

ESTTA Tracking number: **ESTTA820113**

Filing date: **05/10/2017**

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

Application Serial No.	86863199
Applicant	FirstBank Puerto Rico

## Notice of Appeal

Notice is hereby given that FirstBank Puerto Rico appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 86863199.

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 class of goods/services:

- Class 036. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Charge card, credit card, debit card, cash card and payment card processing services; Credit card authorization services; Credit card factoring services; Credit card payment processing services; debit card transaction processing services; Credit card transaction processing services; Credit card verification; Electronic credit card transactions; Issuing credit cards and prepaid cards; On-line banking services featuring electronic alerts that alert credit and debit card users when a single transaction exceeds a certain amount; Providing cash and other rebates for credit card use as part of a customer loyalty program; Providing electronic processing of automated clearinghouse (ACH) and credit card transactions and electronic payments via a global computer network; Providing electronic processing of credit card transactions and electronic payments via a global computer network; Providing electronic processing of electronic funds transfer, ACH, credit card, debit card, electronic check and electronic payments; Cash replacement rendered by credit card

Respectfully submitted,  
/joseph w bain/  
05/10/2017

**Joseph W. Bain**

**SHUTTS & BOWEN LLP**

**525 OKEECHOBEE BLVDSUITE 1100**

**WEST PALM BEACH, FL 33401**

**UNITED STATES**

**ptomail@shutts.com**

**561-650-8523**