISMISSED W/O PREJ	Sep 28, 2016
10	TERMINATED	Sep 28, 2016

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Mark: E



US Serial Number: 86795027

Application Filing Date: Oct. 21, 2015

US Registration Number: 4977404

Registration Date: Jun. 14, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: 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: Jun. 14, 2016

Publication Date: Mar. 29, 2016

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a green and white letter "e" within a green square, and having an inverted green triangle below the green square.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 01.15.17 - Balloons, thought or speech; Clouds, thought or speech; Thought or speech clouds  
26.05.21 - Triangles that are completely or partially shaded  
26.09.21 - Squares that are completely or partially shaded

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## Related Properties Information

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Claimed Ownership of US Registrations: 2136409, 3503173

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## Goods and Services

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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: vehicle rental and leasing services, and reservation services for the rental and leasing of vehicles

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 15, 2015

Use in Commerce: Oct. 15, 2015

## 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: Enterprise Holdings, Inc.

Owner Address: 600 Corporate Park Drive  
St. Louis, MISSOURI 63105  
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Thomas A. Polcyn	Docket Number: 51017-150540
Attorney Primary Email Address: <a href="mailto:ipdocket@thompsoncoburn.com">ipdocket@thompsoncoburn.com</a>	Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: THOMAS A. POLCYN THOMPSON COBURN LLP ONE US BANK PLAZA ST. LOUIS, MISSOURI 63101 UNITED STATES	Phone: 314-552-6000	Fax: 314-667-3633
Correspondent e-mail: <a href="mailto:ipdocket@thompsoncoburn.com">ipdocket@thompsoncoburn.com</a>	Correspondent e-mail Authorized: Yes	

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 14, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2016	PUBLISHED FOR OPPOSITION	
Mar. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 11, 2016	ASSIGNED TO EXAMINER	92831
Oct. 27, 2015	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Oct. 26, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2015	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. 14, 2016

## Proceedings

**Summary**

Number of 3  
Proceedings:

**Type of Proceeding: Opposition**

Proceeding Number: [91229530](#)

Filing Date: Aug 15, 2016

Status: Pending

Status Date: Aug 15, 2016

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

Name: Owners Exchange

Correspondent OWNERS EXCHANGE

Address: Owners Exchange  
175 1st St S  
Saint Petersburg FL , 33701-4528

Correspondent e-mail: [daviddeshaw@ownerexchange.com](mailto:daviddeshaw@ownerexchange.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Opposition Pending	<a href="#">86712306</a>	

**Plaintiff(s)**

Name: Enterprise Holdings, Inc.

Correspondent Lisabeth H. Coakley

Address: Harness, Dickey & Pierce, P.L.C.  
5445 Corporate Drive, Suite 200  
Troy MI , 48098  
UNITED STATES

Correspondent e-mail: [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 15, 2016	Sep 24, 2016
3	PENDING, INSTITUTED	Aug 15, 2016	

**Type of Proceeding: Opposition****Proceeding Number:** [91228875](#)**Filing Date:** Jul 11, 2016**Status:** Pending**Status Date:** Jul 11, 2016**Interlocutory Attorney:** ELIZABETH A DUNN**Defendant****Name:** Easy To Book Service B.V.**Correspondent Address:** SUSAN UPTON DOUGLASS  
Fross Zelnick Lehrman & Zissu P C  
866 United Nations Plz  
New York NY , 10017-1822**Correspondent e-mail:** [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EASYTOBOOK	Opposition Pending	<a href="#">86729661</a>	
E	Opposition Pending	<a href="#">86740448</a>	

**Plaintiff(s)****Name:** Enterprise Holdings, Inc.**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](mailto:hal-shathir@thompsoncoburn.com) , [urogers@thompsoncoburn.com](mailto:urogers@thompsoncoburn.com) , [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 11, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2016	Aug 20, 2016
3	PENDING, INSTITUTED	Jul 11, 2016	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS SUSPENDED	Aug 09, 2016	

