

ESTTA Tracking number: **ESTTA375015**

Filing date: **10/25/2010**

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

Application Serial No.	76697661
Applicant	BLACKHAWK NETWORK, INC.

## Notice of Appeal

Notice is hereby given that BLACKHAWK NETWORK, INC. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 76697661.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following classes of goods/services:

- Class 035.  
All goods and services in the class are appealed, namely: Promoting the sale of gift cards, prepaid debit cards, incentive cards, financial services cards and prepaid telecommunication cards and products of others
- Class 036.  
All goods and services in the class are appealed, namely: Issuance of stored value cards
- Class 039.  
All goods and services in the class are appealed, namely: Distribution services, namely, dissemination of gift cards, prepaid debit cards, incentive cards, financial services cards and prepaid telecommunication cards and products of others

Respectfully submitted,

/JSW/

10/25/2010

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