

**United States Patent and Trademark Office**  
**Trademark Trial and Appeal Board**  
P.O. Box 1451  
Alexandria, VA 22313-1451

Mailed: April 13, 2007

Concurrent Use No. 94002102

Easy Cash, Inc.

V.

ADVANTAGE RENT-A-CAR, INC.

V.

American International  
Investment

DENNIS B. HAASE  
PO Box 6206  
Hot Springs, AR 71902

Re: Registration No. 2346604<sup>1</sup>  
Issued: May 2, 2000 to American International  
Investment

Registration No. 2655325  
Issued: December 3, 2002 to Advantage Rent-A-Car, Inc.

Karl Kochersperger, Paralegal

The applicant in application Serial No. 76363248 has applied for a concurrent use registration for the trademark or service mark set forth below.

Name of applicant	:	Easy Cash, Inc.
Applicant's address	:	8601 West Markham Little Rock, AR 72205
Applicant's mark	:	EASY CASH
Goods or services	:	secured lending and deferred payment check cashing

---

<sup>1</sup> It is noted that this registration was cancelled on February 10, 2007 for failure to file a Section 8 affidavit.

Filing date : January 22, 2002

Territory of use : Subject to concurrent use Proceeding with American International Investment and Advantage Rent-A-Car, Inc. Applicant claims exclusive right to use the mark in the area comprising the state of Arkansas, Tulsa and Oklahoma City, Oklahoma.

Attorney : DENNIS B. HAASE  
PO Box 6206  
Hot Springs, AR 71902

In its application, the applicant has recited as an exception to its allegation of exclusive use of said mark, use by you of an identical or very similar mark. Your mark, goods or services, and territory of use, *as acknowledged in the referenced application*, are set out below in a summary of details of the application. A copy of the application as filed is included herewith.

Registrant : American International Investment

Your mark : EASYCASH (stylized)

Your goods or services : Financial services for electronically converting cash money into a predetermined, fixed amount debit card

Your territory of use : Unknown

---

Registrant : Advantage Rent-A-Car

Your mark : EASY CASH

Your goods or services : Providing an incentive commission program for travel agents with respect to leasing and rental of automobiles, Class 35; Automobile rental and leasing reservation services, Class 39; Travel agency services, namely, making reservations and booking for temporary lodging, Class 42.

Your territory of use : Arizona, California, Colorado, Nevada, New Mexico, Texas, Utah, Washington, Canada, Central and South America, the Carribbean, Europe and the Middle East, Australia and New Zealand.

Since the Office has determined that applicant's mark appears entitled to registration, subject to a concurrent use proceeding with you, a concurrent use proceeding is hereby instituted under the provisions of Section 2(d) of the Trademark Act of 1946.

The proceeding will be conducted in accordance with the Rules of Practice in Trademark cases, as set out in Title 37 of the Code of Federal Regulations. Trademark Rule 2.99 thereof, under which this notice is given, provides that:

An answer to the notice is not required in the case of an applicant or registrant whose application or registration is specified as a concurrent user in the application, but a statement, if desired, may be filed within forty days after the mailing of the notice; in the case of any other party specified as a concurrent user in the application, an answer must be filed within forty day after the mailing of the notice.

You are allowed until **40 days from the mailing date above** to file an answer in accordance with Trademark Rule 2.99. If filed, the answer should be directed to the allegations relating to concurrent use recited in the application identified herein.

You are also requested to advise the Board of any relevant applications or registrations, other than those already listed herein, which should be included in this concurrent use proceeding. Your response, if any, should be in writing and should be filed on or before 40 days from the mailing date hereof.

**DISCOVERY AND TESTIMONY PERIODS ARE SET AS INDICATED BELOW.**

IN EACH INSTANCE, a copy of the transcript of testimony together with copies of documentary exhibits, must be served

on the adverse party WITHIN THIRTY DAYS after completion of the taking of testimony. Rule 2.125.

Discovery period to open: 5/3/07  
Discovery period to close: 10/30/07  
30-day testimony period for party  
in position of plaintiff to close: 1/28/08  
30-day testimony period for party  
in position of defendant to close: 3/28/08  
15-day rebuttal testimony period  
to close: 5/12/08

Briefs shall be filed in accordance with Rule 2.128(a) and (b). An oral hearing will be set only upon request filed as provided by Rule 2.129.

**NOTE:** The Board allows parties to utilize telephone conferences to discuss or resolve many interlocutory matters that arise in inter partes cases. See TBMP § 502.06(a) (2d ed. rev. 2004).

If the parties to this proceeding are (or during the pendency of this proceeding, become) parties to another Board or civil proceeding involving related marks or other common issues of law or fact, they shall notify the Board immediately, so that the Board can consider consolidation or suspension of proceedings, if appropriate.

#### **New Developments at the Trademark Trial and Appeal Board**

For faster handling of all papers, the TTAB strongly encourages electronic filing whenever possible. TTAB forms for electronic filings are available at <http://estta.uspto.gov>. Images of TTAB proceeding files can be viewed using TTABvue at <http://ttabvue.uspto.gov>.

CC:

Dennis B. Haase  
Post Office Box 6206  
Hot Springs, AR 71902

Thomas J Miller  
150-152 Mason St  
Greenwich CT 06830

John P Walker  
Law Offices Of John P Walker  
1323 Hallmark  
San Antonio, TX 78216