**Type of Proceeding: Opposition****Proceeding Number:** [91228509](#)**Filing Date:** Jun 16, 2016**Status:** Terminated**Status Date:** Sep 28, 2016**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** E-Force One AG**Correspondent Address:** NICHOLAS J GINGO  
RENNER OTTO BOISSELLE & SKLAR  
1621 EUCLID AVENUE, FLOOR 19  
CLEVELAND OH , 44115  
UNITED STATES**Correspondent e-mail:** [ngingo@rennerotto.com](mailto:ngingo@rennerotto.com) , [eorsine@rennerotto.com](mailto:eorsine@rennerotto.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E EFORCE	Published For Opposition	<a href="#">79162754</a>	

**Plaintiff(s)****Name:** Enterprise Holdings, Inc.**Correspondent Address:** LISABETH H COAKLEY  
HARNES DICKY & PIERCE PLC  
5445 CORPORATE DRIVE, SUITE 200  
TROY MI , 48098  
UNITED STATES**Correspondent e-mail:** [coakley@hdp.com](mailto:coakley@hdp.com) , [tjcomparoni@hdp.com](mailto:tjcomparoni@hdp.com) , [troy@mailroom@hdp.com](mailto:troy@mailroom@hdp.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
E	Renewed	<a href="#">72354153</a>	<a href="#">925251</a>
E	Renewed	<a href="#">73033536</a>	<a href="#">1045085</a>
E	Renewed	<a href="#">74465251</a>	<a href="#">1864905</a>
E	Renewed	<a href="#">74465260</a>	<a href="#">1875518</a>
E	Renewed	<a href="#">74101749</a>	<a href="#">2136409</a>
E	Renewed	<a href="#">75500184</a>	<a href="#">2255679</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78958766</a>	<a href="#">3503173</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77681395</a>	<a href="#">3679720</a>
E	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77789321</a>	<a href="#">3766680</a>
E	Registered	<a href="#">77454676</a>	<a href="#">3775384</a>
E	Registered	<a href="#">77812754</a>	<a href="#">3808480</a>
E	Registered	<a href="#">85125599</a>	<a href="#">4054938</a>
E	Registered	<a href="#">85125611</a>	<a href="#">4054940</a>
E	Registered	<a href="#">85283771</a>	<a href="#">4119617</a>
E	Registered	<a href="#">86067298</a>	<a href="#">4856098</a>
E	Registered	<a href="#">86067306</a>	<a href="#">4856100</a>
E	Registered	<a href="#">86644510</a>	<a href="#">4974772</a>
E	Registered	<a href="#">86644545</a>	<a href="#">4974774</a>
E	Registered	<a href="#">86795027</a>	<a href="#">4977404</a>
E	Registered	<a href="#">86795033</a>	<a href="#">4977405</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 20, 2016	Jul 30, 2016
3	PENDING, INSTITUTED	Jun 20, 2016	

4	STIP FOR EXT	Jul 20, 2016
5	EXTENSION OF TIME GRANTED	Jul 20, 2016
6	STIP FOR EXT	Aug 26, 2016
7	EXTENSION OF TIME GRANTED	Aug 26, 2016
8	W/DRAW OF OPPOSITION	Sep 23, 2016
9	BD DECISION: DISMISSED W/O PREJ	Sep 28, 2016
10	TERMINATED	Sep 28, 2016

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Mark: E



US Serial Number: 73033536

Application Filing Date: Oct. 02, 1974

US Registration Number: 1045085

Registration Date: Jul. 27, 1976

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: May 01, 2006

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 26.11.03 - Rectangles (incomplete); Incomplete rectangles  
26.11.21 - Rectangles that are completely or partially shaded

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0925251

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## Goods and Services

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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: SHORT-TERM RENTAL SERVICES OF AUTOMOBILES AND TRUCKS

International Class(es): 039 - Primary Class

U.S Class(es): 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

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## Basis Information (Case Level)

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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:** ENTERPRISE HOLDINGS, INC.

