

ESTTA Tracking number: **ESTTA241881**

Filing date: **10/10/2008**

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

Application Serial No.	79004391
Applicant	société Air France

Notice of Appeal

Notice is hereby given that société Air France appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 79004391.

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

- Class 009.
All goods and services in the class are appealed, namely: Magnetic encoded cards for magnetic storage of data for use as customer loyalty cards, authorization cards and personal identification cards
- Class 016.
All goods and services in the class are appealed, namely: Printed tickets, namely passenger tickets; brochures featuring employee incentive award programs to promote on the job quality and productivity and customer loyalty and club services for commercial promotional and/or advertising purposes; printed passes, namely airline boarding passes; non-magnetically coded cards for use as customer loyalty cards, authorization cards and personal identification cards; printed forms and printed timetables
- Class 035.
All goods and services in the class are appealed, namely: Transcription of written communications; direct mail advertising; distribution and dissemination of advertising materials through leaflets, prospectuses, printed matter and product samples; market studies, namely market opinion polling studies, market research studies; financial statement preparation and analysis for business; account auditing; providing statistical information for commercial purposes; conducting employee incentive award programs to promote on the job quality and productivity and customer loyalty and club services for commercial, promotional and/or advertising purposes
- Class 039.
All goods and services in the class are appealed, namely: Escorting of travelers, namely tour escorting, air transport, bus transport, car transport; taxi transport; car parking; chauffeur services; parcel delivery; information on transport and vehicle rental; vehicle rental; messenger and goods courier services; shuttle services by car for airport parking; transportation of passengers by air, car and bus; travel agency services, namely making reservations and bookings for transportation and luggage goods and passenger check-in services

Respectfully submitted,
/Julie B. Seyler/
10/10/2008

Julie B. Seyler

Attorney of Record

Abelman Frayne & Schwab

666 Third Avenue

NEW YORK, NY 10017

UNITED STATES

JBSeyler@lawabel.com, Rdahl@lawabel.com

212-949-9022