

ESTTA Tracking number: **ESTTA966498**

Filing date: **04/11/2019**

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

Application Serial No.	87704059
Applicant	Symantec Corporation

## Notice of Appeal

Notice is hereby given that Symantec Corporation appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 87704059.

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 036. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Credit reporting services; providing credit reporting data maintained by others; credit risk management and consultation services, namely, assistance with restoring and analyzing credit damaged by identity theft; tracking and reporting regarding consumer credit reports and changes thereto, providing advice and consultation in the field of credit reports and credit scores; fraud resolution assistance, namely, assistance with restoring credit damaged by identity theft; and providing reimbursement of costs associated with identity theft; providing financial information via a web site; financing services; financial services; financial services, namely, credit repair and restoration; credit risk management, credit risk management and consultation services, namely, assistance with restoring and analyzing credit damaged by identity theft
- Class 042. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Software as a service (SaaS) featuring software for use in electronic storage of data, documents and receipts; software as a service (SaaS) featuring software to assist in tracking, managing, and reporting expenses, credit scores, account information, and commercial transactions; software as a service (SaaS) featuring software for providing alerts and notifications regarding potential identity theft, and for providing tips and information concerning identity theft; electronic monitoring of personally identifying information to detect identity theft via the internet; electronic monitoring of credit card activity to detect fraud via the internet; data security consultancy; identity theft detection and protection services in the nature of arranging secure authentication of personal data in requests to open banking, credit, credit card, loan, financial, telecommunications and utility accounts; fraud and identity theft protection services; monitoring the Internet, public records, credit reports, private and public electronic databases, and unregulated global computer networks to facilitate the detection of and protection against identity theft and fraud; providing a secure interactive website concerning notifications of potential fraud and potential identity theft; providing information on potential fraud and potential identity theft via e-mail alerts and notifications; resolution assistance, namely, providing advice and consultation in the field of data theft and identity theft; consultation in the field of data theft and identity theft; and tracking, monitoring, and reporting regarding consumer credit reports and changes thereto for purposes of protecting against data theft, identity theft and fraud; prevention of unsolicited commercial communications, namely, removal from pre-approved credit offer lists; fraud and identity theft protection services consisting of credit card and debit card cancellation services in the event of loss or theft, namely, registering credit and debit cards for cancellation; fraud and identity theft protection services consisting of assisting others with replacing personal identification cards, driver's licenses, Social Security cards, insurance cards, check-books and travelers checks in the event of loss or theft; monitoring personal financial account activities for fraud protection purposes; providing alerts and notification information concerning possible fraud and identity theft for fraud protection purposes; monitoring public reports concerning larger scale consumer data security breaches for fraud protection purposes; providing alerts and notification information concerning possible fraud and identity theft related to such events for fraud protection purposes; monitoring personal financial account activities for atypical activities for fraud protection services; computer technology consultancy; computer programming; rental of computer software; computer system design

Respectfully submitted,  
/Randi Rader/  
04/11/2019

Sally M. Abel, Esq. and Randi Rader, Esq.  
FENWICK & WEST LLP  
801 CALIFORNIA STREET  
SILICON VALLEY CENTER  
MOUNTAIN VIEW, CA 94041  
UNITED STATES  
trademarks@fenwick.com  
650-988-8500