**Owner Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn

**Docket Number:** 51017-8538

**Attorney Primary Email Address:** [IPDOCKET@THOMPSONCOBURN.COM](mailto:IPDOCKET@THOMPSONCOBURN.COM)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas A. Polcyn  
THOMPSON COBURN LLP  
ONE US BANK PLZ  
SAINT LOUIS, MISSOURI 63101  
UNITED STATES

**Phone:** 314-552-6000

**Fax:** 314-667-3633

**Correspondent e-mail:** [IPDOCKET@THOMPSONCOBURN.COM](mailto:IPDOCKET@THOMPSONCOBURN.COM)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 26, 2016	TEAS SECTION 8 & 9 RECEIVED	
Jul. 27, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 01, 2007	CASE FILE IN TICRS	
May 01, 2006	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	59136
May 01, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 25, 2006	ASSIGNED TO PARALEGAL	59136
Mar. 06, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 06, 2006	TEAS SECTION 8 & 9 RECEIVED	
Sep. 15, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 27, 1996	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Feb. 21, 1996	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Nov. 09, 1981	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jul. 27, 2006

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Oct. 01, 2007

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 3

**Registrant:** EXECUTIVE LEASING COMPANY

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**Assignment 1 of 3**

---

**Conveyance:** CHANGE OF NAME 19780630

**Reel/Frame:** [0332/0192](#)

**Pages:** 4

**Date Recorded:** Aug. 08, 1978

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [EXECUTIVE LEASING COMPANY](#)

**Execution Date:** Jun. 30, 1978

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [ENTERPRISE LEASING COMPANY](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** No Assignee Address Found

**Correspondent**

**Correspondent Name:** ROGERS, EILERS & HOWELL

**Correspondent Address:** SUITE 2162  
7733 FORSYTH BLVD.  
CLAYTON, MO 63105

**Domestic Representative - Not Found**

---

**Assignment 2 of 3**

---

**Conveyance:** CHANGE OF NAME 19890209

**Reel/Frame:** [0647/0839](#)

**Pages:** 0

**Date Recorded:** Apr. 19, 1989

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [ENTERPRISE LEASING COMPANY](#)

**Execution Date:** Jan. 30, 1989

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** No Assignee Address Found

**Correspondent**

**Correspondent Name:** ROGERS, HOWELL & HAFERKAMP

**Correspondent Address:** STE. 1700, 7777 BONHOMME  
SAINT LOUIS, MO 63105

**Domestic Representative - Not Found**

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**Assignment 3 of 3**

---

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4011/0206](#)

**Pages:** 6

**Date Recorded:** Jun. 25, 2009

**Supporting Documents:** [assignment-tm-4011-0206.pdf](#)

**Assignor**

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Execution Date:** Mar. 12, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Assignee**

**Name:** [ENTERPRISE HOLDINGS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country** MISSOURI  
**Where Organized:**

**Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

**Correspondent**

**Correspondent Name:** THOMAS A. POLCYN

**Correspondent Address:** ONE US BANK PLAZA  
THOMPSON COBURN LLP  
ST. LOUIS, MO 63101

**Domestic Representative - Not Found**

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Mark: E

US Serial Number: 74101749

Application Filing Date: Oct. 01, 1990

US Registration Number: 2136409

Registration Date: Feb. 17, 1998

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Sep. 24, 2007

Publication Date: Nov. 25, 1997

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0925251, 1045085, 1234835, 1586104, 1598925 and others

---

## Goods and Services

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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: automobile fleet management services

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: [ telephone installation and repair services; ] automobile repair services

International Class(es): 037 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: [ telephone leasing services ]

**International Class(es):** 038 - Primary Class

**U.S Class(es):** 100, 101, 104

**Class Status:** SECTION 7(D) - CANCELLED

**Basis:** 1(a)

**First Use:** Feb. 01, 1988

**Use in Commerce:** Feb. 01, 1988

**For:** short term rental services of automobiles and trucks; automobile leasing services

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

**For:** [ retail outlet services in the field of telephones; ] automobile dealership services

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

## 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:** ENTERPRISE HOLDINGS, INC.

**Owner Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn

**Docket Number:** 51017-4917

**Attorney Primary Email Address:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas A. Polcyn  
THOMPSON COBURN LLP  
One US Bank Plaza  
St. Louis, MISSOURI 63101  
UNITED STATES

**Phone:** 314-552-6000

**Fax:** 314-552-7000

**Correspondent e-mail:** [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
------	-------------	-------------------

Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 24, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
Sep. 24, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 05, 2007	ASSIGNED TO PARALEGAL	61619
Aug. 20, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Aug. 20, 2007	TEAS SECTION 8 & 9 RECEIVED	
Apr. 09, 2007	CASE FILE IN TICRS	
Sep. 15, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 13, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Mar. 17, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 17, 2003	PAPER RECEIVED	
Jul. 23, 1998	AMENDMENT UNDER SECTION 7 - ISSUED	
Jul. 23, 1998	CANCELLED SEC. 7 - PARTIAL	
May 18, 1998	SEC 7 REQUEST FILED	
Feb. 17, 1998	REGISTERED-PRINCIPAL REGISTER	
Nov. 25, 1997	PUBLISHED FOR OPPOSITION	
Oct. 24, 1997	NOTICE OF PUBLICATION	
Sep. 26, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 23, 1992	LETTER OF SUSPENSION MAILED	
Jan. 30, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 14, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 26, 1991	NON-FINAL ACTION MAILED	
May 20, 1991	NON-FINAL ACTION MAILED	
Mar. 18, 1991	ASSIGNED TO EXAMINER	68294

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Feb. 17, 2008

**Change in Registration:** Yes

**Correction made to Registration:** IN THE STATEMENT, COLUMN 1, LINES 10-11, "TELEPHONE INSTALLATION AND REPAIR SERVICES" IS DELETED. IN THE STATEMENT, COLUMN 2, LINES 7-8, "RETAIL OUTLET SERVICES IN THE FIELD OF TELEPHONES" IS DELETED.

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** POST REGISTRATION

**Date in Location:** Sep. 24, 2007

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Enterprise Rent-A-Car Company

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4011/0206](#)

**Pages:** 6

**Date Recorded:** Jun. 25, 2009

**Supporting Documents:** [assignment-tm-4011-0206.pdf](#)

### Assignor

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Execution Date:** Mar. 12, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Assignee**

**Name:** [ENTERPRISE HOLDINGS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

**Correspondent**

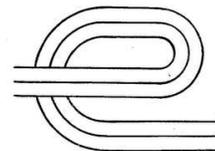
**Correspondent Name:** THOMAS A. POLCYN

**Correspondent Address:** ONE US BANK PLAZA  
THOMPSON COBURN LLP  
ST. LOUIS, MO 63101

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2016-10-04 12:25:17 EDT

Mark: E



US Serial Number: 74465260

Application Filing Date: Dec. 06, 1993

US Registration Number: 1875518

Registration Date: Jan. 24, 1995

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Jan. 24, 2015

Publication Date: Nov. 01, 1994

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

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## Related Properties Information

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Claimed Ownership of US Registrations: 0925251, 1045085, 1234835, 1586104 and others

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## Goods and Services

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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: [ automotive fleet management services ]

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: [ automotive repair services and telephone installation and repair services ]

International Class(es): 037 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: [telephone leasing services]

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 1(a)

**First Use:** Feb. 01, 1988

**Use in Commerce:** Feb. 01, 1988

**For:** rental and leasing services of automobiles and trucks

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

**For:** [ retail outlet services in the field of telephones, ] automotive dealership services

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

## 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:** ENTERPRISE HOLDINGS, INC.

**Owner Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** THOMAS A. POLCYN

**Docket Number:** 51017-9044

### Correspondent

**Correspondent Name/Address:** THOMAS A. POLCYN  
THOMPSON COBURN LLP  
ONE US BANK PLZ  
SAINT LOUIS, MISSOURI 63101  
UNITED STATES

**Phone:** 314-552-6331

**Fax:** 314-552-7331

**Correspondent e-mail:** [IPDOCKET@THOMPSONCOBURN.COM](mailto:IPDOCKET@THOMPSONCOBURN.COM)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 23, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Jan. 24, 2015	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76293
Jan. 24, 2015	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	76293

Jan. 24, 2015	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	76293
Jan. 23, 2015	TEAS SECTION 8 & 9 RECEIVED	
Apr. 27, 2011	CASE FILE IN TICRS	
Mar. 11, 2011	CASE FILE IN TICRS	
Mar. 04, 2011	CASE FILE IN TICRS	
Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2004	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Sep. 13, 2004	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 13, 2004	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 13, 2004	TEAS SECTION 8 & 9 RECEIVED	
Sep. 15, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 12, 2000	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 10, 2000	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 24, 1995	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 1994	PUBLISHED FOR OPPOSITION	
Sep. 30, 1994	NOTICE OF PUBLICATION	
May 10, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 26, 1994	ASSIGNED TO EXAMINER	68294
Apr. 15, 1994	ASSIGNED TO EXAMINER	72152
Apr. 06, 1994	ASSIGNED TO EXAMINER	72009

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jan. 24, 2015

**Change in Registration:** Yes

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** TMEO LAW OFFICE 8

**Date in Location:** Jan. 24, 2015

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Enterprise Rent-A-Car Company

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4011/0206](#)

**Pages:** 6

**Date Recorded:** Jun. 25, 2009

**Supporting Documents:** [assignment-tm-4011-0206.pdf](#)

### Assignor

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Execution Date:** Mar. 12, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

### Assignee

**Name:** [ENTERPRISE HOLDINGS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

**Correspondent**

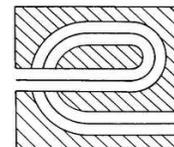
**Correspondent Name:** THOMAS A. POLCYN

**Correspondent Address:** ONE US BANK PLAZA  
THOMPSON COBURN LLP  
ST. LOUIS, MO 63101

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2016-10-04 12:25:56 EDT

Mark: E



US Serial Number: 74465251

Application Filing Date: Dec. 06, 1993

US Registration Number: 1864905

Registration Date: Nov. 29, 1994

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Dec. 11, 2014

Publication Date: Sep. 06, 1994

---

## Mark Information

---

Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Lining and Stippling Statement: The diagonal lining in the drawing denotes the color green.

Design Search Code(s): 26.09.12 - Squares with bars, bands and lines

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0925251, 1045085, 1234835, 1586104 and others

---

## Goods and Services

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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: [ automotive fleet management services ]

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: [ automotive repair services ] and telephone installation and repair services ]

International Class(es): 037 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: SECTION 8 - CANCELLED

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

**For:** [ telephone leasing services ]

**International Class(es):** 038 - Primary Class

**U.S Class(es):** 100, 101, 104

**Class Status:** SECTION 8 - CANCELLED

**Basis:** 1(a)

**First Use:** Feb. 01, 1988

**Use in Commerce:** Feb. 01, 1988

**For:** rental and leasing services of automobiles and trucks

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

**For:** [ retail outlet services in the field of telephones, and ] automotive dealership services

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Feb. 15, 1967

**Use in Commerce:** Feb. 15, 1967

## 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:** ENTERPRISE HOLDINGS, INC.

**Owner Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** THOMAS A POLCYN

### Correspondent

**Correspondent Name/Address:** THOMAS A POLCYN  
THOMPSON COBURN LLP  
STE 2600  
ONE US BANK PLZ  
ST LOUIS, MISSOURI 63101  
UNITED STATES

**Phone:** 314-552-6331

**Fax:** 314-552-7331

**Correspondent e-mail:** [IPDOCKET@THOMPSONCOBURN.COM](mailto:IPDOCKET@THOMPSONCOBURN.COM)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Dec. 11, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76293
Dec. 11, 2014	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	76293
Dec. 11, 2014	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	76293
Nov. 24, 2014	TEAS SECTION 8 & 9 RECEIVED	
Apr. 24, 2010	CASE FILE IN TICRS	76869
Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2004	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Sep. 13, 2004	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 13, 2004	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 13, 2004	TEAS SECTION 8 & 9 RECEIVED	
Sep. 15, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 12, 2000	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 20, 1999	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 29, 1994	REGISTERED-PRINCIPAL REGISTER	
Sep. 06, 1994	PUBLISHED FOR OPPOSITION	
Aug. 05, 1994	NOTICE OF PUBLICATION	
May 06, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 26, 1994	ASSIGNED TO EXAMINER	68294
Apr. 06, 1994	ASSIGNED TO EXAMINER	72009

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Nov. 29, 2014

**Change in Registration:** Yes

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMEO LAW OFFICE 8

**Date in Location:** Dec. 11, 2014

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Enterprise Rent-A-Car Company

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4011/0206](#)

**Pages:** 6

**Date Recorded:** Jun. 25, 2009

**Supporting Documents:** [assignment-tm-4011-0206.pdf](#)

### Assignor

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Execution Date:** Mar. 12, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

### Assignee

**Name:** [ENTERPRISE HOLDINGS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

**Correspondent**

**Correspondent Name:** THOMAS A. POLCYN

**Correspondent Address:** ONE US BANK PLAZA  
THOMPSON COBURN LLP  
ST. LOUIS, MO 63101

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2016-10-04 12:28:27 EDT

Mark: E



US Serial Number: 75500184

Application Filing Date: Jun. 11, 1998

US Registration Number: 2255679

Registration Date: Jun. 22, 1999

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Jul. 01, 2009

Publication Date: Mar. 30, 1999

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the combination of the colors green and black used in connection with the services set forth in the application.

Lining and Stippling Statement: The mark is lined for the color green.

Design Search Code(s): 26.11.02 - Plain single line rectangles; Rectangles (single line)  
26.11.11 - Rectangles divided twice into three sections  
26.11.12 - Rectangles with bars, bands and lines  
26.11.21 - Rectangles that are completely or partially shaded

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## Related Properties Information

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Claimed Ownership of US Registrations: 0925251, 2192909 and others

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## Goods and Services

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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: AUTOMOBILE DEALERSHIP SERVICES

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

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For: [ AUTOMOBILE REPAIR SERVICES ]

International Class(es): 037 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

For: VEHICLE RENTAL AND LEASING SERVICES

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 15, 1967

Use in Commerce: Feb. 15, 1967

## 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: ENTERPRISE HOLDINGS, INC.

Owner Address: 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Thomas A. Polcyn

Docket Number: 51017/5626

Attorney Primary Email Address: [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Thomas A. Polcyn  
THOMPSON COBURN LLP  
One US Bank Plaza  
St. Louis, MISSOURI 63101  
UNITED STATES

Phone: 314-552-6000

Fax: 314-667-3633

Correspondent e-mail: [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 27, 2011	CASE FILE IN TICRS	
Feb. 23, 2011	CASE FILE IN TICRS	
Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 01, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67603
Jul. 01, 2009	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	67603
Jul. 01, 2009	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	67603
Jun. 17, 2009	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jun. 24, 2009	ASSIGNED TO PARALEGAL	67603
Jun. 17, 2009	TEAS SECTION 8 & 9 RECEIVED	
Sep. 02, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 22, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Jul. 22, 2004 TEAS SECTION 8 & 15 RECEIVED  
Sep. 15, 2003 TEAS CHANGE OF CORRESPONDENCE RECEIVED  
Jun. 22, 1999 REGISTERED-PRINCIPAL REGISTER  
Mar. 30, 1999 PUBLISHED FOR OPPOSITION  
Feb. 26, 1999 NOTICE OF PUBLICATION  
Dec. 03, 1998 APPROVED FOR PUB - PRINCIPAL REGISTER  
Nov. 12, 1998 EXAMINER'S AMENDMENT MAILED  
Nov. 04, 1998 ASSIGNED TO EXAMINER

60997

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted  
**Affidavit of Incontestability:** Section 15 - Accepted  
**Renewal Date:** Jun. 22, 2009  
**Change in Registration:** Yes

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Apr. 27, 2011

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Enterprise Rent-A-Car Company

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4011/0206](#)

**Pages:** 6

**Date Recorded:** Jun. 25, 2009

**Supporting Documents:** [assignment-tm-4011-0206.pdf](#)

### Assignor

**Name:** [ENTERPRISE RENT-A-CAR COMPANY](#)

**Execution Date:** Mar. 12, 2009

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

### Assignee

**Name:** [ENTERPRISE HOLDINGS, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

**Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

### Correspondent

**Correspondent Name:** THOMAS A. POLCYN

**Correspondent Address:** ONE US BANK PLAZA  
THOMPSON COBURN LLP  
ST. LOUIS, MO 63101

**Domestic Representative - Not Found**

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Mark: E



US Serial Number: 78958766

Application Filing Date: Aug. 23, 2006

US Registration Number: 3503173

Registration Date: Sep. 16, 2008

Register: Principal

Mark Type: Trademark, Service Mark

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

Status Date: Sep. 02, 2014

Publication Date: Sep. 18, 2007

Notice of Allowance Date: Dec. 11, 2007

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## Mark Information

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Mark Literal Elements: E

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a green and white letter "E" in a green square.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and white is/are claimed as a feature of the mark.

Design Search Code(s): 26.09.21 - Squares that are completely or partially shaded  
26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)  
27.03.01 - Geometric figures forming letters, numerals or punctuation

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## Related Properties Information

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Claimed Ownership of US Registrations: 1234835, 1864905, 2136409 and others

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## Goods and Services

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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: vehicles, namely, automobiles, trucks, cars, land vehicles

International Class(es): 012 - Primary Class

U.S Class(es): 019, 021, 023, 031, 035, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2007

Use in Commerce: Oct. 31, 2007

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**For:** vehicle dealership services, namely, dealerships in the field of automobiles, trucks, cars, land vehicles; vehicle fleet management services, namely, tracking and monitoring vehicles for commercial purposes, and business consultation services relating to the management of a fleet of vehicles for commercial purposes

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle fleet management services, namely, facilitating and arranging for financing, and insurance agency services in the fields of liability, collision, and comprehensive insurance of vehicles for others

**International Class(es):** 036 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle repair services; vehicle fleet management services, namely, vehicle repair and maintenance

**International Class(es):** 037 - Primary Class

**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

**For:** vehicle rental and leasing services; and reservation services for the rental and leasing of vehicles, namely, rental reservations for automobiles, trucks, cars, land vehicles

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 31, 2007

**Use in Commerce:** Oct. 31, 2007

## 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:** ENTERPRISE HOLDINGS, INC.

**Owner Address:** 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas A. Polcyn

**Docket Number:** 51017/63408

### Correspondent

**Correspondent Name/Address:** Thomas A. Polcyn  
THOMPSON COBURN LLP  
ONE US BANK PLZ  
SAINT LOUIS, MISSOURI 63101  
UNITED STATES

Phone: 314-552-6000

Fax: 314-552-7000

Correspondent e-mail: [ipdocket@thompsoncoburn.com](mailto:ipdocket@thompsoncoburn.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Sep. 02, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 02, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Sep. 02, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Aug. 15, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jul. 01, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 16, 2008	REGISTERED-PRINCIPAL REGISTER	
Aug. 12, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	68658
Jul. 17, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 17, 2008	STATEMENT OF USE PROCESSING COMPLETE	64657
Jul. 09, 2008	USE AMENDMENT FILED	64657
Jul. 09, 2008	TEAS STATEMENT OF USE RECEIVED	
Jun. 11, 2008	EXTENSION 1 GRANTED	98765
Jun. 11, 2008	EXTENSION 1 FILED	98765
Jun. 11, 2008	TEAS EXTENSION RECEIVED	
Dec. 11, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 18, 2007	PUBLISHED FOR OPPOSITION	
Aug. 29, 2007	NOTICE OF PUBLICATION	
Aug. 13, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	68658
Aug. 10, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 10, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 10, 2007	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 10, 2007	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 10, 2007	EXAMINERS AMENDMENT -WRITTEN	76081
Aug. 09, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Aug. 09, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Aug. 06, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 19, 2007	FINAL REFUSAL E-MAILED	
Apr. 19, 2007	FINAL REFUSAL WRITTEN	76081
Apr. 06, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Apr. 06, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Mar. 27, 2007	ASSIGNED TO LIE	68658
Feb. 20, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 20, 2007	NON-FINAL ACTION E-MAILED	6325
Jan. 20, 2007	NON-FINAL ACTION WRITTEN	76081
Jan. 18, 2007	ASSIGNED TO EXAMINER	76081
Aug. 29, 2006	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Aug. 28, 2006	NEW APPLICATION ENTERED IN TRAM	

## 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 116

Date in Location: Sep. 02, 2014

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Enterprise Rent-A-Car Company

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4011/0206](#)

Pages: 6

Date Recorded: Jun. 25, 2009

Supporting Documents: [assignment-tm-4011-0206.pdf](#)

### Assignor

Name: [ENTERPRISE RENT-A-CAR COMPANY](#)

Execution Date: Mar. 12, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

### Assignee

Name: [ENTERPRISE HOLDINGS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 600 CORPORATE PARK DRIVE  
ST. LOUIS, MISSOURI 63105

### Correspondent

Correspondent Name: THOMAS A. POLCYN

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

Domestic Representative - Not Found